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This edition of the newsletter sponsored by:



→ Upcoming Events

- [Hill, Lighthouse Young Awards Nominations due June 3](#)
- [Content Marketing World: Sept. 6-9](#)
- Save the Dates: Student Day - Nov. 4; Annual Rocks Awards Ceremony - Dec. 2

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

→ Strike "I hate math!" from your PR vocab

Local Cleveland PRSA member Jim Jaye of Nordson Corporation recently gave his advice to PR professionals nationwide in an issue of PR Tactics.

At one point in all of our careers, it's quite possible that the words, "I hate math," or "I deal in words, not numbers," has come out of our mouths. But as PR professionals, should we really be so down on math and numbers? Jaye says no. Not only should we embrace math, but by doing so, it will expand our career options to great heights.

Read more about Jim's personal experience strategizing with CFOs at Fortune 500 companies and his tips on becoming smart with numbers [here](#).

→ Call for Nominations: Hill, Lighthouse, Young Awards

The Hill, Lighthouse, Young Awards Committee is currently

seeking nominations for the 2016 awards program, which will be held this fall. Please consider nominating one of your colleagues or mentors to be recognized with one of these prestigious awards:

- The **John W. Hill Award**, recognizing outstanding leadership and support for internal and external communications by a chief executive.
- The **Lighthouse Award**, acknowledging the career accomplishments and community service contributions of a senior PR practitioner in Northern Ohio.
- The **Davis Young Award**, recognizing a member of the chapter who excels in mentoring students and young professionals through hands-on instruction and support.

Short nomination forms are due to the committee, via Committee Chair Kelly McGlumphy, APR, no later than 5 p.m. on Friday, June 3, 2016. Nomination forms are available [here](#).

→ Refer a member, earn \$25!

Your mission, should you choose to accept it is to earn a \$25 Amazon gift card by simply referring a new member. The new member's initiation fee is waived (\$65 value) and is invited to join a section for free for one year (\$60 value).



Start your application!

To complete this mission, have your contact complete the membership application [here](#) and enter your name in the "How did you hear about PRSA" section. They should include the promo code MP16 in the Coupon/Promo Code field upon checkout to receive the discount.

→ Content Marketing World 2016



Content Marketing World is the one event where you can learn and network with the best and the

brightest in the content marketing industry. You'll leave with all the materials you need to take a content marketing strategy back to your team-and-to implement a content marketing plan that will grow your business and inspire your audience.

The event has more than 150 sessions presented by the

leading brand marketers from around the world covering strategy, integration, measurement, and more new ideas that you can shake an orange stick at.

Use discount code MEDIA100 and save \$100 on your registration! More info [here](#).

→ Celebrate APR Month!



If you are a public relations practitioner and you've been thinking about getting your APR, there's no better time than now! April is APR month, so go ahead...it's worth it!

The APR builds on the foundation of your educational degree, keeping you current on today's best practices and applications in the ever-evolving communications world. Stay on the forefront of industry knowledge, continue to refine your skills and take your work to the next level by achieving-and maintaining-this important credential.

Profess what you know. Learn more and earn your APR today! Email APR Chair Christian Hunter at christian@rdlarchitects.com to find out how you can earn your APR with PRSA Greater Cleveland this year.

Already have your APR? Share with us why you are glad to have APR at the end of your name on social media by tagging @PRSACLE and using #ItTakesAPRo and #APRMonth.

→ 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.

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