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HOW TO BUILD a **BETTER** Social Media STRATEGY

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This edition of the newsletter sponsored by:

## ➔ [Mark Your Calendar!](#)

- [May 12 - YoungPROs Mentorship Luncheon](#)
- [May 13-15 - PRSA Health Academy Conference](#)
- [June 16 - Content Marketing with Heather Whaling, Geben Communication](#)

## ➔ [Social Media and Politics: Why Senator Ted Cruz is ... #winning](#)

There's a man who categorically denies the existence of man-made climate change. He opposes comprehensive immigration reform. He rejects marriage equality. And, he once held the Senate floor for 21 straight hours in opposition of the inevitable passing of a continual resolution to a budget that included the Affordable Care Act.

Given these extremely conservative positions on social issues, one would imagine that this man might be on the receiving end of social media's anger.

As it turns out, Senator Ted Cruz (R-TX) is #winning.\*

At the very least, he's raising a ton of money. In the three days that followed declaring his White House candidacy - via Twitter, of course - USA Today reported that Senator Cruz raised \$2 million. The bulk of those donations came from small donors (\$0-99), according to the Cruz campaign. The invisible primary has officially arrived in your Twitter feed. And, that's not the

only place.

The Cruz campaign has also taken a more sophisticated approach to digital marketing than that of past GOP candidates. Like all good public relations practitioners, they clearly defined their target audiences and are messaging to them appropriately. The campaign is using data to influence its digital buying strategy and offer a call to action for like-minded individuals.

For example, if you've been searching on Cabela's website or purchasing cold-weather hunting clothing online then you probably saw a targeted banner ad from Senator Cruz appealing to your (perceived) pro-gun disposition.

To be clear, this isn't a revolutionary practice. Decent marketers have been defining personas and messaging to them digitally for years. What was surprising to me is how well this strategy is working for an extreme candidate who will likely be outside of the party's favor by the time the official primary begins.

Until then, it looks like Senator Cruz will be trending.

*\*Author's note: I simply couldn't resist using this embarrassingly dated hashtag. It just felt...right.*

John Znidarsic

**Senior Director of Social Influence, Adcom  
Board Member, PRSA Greater Cleveland**

## → Content Marketing: A valuable tool for the PR professional, featuring Heather Whaling



Content Marketing is a valuable tool for any PR professional. Instead of pitching a product or service to the public, content marketing reinforces the need to change customer's behavior to engage with the product and service. Join Heather Whaling, President, Geben Communication, as she discusses the strategies, techniques and best practices for 21st century content marketing in the PR world.

### **About the Speaker:**

As president of Geben Communication, Heather leads new business development and client strategy. An avid Twitter user, Heather can trace 75% of Geben's business back to relationships that began online. This ability to turn social networking into business outcomes has helped Geben evolve into a highly respected, sought-after, award-winning PR firm. In addition to helping clients secure coverage in a range of high-profile media outlets - from the New York Times and Wall Street Journal ... to Huffington Post and TechCrunch - Heather has been quoted in Inc.com, Entrepreneur and BusinessWeek about technology's impact on communication and business.

When: June 16, 11:30 a.m. to 1:30 p.m.

Where: Windows on the River, 2000 Sycamore St., Cleveland  
[Event Info and Tickets](#)

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### **Join the YoungPRos for a discussion on mentorship**

The YoungPRos committee will host a conversation about mentorship on Tuesday, May 12, at noon at Bar Louie on W. 6th Street in downtown Cleveland.

Topics will include the value of mentorship and finding a mentor in PR. All are welcome to attend including recent graduates, associate PRSA members and those who are new to the PR industry.

The event is free to attend, however lunch will be covered by each individual attendee. Please RSVP to Rachel Kerstetter at [rkerstetter@sonnhalter.com](mailto:rkerstetter@sonnhalter.com) no later than Friday, May 8.

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### **The PRSA 2015 Health Academy Conference**

Join us at the PRSA Health Academy Conference and Pre-Conference, May 13-15. Get access to best practices and network with fellow PR professionals. The event is designed to

inspire healthcare PR professionals to think creatively, sharpen skills and be introduced to next generation trends and tactics.

PRSA members can save \$60 by using code: HARCM15 to get the full package now through April 30th. For more information or to register, visit [www.prsacleveland.org/events](http://www.prsacleveland.org/events).

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## → In the News

- Can't wait for Heather Whaling's PRSA Cleveland presentation? Read in advance about creative content marketing and why its changing the world of PR [here](#).

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## → Monthly Motivation

“THE TWO WORDS ‘INFORMATION’ AND ‘COMMUNICATION’ ARE OFTEN USED INTERCHANGEABLY, BUT THEY SIGNIFY QUITE DIFFERENT THINGS. INFORMATION IS GIVING OUT; COMMUNICATION IS GETTING THROUGH.”

SYDNEY J. HARRIS

© Lifehack Quotes

Image via LifeHack.org

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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 Chapter, at [cari.wildasinn@fahlgren.com](mailto:cari.wildasinn@fahlgren.com).

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The [Public Relations Society of America](http://www.prsa.org) (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](http://www.prsa.org) is the professional organization that brings together public relations, communications and marketing practitioners throughout Northeast Ohio.

