



**PRSA** Public Relations Society of America

Greater Cleveland Chapter  
NEWSLETTER

# 6 TACTICS YOUR CONTENT MARKETING STRATEGY IS MISSING

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This edition of the

## ➔ Mark Your Calendar!

- [October 19 - APR Classes begin](#)
- [October 23 - Student Day](#)
- [November 5 - YoungPRos Happy Hour](#)
- [December 4 - 13th Annual Cleveland Rocks Awards](#)

## ➔ Rock the House: Tickets on sale for the Cleveland Rocks Awards



Bust out of your 9 to 5 and get ready to "Rock the House" at the 13th Annual PRSA Greater Cleveland Rocks Awards ceremony at the House of Blues Cleveland!

The signature Rocks Awards ceremony is the chapter's largest event of the year. What better way to close out 2015 than celebrating your hard work and the outstanding work of others?

Look for an email the week of October 19 to see if you'll be receiving an award this year. Then, join us at the ceremony as we reveal who this year's prestigious gold and silver rockers are - and take a guess at what programs will be named "Judges Choice" and "Best in Show."

Didn't submit your work this year? You can still attend the ceremony to participate in our annual silent auction fundraiser benefitting our student



scholarship fund and learn more about the award-winning work through an entry review session.

**When:** Friday, December 4

- 11:30 a.m., review winning entries, bid on silent auction items and network!
- 12 p.m., lunch begins
- 12:30 p.m., program begins

**Where:** House of Blues, Cleveland  
308 Euclid Ave., Cleveland, OH 44114

**Early Bird Tickets (until Nov. 18)\*:**

- \$50, members PRSA or NOCA
- \$65, non-member
- \$350, table of 8 (regardless of member status)

*\*Ticket prices increase by \$10 for individuals and to \$480 for tables on Nov. 19.*

[Purchase tickets online](#) or make checks out to PRSA Greater Cleveland and send to PRSA Greater Cleveland, c/o Lynn Bracic, 28022 Osborn Road, Bay Village, OH 44140.

**Event Sponsorships Available:**

Event sponsorships, which include a table of eight and inclusion in event promotions, are still available at the Gold and Silver Rocker levels. Contact Katie Kennedy for more information at [katie.kennedy@eaton.com](mailto:katie.kennedy@eaton.com).

**Accepting Silent Auction Donations:**

Have a special item you'd like to donate to the silent auction? We are currently accepting donations. Please email Cari Wildasinn at [cari.wildasinn@fahlgren.com](mailto:cari.wildasinn@fahlgren.com) with a description of your item by November 20.

Thanks to our presenting sponsor:



This year's APR test preparation classes will begin Monday, Oct. 19, at 5:30 p.m. Classes will be held every other week at Akhia in Hudson. Interested in joining? There's still time. Email Christian Hunter at [christianhunter@gmail.com](mailto:christianhunter@gmail.com) prior to the first class.

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## ➔ Get Connected: Student Day is Friday, Oct. 23



PRSA Student Day, presented by Eaton, welcomes students from area colleges to join us for a day of interactive panel discussions, resume reviews and a networking luncheon.

Please share this with your interns and with any students in your networks. Students may register for the event [here](#).

**When:** Friday, Oct. 23, 8:30 a.m. to 1:30 p.m.\*

**Where:** Eaton Corporation, 1000 Eaton Blvd., Beachwood, OH 44122.

### **Volunteers Needed:**

PR pros that volunteer to attend lunch will participate in a roundtable format discussion to share information, answer questions and provide counsel to groups of students. A resume review is set up in a one-on-one, speed-dating format. Volunteers should arrive at 11:30 a.m. If you are interested, contact Rachel Kerstetter at [rkerstetter@sonnhalter.com](mailto:rkerstetter@sonnhalter.com).

Thanks to our presenting sponsor:



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## ➔ YoungPRos Networking Happy Hour

Save the Date! Join the Young PRos for a happy hour on November 5. Please contact Rachel Kerstetter at [rkerstetter@sonnhalter.com](mailto:rkerstetter@sonnhalter.com) if you'd like to be added to the YoungPRos mailing list to receive updates on this and future events.

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## ➔ The 2015 Diamond Awards: Let your PR gems shine!

The East Central District of PRSA invites you to submit your shining examples of PR campaigns and tactics for its 38th annual Diamond Awards competition. The awards are open to any PR professional who is a member of one of the 16 chapters in the East Central District, which includes the Greater Cleveland area.

Winning entries representing the top three highest scores of all Diamond Awards categories will be eligible for consideration for the single annual Best of Show Award, which honors the finest example of the district's PR programming.

**Early Entry Deadline:**

October 23

\$65, members; \$85, non-members

**Late Entry Deadline:**

October 27

\$80, members; \$100, non-members

For more information or to submit your winning work:

[www.ECDPRSADiamondAwards.com](http://www.ECDPRSADiamondAwards.com)

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 **In the News**

- Considering making a switch to agency? Read [this Tactics article](#) on what you need to know.
  - Trick or treat! Read about what PR pros can learn from Halloween flicks [here](#).
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 **Monthly Motivation**



# IF THE BROOM FITS, RIDE IT

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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 a story idea, 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](#) (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