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### ➔ Mark Your Calendar!

- April 8 - APR Class Kick-Off
- **Save the Date: June 16** - Heather Whaling of Geben Communication will discuss the strategies, techniques and best practices for content marketing through a PR lens at Great Lakes Brewery. Stay tuned for details and ticket information.

### ➔ Non-Profit Committee Members Needed

PRSA Greater Cleveland Chapter is forming a committee to evaluate how we can better serve the needs of non-profit communications and public relations professionals. Committee members must be PRSA members, but do not have to be in the non-profit field to participate. Please contact Kaitlin McCready at [kaitlin.mccready@oracle.com](mailto:kaitlin.mccready@oracle.com) by Friday, April 3, if you are interested in participating.

### ➔ Insights from Crain's 'Meet the Media' Session: "People see the value in print"



On a cold, winter morning in Cleveland, a great group of PR professionals braved the subzero temps to meet with John Campanelli and Elizabeth McIntyre of Crain's Cleveland Business for what turned out to be an event completely worthy of the frozen nose, toes

and fingers.

Crain's Cleveland, which recently celebrated its 35<sup>th</sup> birthday, fills a gap in our community offering an underserved business community data, events, networking and news that we can use. The publication is going through a digital redesign to be more mobile-friendly and delivering news to readers in the way that they want to receive it. However, as the latest edition of Crain's is passed around my own office, I can agree with John when he said, "People still see the value in print."

According to Elizabeth, the Crain's Cleveland newsroom has a staff of 14 and half are reporters. She gave encouraging advice to all PR professionals in only two words, "Keep pitching."

Elizabeth recommended pitching not only your story, but the context of the story and the trend that will help her or one of her staff tell the story in the best way possible. As a former PR professional, she reads every pitch she receives. "I will listen to any pitch I get," she said. "You deserve that courtesy [...] And you never know where the kernel of a story will be."

Crain's is working to extend its reach, and incorporating more women and minorities in their business coverage. They are also not racing to be first, trying to tell stories that are as fully baked as possible.

The presentation portion of the event was brief and those in attendance had time to ask questions and speak one-on-one with Elizabeth and John, interaction that makes the Meet the Media series of events one of my personal favorites.

All in all, those in attendance received advice from a great resource for any PR professional.

Rachel Kerstetter

**Board Member, PRSA Greater Cleveland**

Sonnhalter



Hill, Lighthouse, Young Awards Recipients  
Stress Teamwork, Focus, Key Messages

Tom Nobbe knew what the message needed to be. The challenge for the leader of the Cleveland Special Events Corporation and recipient of PRSA's John W. Hill Memorial award was convincing the Gay Games organization as it chose the 2014 site that it needed to be in the Cleveland area.



"Our key message was that Northeast Ohio embraces inclusiveness and diversity," Nobbe said in accepting PRSA's award for Cleveland-area executives who demonstrate a keen appreciation for public relations in their careers. "The Cleveland-Akron area was the right place for the games at the right time," Nobbe said. He attributed "sound PR practices as the key to success" and saluted the "extraordinary team working on the Gay Games," which included some 130 community partners and more than 3,000 volunteers.

In receiving PRSA's Lighthouse Award for career accomplishments, Eaton Senior Vice President of Communications Don McGrath also recognized his Eaton team and reminded attendees that we in PR are "still story tellers for our organizations. Our work involves generating ideas that stimulate, inform and engage. These ideas start conversations, drive behaviors, change opinions and even help start movements that change society."

McGrath noted that information moves around the world today at lightning speed so it's up to communicators to emphasize facts and accuracy. "We are all custodians of the reputations of our organizations and of the public relations practice," McGrath added. "With all the advances in technology, some things remain constant: we tell stories for our organizations and clients and we must do it ethically."

Ed Stevens of Stevens Strategic Communications received PRSA's David Young Award for Exceptional Mentor: "It is important to support our new professionals as they hone their public relations skills," said Stevens. "I am honored to receive this significant honor bestowed by the Cleveland PR community." In addition to working with interns and entry-level

professionals, Stevens has helped establish scholarship programs, implement PR courses and create internships for both local and international students.

"I am so amazed by the students and young professionals I've seen," Stevens added. "I've watched them spread their wings and earn a few dollars." Stevens recognized members of his teams for their work with interns and young pros, helping build their portfolios. "What we do really helps," he said. "It is important to support our new professionals as they hone their public relations skills."

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## Join the PRSA Mentorship Program

In addition to Ed Stevens' Exceptional Mentor award, the lasting impact of effective internships and mentors was demonstrated in other ways at the PRSA awards event.

Eaton's Don McGrath had invited his Pittsburgh mentor, former Ketchum PR Chairman Jerry Voros, to the awards program in recognition to Voros' previous mentoring - and continuing friendship - with McGrath over the years. While seated at McGrath's table, Voros received a visit from Mark Nylander, the director of communications and marketing at the Cleveland Museum of Art. Nylander was a student at Kent State in the 1970s when he was hired for a summer internship in Pittsburgh by none other than Voros.

"It was great reconnecting with him," Nylander said of a relationship that began around 40 years ago. "I received a learning experience that only an internship can provide."

### **Looking for a mentor? PRSA Greater Cleveland can help.**

Are you new to the public relations profession or just looking to find the right mentor? PRSA Greater Cleveland is ready to connect you with an experienced professional.

Our goal is to build on the strength of Northeast Ohio's PR community by passing on valuable wisdom and experience. If you're interested in being a mentee, you just need to be a PRSA member in good standing and we'll match you with a mentor.

For more information on the PRSA mentorship program or to

be assigned a mentor/mentee, email Joseph Milicia at [joseph.milicia@timkensteel.com](mailto:joseph.milicia@timkensteel.com).

Ready to apply? Download the application [here](#).

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→ **Accreditation Classes Start in April: Make 2015 the year you add APR to your name**



Is obtaining your APR on your career "bucket list?" You may have heard that the preparation and studying process is hard or may want a better understanding of the requirements for the Readiness Review and the computerized exam.

**Have no fear...**

PRSA's Cleveland and Akron Chapters are once again teaming up to host a series of classes designed to help APR candidates prepare. Upcoming sessions will help candidates navigate the testing process and will focus specifically on the knowledge, skills and abilities essential to achieving accreditation.

Interested in learning more about accreditation? Attend the first class Wednesday, April 8, from 5:30-8 p.m. at Cuyahoga Community College - Eastern Campus, 4250 Richmond Road, Highland Hills, Ohio, 44122.

There is no fee to attend. Please RSVP to Accreditation Chairs Christian Hunter, APR ([ChristianTHunter@gmail.com](mailto:ChristianTHunter@gmail.com)), or Nora Jacobs, APR ([jacobs@crisiscommunications.com](mailto:jacobs@crisiscommunications.com)).

Based on interest, additional classes will be held on the following Wednesday evenings from 5:30-8 p.m.: April 22, May 6 and 20.

Unable to make any of these classes? Attend this [free webinar](#) on the basics of preparation.

*Note: Any member of the profession is welcome to sit for the APR exam, but at least five years' experience is recommended to best prepare for the range of questions that will be addressed.*

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## → April Membership Promo

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](http://prsa.org/joinus/howtojoin).

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## → In the News

- Finally, live video streaming comes to Twitter! Check out the month-old social media tool, Meerkat, and consider the possibilities of implementing it in your content marketing strategy, [here](#).
  - Catch up on the biggest takeaways from SXSW, brought to you by PRWeek, [here](#).
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## → Monthly Motivation

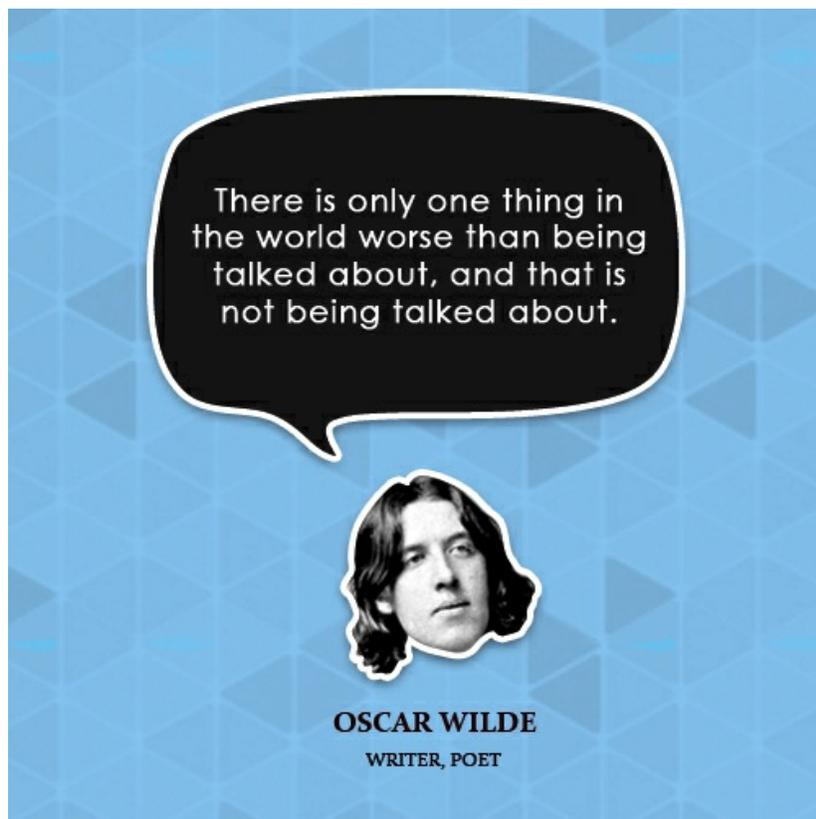


Image via Publiseek.

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## → 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

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