



PRSA Public Relations Society of America
Greater Cleveland Chapter
NEWSLETTER



3 TIPS FOR CREATING A POWERFUL BRAND STRATEGY

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This edition of the newsletter sponsored by:

→ Mark Your Calendar!

- Last Call for Tickets: June 16 - Content Marketing with Heather Whaling, Geben Communication
- Save the Date: August 27 - PRSA Cleveland Member Appreciation Event, Platform Brewery (Details to come)
- Save the Date: September 15 - Annual Business in the Media Luncheon (Details to come)
- Save the Date: December 4 - Cleveland Rocks Awards at the House of Blues (Details to come)

→ 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.

This presentation is ideal for PR practitioners at any level, but especially for new or young pros and/or mid-level

LAST CALL: Reserve your ticket today!

[Event Info and Tickets](#)

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

Where: Windows on the River, 2000 Sycamore St., Cleveland

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.

Event sponsored by Fathom



➔ Plain Dealer Editor Encourages Reader Input at PRSA 'Meet the Media' Event



Plain Dealer Editor George Rodrigue made his first local public speaking appearance at the Greater Cleveland PRSA's "Meet the Media" breakfast event on May 27, chuckling that it was his "first speech since fifth grade."

A Pulitzer Prize winner and the former vice president and managing editor of the Dallas

Morning News, Rodrigue noted the "huge changes to our craft" in reporting the news, explaining that in Cleveland "we needed to change the business model because the current one doesn't

work anymore."

Rodrigue joined The PD in January of this year and explained that he has been surveying readers on ways to improve the paper. The local focus of the front page is changing to provide "a bigger window to the world" for national and international news. "We're learning what matters, how it matters and how we reach our readers," he said.

He provided his business card to attendees and encouraged them to continue the dialogue with him and his team. During the Q&A, Barb Paynter of Paynter Communications said it's difficult to find contact information about reporters when she wants to provide a comment or statement. Rodrigue said he would look into the issue.

He addressed the challenges of having three newsrooms with the Northeast Ohio Media Group located on Superior Ave., The Plain Dealer team at the Skylight Office Tower in Tower City and the night desk editors on Tiedeman Rd. in Brooklyn. Rodrigue said he directly manages the newspaper but coordinates closely with the other newsroom sites. The NEOMG reporters focus on areas such as public safety, government and politics while The PD team specializes in business, education, the arts and education.

"Our goal is to produce high quality journalism and provide it in a digitally appropriate way," Rodrigue said. "We are trying to turn news reporting into more of a dialogue."

Rodrigue explained what he means about wanting the newspaper being "a force for good." He said The PD should help alert people to issues to which they should pay attention as well as "constructing facts that contribute to a public discussion."

Gary Klasen

Eaton External Communications

Board Member, PRSA Greater Cleveland Chapter



Highlights from the PRSA Health Academy

The PRSA Health Academy hosted their annual conference in

Cleveland this year May 13-15. The conference kicked off this year's event at Cleveland Clinic for the pre-conference. The group of attendees took an in-depth look at One Cleveland Clinic, how the organization comes together through communications and marketing to achieve their goals through various channels. Attendees heard from speakers that included: Eileen Sheil, Executive Director of Corporate Communications, Dr. Steven Nissen, Chairman of Cardiology and Dr. James Young, Chairman of Endocrinology. Panel discussions encompassed how Cleveland Clinic communicates change as a national health care leader through internal, external, news and social perspectives.

The following two days the PRSA Health Academy conference was packed with keynote speakers and breakout sessions. Some of the highlights - Dr. Michael Roizen, chair, Cleveland Clinic Wellness Institute and chief wellness officer, talked about his experiences with media and how his YOU brand was built with the help of public relations; Fred Cook, CEO, Golin, talked about his experiences along the way to becoming CEO and tips to use your own life experiences as a learning tool and not to be afraid to take risks.

Overall, the biggest idea to emerge from workshops was content strategy and how we tell our own stories, which includes telling your own story to your internal audiences. The feedback from the entire conference was fantastic. Cleveland and our growing reputation as a health care hub certainly impressed everyone in attendance.

Victoria Vinci

Cleveland Clinic

Board Member, PRSA Greater Cleveland



In the News

- A Q&A with Cleveland's James J. Roop on the importance of volunteering and the coveted Anvil Awards via Tactics. More [here](#).
 - Meerkat has its 'moment' at the CMT Awards. More [here](#).
 - Instagram gets a face lift - read about it [here](#).
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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.

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.