



## Big News! The Thoroughbred Chapter was Named the 2024 PRominent Chapter Award Winner!



The Public Relations Society of America East Central District (PRSA ECD) announced that the Thoroughbred Chapter is the winner of the 2024 PRominent Chapter Award. Nominees for the award were required to demonstrate excellence in diversity and inclusion initiatives, membership outreach, community service and professional development programming.

**Thank you to all of our members and board leadership who make this such a great chapter!**

[Find the Press Release Here!](#)

## Register Now for Our Virtual August 20th Event with UK Athletics!



These Join us on August 20th for a virtual presentation with **UK Athletics**. Hear about how they pulled together an unprecedented press conference and pep rally to welcome Mark Pope to Big Blue Nation in Lexington.

**This event will be hosted virtually via Zoom from noon - 1 p.m. on August 20th.** Register for tickets below, a Zoom link will sent to the email you register with.

[Register Here!](#)

# Member Shoutout!

## Congratulations Andrea Gils Monzón



Andrea Gils Monzón was nominated for the PRSA National Board of Directors as Director-At-Large (converted Tri-State District Director. **Congratulations, Andrea!** Elections will take place at PRSA's Leadership Assembly on October 14th.

[Read the Press Release Here](#)

## 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:

**August 20:** PRSA Virtual Event – Behind the Scene: UK Athletics' Mark Pope Press Conference, Noon via Zoom

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

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

## From the National Blog, "PR Say"

### 4 Headline Mistakes to Avoid

"Headlines get twice as much readership as body copy, according to a study by The Poynter Institute. To write headlines that boost clickthrough rates and get the word out, even to people who won't read your text, here are four headline "don'ts."

[Read More Here!](#)



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



[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!