

# The Loop

chapter news &amp; highlights

PRSA Thoroughbred Chapter



## April is APR Month, and Now is the Perfect Time to Earn Your Credential

PRSA celebrates  
**APR Month**



The Accreditation in Public Relations (APR) is designed to demonstrate your knowledge of the critical advanced PR and communications skills that deliver value in any organization.

Similar to other fields where professionals earn accreditation, such as a certified public accountant (CPA) or a Human Resource Generalist (SPHR), the APR helps your ability to demonstrate competence, experience and proficiency.

Now is a good time to get started on your APR journey, as the national accreditation board has announced rate increases effective July 1, 2026. Any PRSA member who applies and receives authorization from the Universal Accreditation Board (UAB) **before July 1** will receive the current application fee of **\$385**. After July 1, new applicants will be charged **\$495**.

You have one year from the date your application is approved and you receive authorization from the UAB, to complete the entire APR process, which includes the Panel Presentation and the computer-based exam. The exam is typically taken at the end of the one-year period.

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out your chapter APR co-chairs, Brant Welch, Holly Wiemers or Amy Preske.

## President's Column: Hold Your Horses... PRSA Thoroughbreds That is!



The PRSA Thoroughbred Chapter is pleased to invite you — and PRSA and PRSSA members from across the region — to save the date for a milestone event: **our inaugural conference, scheduled for November 4-5, 2026, in the heart of beautiful downtown Lexington.**

We are excited to host this event at the Pam Miller Downtown Arts Center on Main Street — an exceptional venue that combines character, accessibility and a vibrant setting ideal for bringing together public relations and communication professionals.

This conference is being thoughtfully designed with you in mind — supporting your professional growth, strengthening your network and advancing the practice of our profession.

We will share additional details in the weeks and months ahead as plans continue to take shape. In the meantime, we encourage you to circle, highlight or block off November 4-5 — whatever it takes — to ensure you can join us in Lexington. We are confident this will be a premier conference experience and an outstanding networking opportunity for professionals across our region.

We look forward to welcoming you this November!

**Marc C. Whitt**  
**PRSA Thoroughbred Chapter President**

## Opening Events



### After-Hours Networking

Filed your taxes? You've earned a break. Join PRSA Thoroughbred Chapter in Richmond for an after-hours networking event where you can relax, reconnect and meet fellow PR and communications professionals. It's the perfect chance to unwind after tax day while building meaningful connections in a fun, casual atmosphere. Bring a colleague or come solo — we'd love to see you there!

📍 Holler Burger & Blue Stallion Taproom (Richmond)

📅 Wednesday, April 15

🕒 4:30-6:30 p.m.

### April Coffee & Comms

Spring into the season with PRSA Thoroughbred Chapter members! This casual morning meetup is the perfect way to connect with fellow comms professionals. Whether you're new to PRSA or a longtime member, start your day with great conversation and great coffee. We hope to see you there!

📍 Old School Coffee (Lansdowne)

📅 Thursday, April 16

🕒 8:30-9:30 a.m.

## Member Corner: Celebrating You!



Garrett Todd, an Integrated Strategic Communication junior at the University of Kentucky, has been selected to serve as the 2026 President of the Integrated Strategic Communication Association (ISCA). ISCA is a student organization within the Department of Integrated Strategic Communication that is affiliated with PRSSA and the American Advertising Federation.

**Congratulations, Garrett!**

Amy Preske, APR, founder and president of Booze PR, has been named one of Bourbon Women's "Women Who Shape Whiskey." With more than 25 years of experience, Amy has helped bring bourbon and spirits brands to life through powerful storytelling and strategic communications.

**Congratulations, Amy!**



Please give a warm welcome to new members who joined us in February! We're excited to have these talented communications professionals as part of our chapter and look forward to supporting their growth, connection and engagement throughout the year.

**Crystal A. Dempsey-Gillum**, Director of Communications, Kentucky Higher Education Student Loan Corporation

## Maximize Your Membership: Get Certifiably Good



Spring has officially arrived — the season for fresh blooms, new beginnings and renewed energy. It's also APR Month, making this a great time to consider how you can grow your career with one of PRSA's many professional development and certification opportunities.

The Accreditation in Public Relations (APR) remains a respected credential that reflects strategic thinking, ethical practice and leadership readiness.

But, if you're not ready for the full APR journey, PRSA offers a wide range of on-demand certificate programs designed to build expertise at your own pace. With flexible online modules — and group rates for teams — you can dig into the topics that matter most for your current projects and future ambitions.

Live and on-demand certifications include:

- Principles of Public Relations
- Crisis Communication
- Internal Communication: The Comms Superpower for the AI Age
- Digital-First Communications: Strategy, Social Media & Impact
- Reputation Management
- Measurement and Analytics

sunlight and rain showers for your professional growth.

Maximize your membership by taking a moment to scroll through the offerings on [the PRSA website](#).

**Risa Richardson**

**PRSA Thoroughbred Chapter Membership Chair and President-Elect**

## Chapter Member Spotlight: Tina Bryson



Get to know your peers and why they love what they do through our monthly Thoroughbred Chapter member spotlight!

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

**Meet April's featured member, Tina Bryson!**

Tina is the director of communications at the Christian Appalachian Project.

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

One of the most rewarding experiences of my career was being awarded a Thoroughbred Award by the PRSA chapter in Lexington. It was an honor to have a campaign judged by my peers and selected as the best Multimedia Campaign that year.

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

I love the traditional roots of the field where we get to share stories of impact and transformation. And I also love that the industry continues to evolve. We are not afraid to integrate AI and work across intergenerational lines. It's a dynamic field that can be applied to a variety of career options.

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One of the best pieces of advice I ever received during my career is to "never stop growing."

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

The thing I appreciate the most about being a PRSA member is the rapport we have as members and especially as members of the Board. I have developed lasting professional relationships from my first introduction to PRSA's Thoroughbred Chapter. We are there for one another professionally and personally, and that is something I truly value.

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

One of my favorite places to just chill and catch a game is Drake's in Hamburg. The food is always good, great atmosphere, great service.

[Connect With Tina on LinkedIn](#)

All Thoroughbred Chapter Members are invited to share their responses to be featured as a member spotlight! Email [info@kyprsa.org](mailto:info@kyprsa.org) if you have any questions.

[Chapter Member Spotlight Google Form](#)

## From PRsay: Inside the Pittsburgh Pirates' Internal Comms Game Plan

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Baseball is back! Kelly Ross, manager of internal communications for the Pittsburgh Pirates, recently sat down with PRSA staff to give a look under the hood of the Pirates' internal communications strategy.

[Read the Article](#)



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