



Project Apollo: A Masterclass in Strategic Storytelling



Join us for *Project Apollo: The Moon Story and NASA's Public Relations*, an engaging in-person event featuring Dr. Kathy Keltner Previs, professor of communication at ECU, past PRSA Thoroughbred Chapter president, and author of *The Rhetoric of Project Apollo: The Moon Story and Its Televised Memories*. Dr. Previs will delve into the fascinating ways NASA and CBS News shaped public perception of the Apollo missions using powerful storytelling and media strategies that continue to inspire today. A book signing will follow the presentation.*

Members: \$20
Nonmembers: \$25
Students/Media: No Cost

Lunch provided

Jan. 28, 2025
Noon EST
Christian Appalachian Project
2528 Palumbo Drive
Lexington

[RSVP Here!](#)

**Available to purchase at the location for \$55, cash or check*

February - *The Untold Power: Underrepresented Groups in Public Relations* with Dr. Melody Fisher
Feb. 18, 2025
Noon EST
Zoom

Join the PRSA Thoroughbred Chapter for Coffee on Fridays!



We have an excellent way for you to beat the winter chill and make some hot connections. We have reserved the community table for Coffee & Coworking on Fridays. Whether you want to exchange ideas, discover new opportunities, or enjoy a casual chat with peers, we'd love to see you there. Buy a cup of coffee and connect with us.

Jan. 31 & Feb. 28
8:00 a.m. EST - ? (stay as long as you can)
Kenwick Table
201 Owsley Ave.
Lexington

We Need Your Involvement!

The PRSA Thoroughbred Chapter is seeking an enthusiastic and motivated professional to serve as president-elect! This role is a fantastic opportunity to develop leadership skills, shape the chapter's future, and support PR professionals across our region. If you're passionate about advancing the public relations field and ready to make an impact, contact Chapter President Kim Brown (brownkim@berea.edu).

Reconnect with PRSA and the Thoroughbred Chapter

Did you let your [PRSA membership](#) lag? Now is the best time to renew and reignite your professional network! You can add the [Thoroughbred Chapter](#) for free using promo code NETWORK25 when you rejoin. Don't miss this opportunity to enhance your career with valuable resources, local connections, and exclusive benefits. Act now — this offer won't last long!

Unstick Your Career with Katie Neal



[Register Here](#)

Mark your calendars! PRSA Thoroughbred Chapter Immediate Past President Katie Neal will be a featured guest on the National PRSA *Strategies & Tactics Live* program on Jan. 23 at 1 p.m. Katie, principal and CEO of [Katie Neal Coaching & Consulting](#), recently shared her insights in the PRSA article [Make This the Year You Unstick Your Career](#). Don't miss this opportunity to hear Katie's expert advice on career growth and professional development.

Get to Know the New East Central District PRSA Chair



Mark Weinstein is the executive director of public relations at Cedarville University and is a member of the PRSA Dayton Area Chapter. Read more about Mark and his goal for the district in 2025.

[Mark's Goals for the District in 2025](#)

Deadlines Approaching

While the early deadline for PRSA members to enter the [2025 Anvil Awards](#) has passed, you can still submit your work. The regular deadline is Jan. 30, and the final deadline with an increased cost is Feb. 13.

Are You Ready to Shine?

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

**From the National Blog, PR Say:
10 New Year's Resolutions for Public Relations Professionals**

Check out this blog by Lorra Brown

"By making small, intentional changes to your mindset and career approach, you can significantly enhance your fulfillment and achieve greater success."

[Read the Article Here!](#)



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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