



Leadership Update



Kim Brown

PRSA Thoroughbred Chapter President Kim Brown is relocating to her home state of North Carolina to be closer to family. While she will continue to serve on the Board of Directors for the remainder of the year, she has decided to step down from her role as president effective June 10 at the mid-year board retreat. We are grateful for Kim's dedicated service and the enthusiasm she brought to our chapter during her tenure on the board and as president. Please join us in wishing Kim a smooth transition and continued success.

Past President Katie Neal has generously agreed to resume the role of chapter president for the rest of the year. The Board agreed this would be the most seamless transition for the chapter and allow President-Elect Marc Whitt to focus his efforts on conference planning underway for 2026. We sincerely thank Katie for stepping back into this leadership role and for her continued commitment to serving our members and the work of our chapter.



Katie Neal

Again, thank you, Kim and Katie, for your leadership and dedication to PRSA and the Thoroughbred Chapter.

Make Sure Your Voice is Heard

Survey Due by Thursday, June 5!

Big things are coming! As part of our plan to better serve you, the PRSA Thoroughbred Chapter is shifting from monthly programming to one high-impact, in-person conference in 2026—and we want your input. Take 3–5 minutes to complete this quick survey and help shape the topics, pricing and experience. Your voice matters—make it count!

[Take the Survey](#)

Two lucky survey participants will win an Amazon gift card!

Congratulations, UK College of Medicine



The UK College of Medicine took home two Silver Anvil Awards last month at the PRSA national awards ceremony. The university was honored with an Award of Excellence for internal communications and an Award of Commendation for its annual report. Congratulations to the entire PR team!

Coffee & Coworking Travels to Nicholasville

We are excited to bring the PRSA Thoroughbred Chapter's Coffee & Coworking networking series to Nicholasville this month! Join fellow communications pros for casual conversation, fresh coffee, and new connections. Whether you're a regular or joining us for the first time, it's a great way to network and recharge with your peers.

Friday, June 27

9:00 – 11:00 a.m. EDT

Luna's Coffee, Wine & Butterfly Café, 109 Springdale Dr., Nicholasville

RSVP



PRSA Thoroughbred Chapter networking events are a great way to stay in touch with friends and meet new PR professionals from across the central Kentucky region.

The Entrepreneurial AI Edge: A Shift Framework for PR

Kentucky-based PR pro Andrea Gils Monzón will conduct a webinar on June 12 about using AI to boost productivity, creativity, and impact. The session is free of charge for PRSA members and sure to help you develop tactics that will help leverage the power of artificial intelligence to improve your workflow and enhance your skills.

Chapter Member Spotlight: Angela Davied



We are excited to share our Thoroughbred Chapter member spotlight features! 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, Angela Davied! Angela is the Director of Corporate Communications for Valvoline Inc.

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

When NIL was new in college sports, I was leading communications for H&R Block. At that time, male athletes were primarily the recipients of lucrative NIL deals. We wanted to ensure student athletes understood the tax consequences of NIL deals, and we advocated for female athletes to get their fair share of NIL deals. The campaign, "A Fair Shot," was born. Caitlyn Clark who was then a rising star at the University of Iowa and Zia Cooke who was then at the University of South Carolina were our spokespeople. Ayoka Lee of Kansas State University also provided some internal communication partnerships for the campaign. The campaign was a success with customers and our employees and was ultimately named PR Week's 2023 Campaign of the Year.

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

To me PR/communications is about giving a brand purpose and ensuring the perspectives of all stakeholders are heard. The most rewarding work to me is bringing purpose and emotional connection to a brand in a low-interest category. All people require connections, and the best PR/communications work makes lasting emotional connections between brands and consumers with credibility and trust.

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

The phrases that two CEOs shared with me have guided my career: First, "perception is reality." This is key in PR, especially in crisis situations. Our work involves understanding stakeholder perceptions and creating a narrative that solidifies or modifies those perceptions.

The second phrase is, "when facing resistance, teach." As a PR professional, it is common that co-workers, clients or leaders may not fully understand the value PR can provide. In any situation, when you face that resistance, stay calm, explain, and overcome any lack of understanding.

What do you appreciate most about being a PRSA member?

I have been a PRSA member since college as a PRSSA member. It's the best organization to connect with like-minded professionals, share expertise, and learn where the industry is headed so you can remain relevant and lead your organization's communications effectively.

What is your favorite Central KY food spot?

I work remotely from Kansas City, so I'm still exploring all the great spots Central Kentucky has to offer. There are several great spots in Lexington. I enjoy Corto Lima, Carson's, and OBC Kitchen.

Connect with Angela on LinkedIn!

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

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 Preparation Wins the Crisis Comms Game



Check out this blog by Jessica Whidt

Stress and tension don't always have to be the outcome of an unexpected communications crisis, especially if you prepare! This article outlines the PREPARE model of crisis communications preparation.

[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!



PRSA - Thoroughbred Chapter | 250 West Main Street, Suite 90 ATTN: Ryan Worthen | Lexington, KY 40507
US

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