



## Announcing the 2024 Communications Excellence Award Winners!

The PRSA Thoroughbred Chapter has announced its 2024 Communications Excellence Award Winners. See the winners below and read more about them in our [press release HERE!](#)

These awards recognizing communications excellence will be presented at a ceremony hosted by the PRSA Thoroughbred Chapter on **June 18 at 5:30 p.m. at Pasta Garage's Banchetto 972, 972 Delaware Ave. in Lexington.** The event is open to attend, purchase your ticket below.

[Register for the Banquet Here!](#)

## Meet Our Award Winners



### Communicator of the Year

Devine Carama, director of ONE Lexington, community activist and hip hop artist, was selected as the 2024 Communicator of the Year. The award recognizes a person who is not a public relations professional but who did an outstanding job of communicating during the past year.

Carama was nominated by members of the Thoroughbred Chapter's board in recognition of his impact on the Lexington community. He is a 2022 Emmy Award-winning hip-hop artist, educator, community activist and motivational speaker from Lexington. He is also the director of ONE Lexington, the Lexington Mayor's youth gun violence reduction program, which has launched several new initiatives in its first year under his direction. Additionally, he is the founder and director of a youth-focused nonprofit organization called Believing In Forever, Inc.



### **Career Achievement Award**

Megan Moloney, vice president of marketing and communications at Transylvania University, was named recipient of the Career Achievement Award, an award recognizing someone who is a current member of the PRSA Thoroughbred Chapter or who has been a member in the past five years who has more than 15 years of experience and has demonstrated a commitment to excellence.



### **Communications Impact Award**

Andrea Gils Monzón, founder & CEO of Shiftmakers Consulting, was named as recipient of the Communications Impact Award. The award recognizes someone at the mid-level range in their career, doing outstanding work in the profession, with five to 15 years of PR/communications experience.



### **Rising Star Award**

Mallory Olson, media relations manager at TimelyCare, was named as recipient of the Rising Star Award, an award recognizing someone new to the field, with two to five years in a PR or communications role.

**Exciting 2024 Programming:  
Go ahead and register for these future events!**

We have great presentations lined up for our upcoming events, you won't want to miss them! Register for these future events below in addition to the June awards

event linked above:

**October 15:** PRSA Virtual Event – Dr Melody T Fisher, Author of, “The Untold Power of Underrepresented Groups in Public Relations”, Noon

**November 19:** PRSA Virtual Event – Julia Petryk, Co-Founder & Board Member, Ukrainian PR Army, Noon

## From the National Blog, "PR Say"

### 3 Ways to Reach Flippers, Skimmers and Other Nonreaders With Words

"Web visitors read, on average, just 20% of the words on a page, according to Nielsen Norman Group coverage. So how can you reach these flippers, skimmers and other nonreaders?"

[Read More Here!](#)



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