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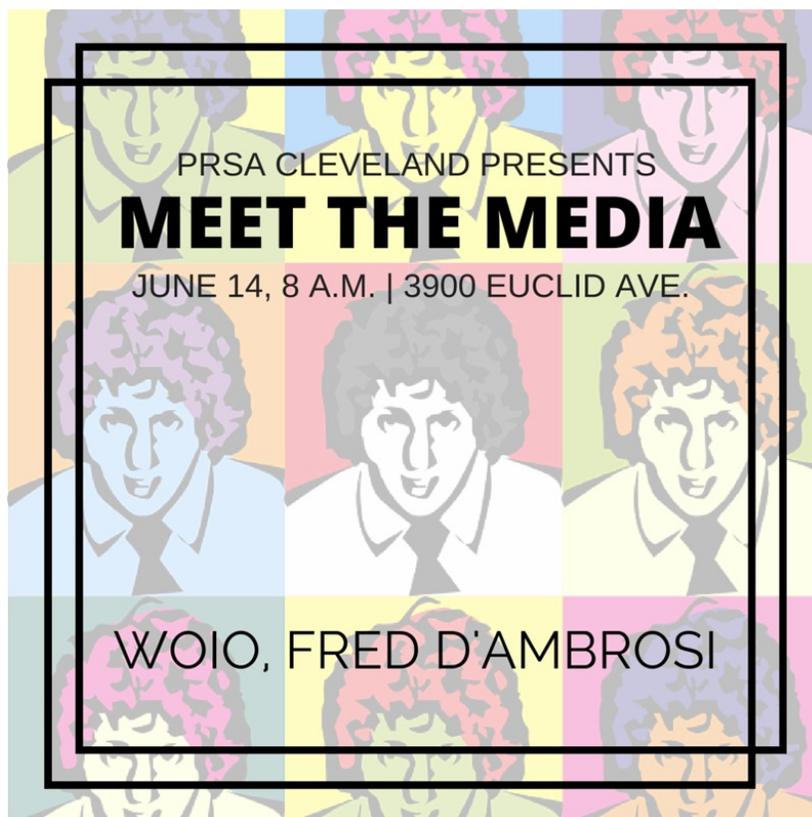
→ Upcoming Events

- [Meet the Media Breakfast: June 14](#)
- [PRSA International Conference: Oct. 23-25](#)

For a full list of events and registration information, go to prsacleveland.org/events.

For a list of all upcoming free PRSA webinars, [click here](#).

→ Meet the Media Breakfast: Hear about the future of WOIO



[Purchase tickets](#)

When: June 14, 7:30 a.m. (registration); 8 a.m. (program)

Where: 3900 Euclid Ave. (free parking available on-site)

*Please bring a photo ID to access the building; breakfast will be provided.

Fred D'Ambrosi joined WOIO a little more than one year ago, and quickly began rebranding the station as Cleveland 19 News. How has his first year been? How have his viewers reacted to the shift away from the 19 Action News format? What can we expect from Cleveland 19 for the remainder of 2016? Get answers to these questions and more at PRSA Cleveland's "Meet the Media" breakfast.

About the Speaker:

Before WOIO, D'Ambrosi was news director at WUSA-TV in Washington, DC. The station won regional Associated Press awards for Outstanding News Operation and Year-Round Sports Coverage, as well as a regional Emmy for coverage of Super Storm Sandy. D'Ambrosi, as news director at KFMB-TV/AM/FM in San Diego and WISN-TV Milwaukee, lead award winning and ratings leading teams. His newsrooms garnered the regional Edward R. Murrow Award, the Associated Press Award and regional Emmys for coverage of wildfires, investigative journalism and arrest coverage of serial killer Jeffery Dahmer. D'Ambrosi was a producer at WKYC in the mid-1980s.

Thanks to our event host:



→ Miss the May RNC event? Here's a recap.

The chapter hosted "The Republic National Convention: Expect the Unexpected," Tuesday, May 24, with panelists Nick Castele, a reporter and producer from WCPN, and Andrew Tobias, a Cleveland.com political reporter assigned to the 2016 RNC. The event was sponsored by Team NEO.



PRSA Cleveland hosted its first "Meet the Media" breakfast session of the year on May 24 about the RNC. Pictured left to right: event moderator John Znidarsic, Adcom; panelists Nick Castele, WCPN; Andrew Tobias, Cleveland.com

Castele and Tobias covered topics from convention planning, media coverage of the presidential nominees, particularly Donald Trump, and the potential lasting impact of the RNC on the city of Cleveland.

With Trump as the presumptive Republican Party nominee, Castele and Tobias said the RNC is a stage for more of the candidate's outrageousness and unpredictability.

The panelists agreed that media is likely to continue on the path of Trump media coverage, blurring entertainment and news.

Event moderator John Znidarsic, senior director of social influence at The Adcom Group and Executive Board member, asked the panelists if there were opportunities for PR professionals to pitch

local stories to media in town for the RNC.

"Early in the process, we heard a lot about how out-of-town media would tell Cleveland's story and talk about the community," said Castele. "With Donald Trump as the nominee, I've got to imagine most of the stories are going to be about Donald Trump; he's the main show and media won't want to miss it."

The panelists also discussed the long-term impact of the RNC on Cleveland. Tobias said the extensive wireless network upgrades downtown plus the renovations to Public Square are major, lasting benefits. Tobias added that the RNC allows Cleveland to position itself as a competitor with similar cities.

Kendra Davis
PRSA Cleveland Board Member
UnitedWay

→ Save \$200: PRSA International Conference



Marketing and social media expert Scott Stratten will deliver the closing keynote presentation at the Public Relations Society of America's [2016 International Conference](#) on Tuesday, Oct. 25 in Indianapolis.

Named one of the "Top 5 Social Media Influencers in the World" by Forbes Magazine, Stratten has authored four best-selling business books, including "UnSelling: The New Customer Experience," and his clients' marketing videos have been viewed over 60 million times. Stratten joins Astronaut Scott Kelly and cyber security expert Theresa Payton on the conference's keynote speaker list.

Attendees [can save \\$200 by registering](#) for the conference by Aug. 26. Discounted [hotel and travel rates](#) are also available.

→ Last Call for Bloggers: Only a few spots remain!



PRSA Cleveland will be launching an official blog to report on trending industry topics, highlight successful communications case studies of the area and more.

Interested in becoming a contributor? Those who sign on to be a PRSA Cleveland Blogger will be asked to contribute at least one article quarterly. Please email cari.wildasinn@fahlgren.com if interested no later than June 30.

→ Get matched with the right mentor

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 mentorship program is an opportunity to build on the strength of Northeast Ohio's PR community by connecting members to share valuable wisdom and experience. For more information, contact Ann Marie Halal at annmhalal@eaton.com.

→ We want to hear from you!

If you have questions, suggestions or comments about this newsletter or would like to submit a story idea, 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