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This edition of the newsletter sponsored by:

Mark Your Calendar!

- [March 11 - Hill, Lighthouse and Young Awards Ceremony](#)
- [March 12 - National PRSA Webinar: Content Marketing](#)
- [April 8 - APR Class Kick-Off](#)

Hill Lighthouse Young Program Awards the Stars of Cleveland PR



Awards programs are everywhere this time of year. PRSA's Greater Cleveland Chapter is no exception, recognizing its best and brightest at the Hill Lighthouse Young Awards luncheon on Wednesday, March 11, at the Union Club.

Cleveland-area senior executives who are strong supporters of public relations and its function have been recognized since 1982 with the Hill Award. Tom Nobbe of the Cleveland Special Events Corporation is the recipient of the 2015 award. The 2014 winner was Len Komoroski of the Cleveland Cavaliers.

This is the 36th year that the Lighthouse Award is being presented to a PR practitioner for his or her contributions to the

profession and the community. This year's recipient is Don McGrath of Eaton. The 2014 recipient was Tracy Oliver of Dominion East Ohio.

Each year since 2001, the Davis Young Award has been presented for exceptional mentors and the 2015 recipient is Ed Stevens of Stevens Strategic Communications. The 2014 award was presented to Michele Ewing of Kent State University.

The Hill Lighthouse Young awards program is from 11:30 a.m. to 2 p.m. Deadline for reservations is Friday, March 6 at noon. To make reservations or learn information about the event, visit <http://www.prsacleveland.org/events>.

Gary Klasen

Board Member, [PRSA Greater Cleveland](#)
Eaton Corporation

PRSA Honors Cleveland's Best

Join us in honoring the recipients of the Hill Lighthouse Young Awards

When: March 11, 11:30 a.m. to 2 p.m.

Where: The Union Club, 1211 Euclid Ave., Cleveland, OH

[Purchase tickets](#)

Deadline for reservations is Friday, March 6 at 12 p.m. Cancellations must be received in writing by Monday, March 9, at 5 p.m. to be eligible for a refund. Checks with name and company affiliation of attendee(s) can be made payable to: PRSA Greater Cleveland, and mailed to: 28022 Osborn Road, Bay Village, OH, 44140.

PRSA Webinar: Developing content strategy

When: March 12, 3-4 p.m.

*On-Demand available March 17

Cost: Free for members

[Register](#)

As businesses become hubs of information for everything from industry trends to customer needs, the production and distribution of relevant content is a powerful way for companies

to reach their target audiences. Far from overt company messaging or traditional advertising, content marketing builds brand awareness, loyalty and trust by asking what an audience's needs are as consumers, and what they value as individuals. In this session, you will:

- Understand the applicability of content marketing in public relations.
- Learn how to identify content that will resonate with your audience, and drive engagement and interest in your company and products.
- Build a program that integrates core content, diversified content and distribution strategies to deliver long-term returns.
- Develop an effective measurement approach for content marketing success.
- Create a content strategy that produces tangible results and ROI for your entire organization.

About the Speaker:

Sandra Fathi, president and founder, Affect

Fathi has spent the past 15 years helping technology companies achieve their communications goals. A celebrated speaker and active contributor to PR industry publications, Fathi turns emerging communications tools into practical, useful strategies for clients with tangible ROI.



Get your Accreditation in Public Relations

Did you know that April is Accreditation month? The perfect time to take your career to the next level.



APRs demonstrate their commitment to the profession and to its ethical practice by advancing the Readiness Review process and passing the computer-based APR Examination.

Want help getting ready for the APR exam? Take the APR Readiness Course Series, kicking off April 8. Classes to follow will be held on April 22, May 6 and 20 at Cuyahoga Community College's Eastern Campus.

Those interested in attending the course should email PRSA

➔ March Promo Preview

New members will receive a free one-year section membership when they join national PRSA. Chapter dues are separate.

For more information: prsa.org/joinus/howtojoin.

➔ In the News

- Can you guess what the four top things you should never say to a reporter are? PR News reveals all [here](#).
 - And the Oscar goes to... Check out PRWeek's list of top marketers who deserved a golden statue of their own for marketing during the Academy Awards [here](#).
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➔ Monthly Motivation



➔ We want to hear from you!

If you have questions, suggestions or comments about this newsletter or would like to submit an article or story idea, please email **Cari Wildasinn**, VP of communications for the Chapter, at cari.wildasinn@fahlgren.com.

The [Public Relations Society of America](#) (PRSA) is the world's largest organization for public relations professionals.

The society has nearly 32,000 professional and student members. PRSA is organized into more than 100 Chapters nationwide, 19 professional interest sections and affinity groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. [PRSA Greater Cleveland](#) is the professional organization that brings together public relations, communications and marketing practitioners throughout Northeast Ohio.

Cleveland Photo Credit: Cleveland Plus