



October Networking Night: Join us at J. Render's



You've got to eat, so why not make it a power meal?

Join us for our October networking event and spend an evening connecting with fellow communications professionals. Over great food and conversation, swap ideas, share stories, and recharge in a relaxed, welcoming atmosphere.

This is your chance to build new relationships, strengthen existing ones, and get inspired by the energy of your PRSA community.

Wednesday, Oct. 8
5:00 - 7:00 p.m. ET
J. Render's
3191 Beaumont Centre Circle
Lexington

Apps will be provided, but attendees will be responsible for their own drinks.

[Register](#)

Upcoming PRSA Thoroughbred Chapter Events

November 7
Networking Lunch
11:00 a.m. - 12:30 p.m.
Ramsey's
112 Lucille Drive, Lexington

December 4
Holiday Social
5:30 p.m. - 7:30 p.m.
Old Courthouse
215 W. Main St., Lexington

[Register](#)

[Registration Coming Soon!](#)

Media Panel Spoke to Sold-Out Crowd



Thank you to everyone who joined us for our sold-out media panel on September 23! We're grateful to the more than two dozen PR pros and community members who came together for such an engaging conversation on Kentucky's media landscape. A special thanks goes to UK Dean Jennifer Greer and UK/JMI Sports for hosting us at the Central Bank Center, as well as to our outstanding panelists—Shannon Brock, Renee Shaw, Jennifer Smith, and Alex Valentine—for sharing their insights and sparking such a lively discussion.



The September event also kicked off our Kids' Coat Drive. Donations of new coats or [money to purchase coats](#) will go to children in the central Kentucky area with the help of PRSA Thoroughbred Chapter's 2024 Communicator of the Year Devine Carama.

We will be collecting coats again at December's Holiday Social!

PRSA Award Winners Announcement Coming Soon!

Nominations are in and being tabulated for the 2025 PRSA Thoroughbred Chapter Awards! We can't wait to celebrate the outstanding work of our colleagues and will be announcing the winners soon. Mark your calendars and plan to join us on **Thursday, Nov. 13, at 6:00 p.m. ET** at Carson's at Andover in Lexington for an evening of recognition, networking, and inspiration.

Join the PRSA Thoroughbred Chapter Board of Directors

Are you interested in helping shape the future of our chapter? We're looking for members who would like to serve on the PRSA Thoroughbred Chapter Board of Directors. Serving on the board is a great way to grow your leadership skills, connect with fellow professionals, and make a lasting impact on our PR community. If you'd like to get involved, please email President-Elect Marc Whitt at marc.whitt@uky.edu. We'd love to hear from you!

Thoroughbred Chapter Shines at PRSA ECD Conference



The Thoroughbred Chapter was well represented at the PRSA East Central District Conference last month in Ohio, comprising 20% of the total participants. We're proud to share that our chapter received the PRominent Award for the third consecutive year and enjoyed sessions featuring PRSA CEO Matthew Marcial, PRSA National Board Chair Ray Day, APR, and other thought leaders on AI, media relations, and cultural trends.

Special thanks to our student members, professional members, and board leaders who joined—and congratulations to Chapter President Katie Neal for presenting on battling perfectionism, imposter syndrome, and burnout.

Mark your calendar for the next ECD conference in **Detroit on Sept. 2–3, 2026!**

Book Signing with President-Elect Marc Whitt



PRSA members and friends are invited to a special book signing with Thoroughbred Chapter President-Elect Marc Whitt as he shares his latest bestseller, TAKEAWAYS. Join us Thursday, Oct. 9, from 4:30–6:30 p.m. at the UK Bookstore to celebrate Marc's newest work and connect with fellow communications professionals.

PRSA Leadership Assembly

A special thank you to Chapter Secretary & APR Co-Chair Amy Preske, APR, for serving as the Thoroughbred Chapter delegate at the PRSA Leadership Assembly on Oct. 3. Amy cast our vote on the nominees for PRSA National Board officers and directors. We appreciate her leadership and commitment to ensuring our chapter has a voice in shaping the future of our organization.

PRSA Thoroughbred Chapter Continues to Grow

We extend a warm welcome to the following new and reinstated chapter members:

- Jan Wallace II, Western Governors University student
- Ellen Williams, Kentucky American Water external affairs manager

Chapter Member Spotlight: Susan Lancho



We are excited to share our Thoroughbred Chapter member spotlight! 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.

Meet this month's featured member, Susan Lancho! Susan is the senior manager for External and Government Affairs at Kentucky American Water.

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

The most memorable time in my career was the first decade of the 2000s when there were very public debates for several years regarding key water issues in Fayette County—one resulted in a public referendum. Looking back, those years were key moments in Central Kentucky's history. I learned so much during that era. I still draw on some of the lessons learned and strength gained from that time, and I remain pleased that things turned out the way they did.

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

I love using my skills of communicating and connecting for the betterment of others. I am so fortunate to have worked in PR/Communications in the water industry for 25 years, and in healthcare before that.

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

Never say "no comment" or "there's no story here" to a reporter. Also, trust your gut.

What do you appreciate most about being a PRSA member?

It's great for connecting with others in the field and for professional development.

What is your favorite Central KY food spot?

For a casual night out it's often Harry's in Palomar; for Mexican, it's usually El Toro, where my family has been going for years; for a special Italian meal, it's Giuseppi's; and for the best steak around, it's my home, where my husband, Jorge, cooks steak to perfection!

Connect with Susan on LinkedIn!

<https://www.linkedin.com/in/susanlancho/>

All 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: How to Draw Readers in and Move Them to Act



Check out this article by Ann Wylie

Readers pay more attention when you focus on their needs, not your company's features. Lead with the benefits, make it relevant, and write about the reader instead of "your stuff."

[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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