

DECEMBER 4, 2015
HOUSE OF BLUES CLEVELAND



PRSA Public Relations Society of America
Greater Cleveland Chapter
NEWSLETTER



3 TIPS FOR CREATING A POWERFUL BRAND STRATEGY
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- [September 10 - Worthy Awards Judging Volunteer Deadline](#)
- [September 15 - Annual Business and the Media Luncheon](#)
- [December 4 - 13th Annual Cleveland Rocks Awards](#)

➔ Rock the house at the 13th Annual Cleveland Rocks Awards



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Get ready to rock the house with the best of Cleveland's public relations practitioners and communications professionals at the 13th Annual Cleveland Rocks Awards luncheon, December 4 at the House of Blues, Cleveland.

Think your program or project has what it takes to be named a Best of

Cleveland Rocks, Judges' Choice, or a Gold or Silver Rocker?

Enter your best work from the past year; then, attend the annual awards program where we'll reveal this year's winners.

Entry Deadline: Monday, Sept. 21, 5 p.m. ET

- \$60, members; \$80, non-members

Late Deadline: Monday, Sept. 28, 12 p.m. ET

- \$85, members; \$105, non-members

To download the call for entries, [click here](#).

Ready to enter? [Click here](#) to access the online entry portal.

Questions? We're here to help. Call Lorraine Schuchart at Prosper for Purpose, 216-469-7977 or Anne Doyle at Lake Health, 440-354-1007.

Sponsorships are still available for this year's program. If interested, please contact Katie Kennedy at katie.kennedy@eaton.com.

Thanks to our presenting sponsor:



[→](#) **Business and the Media Panelists to Address Today's Challenges in Print and Digital**

Aviation Week & Space Technology Magazine this year made the jump to

hyperspace, so to speak, according to Joe Anselmo, editor-in-chief and a Cleveland-area native.

"In January of this year, we took our big leap into the digital age," said Anselmo, a program panelist. "We launched an app for tablets and mobile phones and a weekly digital edition. Now, we push new stories every day and wrap all the content into a digital edition that pushes live."

A Cleveland native and Ohio University alumnus, Anselmo has 25 years' experience as a D.C.-based reporter, covering a wide array of business, political, military, space and technology issues at Aviation Week, Congressional Quarterly and The Washington Post Co. He has won three Aerospace Journalist of the Year awards.

Industry Week Editor-in-Chief Pat Panchak is the group content director at Penton Publishing for its Manufacturing and Supply Chain Group, overseeing the strategic development of all editorial products including the magazines, websites, social media, research, information products and executives for nine different properties, from Industry Week to New Equipment Digest, EHS Today and Material Handling and Logistics, to name a few. One of her recent monthly IW columns emphasized the importance of manufacturing and how it "hasn't been shrinking or dying as some have declared," but instead "is continuing a transformation that is only now beginning to be understood."

Panchak, who has a bachelor's degree in journalism from Bowling Green State University and a master's in journalism from Ohio University, is an award-winning writer and editor. She has also earned the American Business Media's Midwest Award for Editorial Courage and Integrity.

Inside Business Magazine maintains an equally active presence online and in social media according to Contributing Editor Jennifer Keirn. The publication explores the stories of people, companies and trends of Northeast Ohio's business community. Previously a long-time freelance writer, Keirn served in marketing communications and PR positions in corporate and agency environments.

"Inside Business welcomes pitches that tie business developments to larger trends, providing glimpses into the region's key players and companies and revealing new technologies that illustrate the best our region's innovators have to offer," Keirn said.

Keirn received a bachelor's degree in journalism from Ohio University and has written for Cleveland Magazine, Crain's Cleveland Business and a

number of other publications.

Attend the Luncheon:

When: Tuesday, Sept. 15, 11:30 a.m.-1:15 p.m.

Where: Windows on the River

Tickets: \$30, members; \$40 non-members

[Purchase Tickets](#)

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 **Celebrating New Professionals**

Last week was PRSA's New Professionals Week, celebrating those who are new to a career in PR. Even though the week ended, the need to engage with new professionals continues.

If you're not so new to PR, reach out to a new professional in your office or network, whether that's taking them for lunch or a PRSA Cleveland event, giving them some feedback on their work or just saying "you're doing a good job." One of the most common concerns that new pros have is wondering if they are doing well.

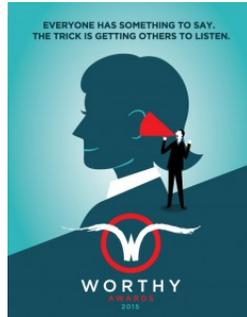
If you're a new PR pro, please take advantage of the PRSA network to develop in your career. Here are some idea starters:

1. Continuing your learning through the variety of free webinars offered to PRSA members on <http://www.prsa.org/>.
2. Connecting with [@PRSANewPros](#) on Twitter.
3. Joining PRSA Cleveland's mentorship program and YoungPROs committee.

Contact [Joe Milicia](#) to be matched with a mentor.

If you're new to PR and don't already receive emails from the New/YoungPRos committee, email [Rachel Kerstetter](#) to be added to the mailing list.

→ Call for Judges: Sept. 10



Want a glimpse into the Texas PR world? Volunteer to judge their Cleveland Rocks Awards-equivalent, the Worthy Awards.

The 2015 Worthy Awards will honor outstanding strategic communications programs and tactics for Fort Worth, Texas' PRSA Chapter, our partner chapter for this year's awards season.

Anyone interested in volunteering to judge, please email your name and email address you'd like associated with the call for judges no later than September 10 to Anne Doyle at anne.doyle@lakehealth.org.

Entries will need to be judged by October 1, and will be done so via an easy-to-use online portal. APRs are preferred.

→ In the News

- Become an Instagram pro with this helpful list of marketing tools from [PRDaily.com](#).
 - Where should B2B marketers spend their time (and money)? [Forbes](#) has the answer.
-

→ Monthly Motivation

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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.

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