



3 TIPS FOR CREATING A POWERFUL BRAND STRATEGY

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This edition of the newsletter sponsored by:

➔ Mark Your Calendar!

- [August 26 - PRSA Cleveland Member Appreciation Event, Platform Brewery](#)
- [September 15 - Annual Business and the Media Luncheon](#)
- Save the Date: December 4 - Cleveland Rocks Awards at the House of Blues. Entries open for submission in September.

➔ August 26: We're celebrating you, members!

Enjoy a summer evening at Platform Beer Co. for a relaxed networking event to honor this year's sponsors, speakers and members. Enjoy your first drink on the chapter, catch up with friends, mingle and get back in touch with other Cleveland communicators.

When: Wednesday, August 26, 5-7 p.m.

Where: [Platform Beer Co.](#)

Tickets: Members, \$10; non-members, \$15

Free parking in Bodnar-Mahoney Funeral Home Lot on the corner of W. 41st and Lorain is permitted and encouraged.

[Purchase tickets](#)

→ Save the Date: Find where business meets the media Sept. 15

Industry Week, Aviation Week and Inside Business Editors to Discuss 'Changing Face of Trade and Business Media'

The changing face of trade and business media is the subject of a panel discussion for PRSA's annual Business and the Media luncheon program on Tuesday, Sept. 15. Panelists include:

- Industry Week editor-in-chief Patricia Panchak
- Washington, D.C.-based Aviation Week & Space Technology Editor-in-Chief Joseph Anselmo
- Inside Business Magazine writer and editor Jennifer Keirn



The editors will discuss the vision and direction of their trade and business publications, as well as the types of issues, themes and stories that interest their readers.

When: September 15, 11:30 a.m. (registration), 12 p.m. (program)

Where: Windows on the River, 2000 Sycamore St, Cleveland, OH 44113

Tickets: Members, \$30; Non-members, \$40

[Purchase tickets](#)

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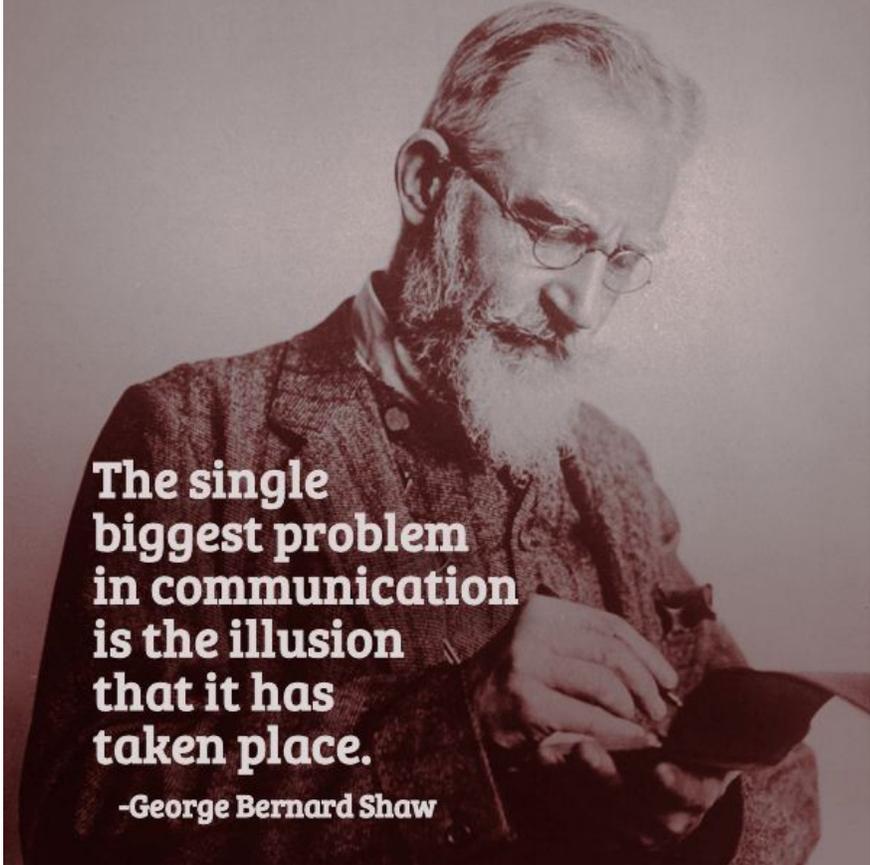
Study for your APR with PRSA Greater Cleveland

Ready to tackle earning your APR? Let PRSA Greater Cleveland Chapter help. Classes will be starting soon. If interested, please contact Christian Hunter at christian@rdlarchitects.com.

In the News

- Why silence isn't always golden in the midst of a crisis. See how one marketing firm handled being the former agency of Cecil the Lion's killer via PRDaily.com.
- How bad marketing squashed Boston's chances of being host of the Olympics: WebInkNow.com.
- See anyone you know? Check out PRNewser's 30 Under 30 for 2015 [here](#).

Monthly Motivation



**The single
biggest problem
in communication
is the illusion
that it has
taken place.**

-George Bernard Shaw

→ 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.

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