



## Discover the Untold Power in Public Relations



Join us for "The Untold Power: Underrepresented Groups in Public Relations." This eye-opening event fills a critical gap in PR history. Dr. Melody Fisher highlights the groundbreaking contributions of ethnically and racially underrepresented groups whose stories have often gone untold. From inspiring past achievements to current challenges and future opportunities, this event will engage and motivate you in your PR journey.

**Feb. 18, 2025**  
**12 - 1:00 p.m. EST**  
**Online**

[RSVP Here!](#)

One lucky attendee will receive a signed copy of Dr. Fisher's book.\*

\*You must be registered and present to win!



## Save the Date! Upcoming Networking Events



*We were excited to meet for our first Coffee & Coworking last month.*

You asked for more networking opportunities, and we heard you! Members and non-members interested in PRSA are invited to join us for any or all of these informal gatherings.

### **Coffee & Coworking: Feb. 28 in Lexington\***

Connect with fellow PRSA members over coffee and conversation. Our next meet-up is at Kenwick Table (201 Owsley Ave., Lexington) on Friday, Feb. 28, from 8-10 a.m. EST. Drop in whenever and stay as long as you can! RSVP by Feb. 26 to let us know how many to expect.

If you have ideas for or would like to help organize a future networking event, contact past president Katie Neal at [katie@katienealconsulting.com](mailto:katie@katienealconsulting.com).

#### **Lunch: March 14 in Richmond\***

Join us for lunch and networking on Friday, March 14, at Millstone Social (122 E. Main St., Richmond) from 12–1:30 p.m. EDT. RSVP by March 11.

#### **Lunch: March 27 in Lexington\***

We will be at Ume Craft Ramen (867 S. Broadway #130, Lexington) from 12–1:30 p.m. EDT. RSVP by March 25.

\*Kindly note that food and drinks are at attendees' expense.

[RSVP Here](#)

## Silver Anvil Award Deadline Approaching



The final deadline to enter this year's PRSA Anvil Awards is Thursday, Feb. 13. We encourage you to submit your best work and gain the recognition you deserve! This is your chance to highlight your outstanding campaigns, creative strategies, and impactful results. Don't miss the opportunity to showcase your excellence among the best in the industry.

[Enter Here!](#)

## Chapter Members Spotlight: Whittney Allen

Whitney  
Allen



We are excited to share our Thoroughbred Chapter member spotlight features! Each month, get to know our members and why they love what they do.

If you would like to learn more about chapter membership, email [communications@kyprsa.org](mailto:communications@kyprsa.org).

**Meet this month's featured member, Whitney Allen!** Whitney is the Director of Foundation Marketing and Communications for Appalachian Regional Healthcare (ARH)/ARH Foundation for Healthier Communities.

**What is one of the most memorable or rewarding experiences of your career?**

One of the most rewarding experiences in my career has been leading the effort to build and elevate the ARH Foundation's brand from the ground up. When I stepped into my role, the Foundation had a strong mission but needed a more defined presence and strategic direction to reach its full potential. Through thoughtful marketing, storytelling, and relationship-building, I developed initiatives that not only expanded our donor database but also positioned the Foundation on a national stage.

**What do you love most about the PR/Communications industry?**

I love the ability to craft stories that inspire action and connect people to causes that make a meaningful impact. In the PR/Communications industry, every project presents an opportunity to amplify voices, build trust, and drive positive change.

**What is the best piece of career advice you've ever received?**

One of the best pieces of career advice I've ever received is that talent and intelligence can open doors, but hard work, initiative, and passion are what keep them open.

**What do you appreciate most about being a PRSA member?**

I appreciate the access to a supportive network of professionals who share innovative ideas and best practices. The resources and collaborative environment provided by PRSA help me stay informed about industry trends and refine my skills.

**What is your favorite Central KY food spot?**

One of my favorite Central Kentucky food spots is Distilled on Jefferson in Lexington. Their creative dishes and inviting atmosphere make it a go-to destination for every occasion.

**Connect with Whitney on LinkedIn!**

[www.linkedin.com/in/whittneyallen](http://www.linkedin.com/in/whittneyallen)

All Thoroughbred Chapter Members are invited to fill out this [Google Form](#) to be featured as a Member Spotlight! Email [communications@kyprsa.org](mailto:communications@kyprsa.org) if you have any questions.

# From the National Blog, PR Say: The Return to the Statement Era: Knowing When to Speak Out

## Check out this blog by Crystal Borde

Issuing a statement on a significant government policy change or initiative can show support or help an organization take a public stand on societal issues. But when is it appropriate to make a statement, and does every policy change demand one?

Borde has some key questions communicators should consider.

[Read the Article Here!](#)



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