



Join our upcoming event at the Blue Grass Airport on August 15th!



Join Blue Grass Airport's marketing and community relations team for a behind-the-scenes tour of the airport's facilities and operations! Learn about what it takes to keep an airport running smoothly for its annual 1.3 million passengers. Throughout the tour, the airport's marketing team will share lessons learned during various public relations activities—from new air service announcements to groundbreaking and ribbon-cutting ceremonies. We invite you to enjoy this evening event with us. Appetizers and beverages will be provided. **Tour participation is limited due to shuttle space, so please reserve your spot soon!**

This event will take place on **August 15th from 5:30 pm - 7:00 pm**. Attendees will meet at WestLEX General Aviation Services.

[Register Here!](#)

JOB POSTINGS: Are you hiring?

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



Let Us Know If You're Hiring!

We love to post openings for job seekers in the communications industry! Postings are FREE for members and \$50 for nonmembers. Email communications@kyprsa.org with any applications you'd like us to share.

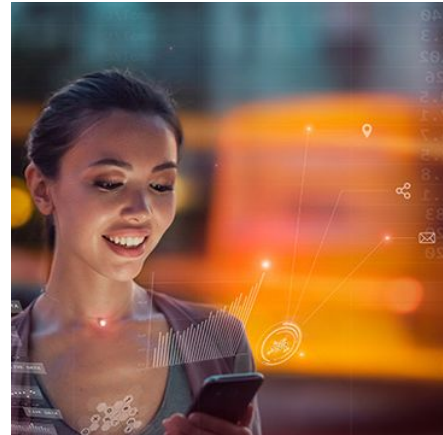
And check out our open postings on our website here: [Read more details and where to apply here!](#)

From the National Blog: "PR Say"

The Modern Press Release: How to Own and Amplify Your Brand Story With Multimedia

Check out this article by Faye Godfrey "But in today's increasingly competitive media environment, are press releases still an effective tool for amplifying a brand's message and generating earned media?"

[Read the full article here!](#)



SAVE THE DATE!

Don't miss our upcoming events, more to come soon!

August 15: PRSA Thoroughbred Chapter Event/Reception/Tour: "Blue Grass Airport – Project Plans and PR Lessons Learned," Blue Grass Airport, 5:30 p.m.

October 17: PRSA Lunch and Learn: Dr. Katrice Albert, UK's Vice President for Institutional Diversity and former Executive Vice President of Inclusion and Human Resources at The National Collegiate Athletic Association (NCAA), UK Gatton Student Center, noon

[Are you following us on social media? We're posting all our events and updates across these channels, don't miss out!](#)



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