



We've set a MEMBERSHIP RECORD!



Did you know The Thoroughbred Chapter recently hit a **chapter record of 70 members**? Thank you for your leadership in helping Central Kentucky PR and communications professionals learn, grow, and connect with each other!

If you are reading this newsletter and considering a PRSA membership, we'd love to have you join us and enjoy exclusive member benefits, such as discounted in-person and virtual programming, professional development, networking opportunities and industry publications. Please contact membership chair Emma McKinstry at emma@418communications.com for more information.

Connecting with Local College Students

Thank you to the 20 students and professionals who attended our "Networking 101" event with PRSSA affiliated chapters from UK and EKU.



Register Now: In-Person Event on April 16 for APR Month!

In-Person Panel: APR Accreditation

April 16



Sally Baker,
APR

American
Association of
Equine
Practitioners



Julie
Booher,
APR

PepperPointe
Partnerships



Nancy Wiser,
APR, Fellow,
PRSA

Wiser
Strategies

We have an exciting in-person program planned for you on **April 16th** for APR month. Hear from three local APR professionals and learn about the APR process and how it has benefited them in their careers. **Networking starts at 11:30 with the Panel kicking off at noon.**

Box lunches are included with your registration. Location: **UK Federal Credit Union Corporate Office**, 1730 Alysheba Way, Lexington (note, this is the corporate office, not the bank branch.)

[Register Now!](#)

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 March and April events linked above:

May 28: PRSA In-Person Event – Spencer Barrett Senior Digital Manager at A&W Restaurants, Lunch Provided, Noon

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

Job Posting Alert!

Rumpke Waste and Recycling is **HIRING a Communications Coordinator!**

They are seeking an energetic and proactive public relations professional to join the corporate communications team. The ideal candidate for this full-time position is a go-getter who can identify a newsworthy story and write effectively. The role demands a professional who enjoys a fast-paced working environment.

Find the full position description and application at the link below.

[APPLY HERE](#)

JOB POSTINGS!

Have an opening? Postings are FREE for members and \$50 for nonmembers



Visit kyprsa.org/jobs for more postings and details on how to apply



Is your organization hiring? Send us your job posting!

We will list them on our [PRSA Thoroughbred Chapter website HERE](#) and share them out to our email distribution list every month.

Postings are FREE to chapter members and \$50 for non-members. Email communications@kyprsa.org to submit.

2024 PRSA Thoroughbred Chapter Awards



We have a new awards program launching soon. Stay tuned for exciting updates about how to participate!

From the National Blog, "PR Say"

Associated Press Story Innovator Ted Anthony Urges Communicators to Be Curious

"For a story to be compelling, it must be accurate, Ted Anthony said. "Establishing trust with your audience is the A-number-one thing." That, "and is the story interesting? What do you want to leave people with at the end?"

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