

SUNCON22: A NEW DAY



PRSA Public
Relations
Society of
America

Sunshine District

JULY 29
Rosen College of Hospitality Management
Orlando

PRESENTED BY:

MUCK RACK

prsasunshine.org

WELCOME

A LETTER FROM THE CHAIRS

Welcome back to the PRSA Sunshine District Conference, SunCon 2022: A New Day! It's about time! We've all been through a lot since we were last together in 2019 and we wanted to see all of your shining faces and connect with you again, in person. We are thrilled to bring you not only the opportunity to connect and network with public relations professionals from across the state, but also content that will motivate and inspire, pique your interest in further exploration, and help you shape the next exciting phase of your career.

We have packed this one-day conference with three stellar keynote addresses, the Radiance Awards Luncheon presented by Publix, and three sets of breakout sessions. We'll kick off our day with a networking breakfast and end it with a networking social so we can begin and end our day catching up with and meeting colleagues from our district.

While the conference typically rotates between our chapters as host, this year's district conference is a collaborative effort led by the PRSA Sunshine District with committee members representing PRSA Orlando, PRSA Tampa Bay, and PRSA North Florida. We collectively, as a cohesive district made up of seven chapters, agreed that the conference must go on and chose Orlando for its central location. We organized, divided, and conquered to bring you a conference to remember.

We are so proud and appreciative of our committee who has been hard at work to create this fantastic day of learning and networking. We also thank all the chapters that make up our wonderful district for their support and leadership. Without it, our conference would not be taking place. We appreciate the leap of faith! We also are so thankful to our speakers, sponsors, and you, who all play a key role in making this day possible.

It's been a great honor to bring you this conference. We hope you will be inspired and learn something new while reconnecting with old friends and meeting new ones. We look forward to building a greater, better PRSA Sunshine District together with you. After all, it's "A New Day!"

Sincerely,



Annabel Beyra, APR
PRSA Sunshine District Chair
PRSA SunCon 2022 Co-Chair

Stefanie Macfarlane, APR
PRSA SunCon 2022 Co-Chair

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Kerstin Sachl, MBA
Radiance Awards Co-Chair

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Committee Communications Chair

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Jill Matejcek

Stephanie Rodgers

KEYNOTE SPEAKERS

ROSANNA M. FISKE, APR, FELLOW PRSA

Global Chief Communications Officer, Royal Caribbean Group



Rosanna “Ro” Fiske is the Royal Caribbean Group’s Global Chief Communications Officer, leading the Group’s overall global communications strategy, including the development and execution of all external and internal communications. She has more than 30 years of experience designing strategic communications initiatives both within the U.S. and internationally. She has worked as Senior Vice President and Corporate Communications Leader at Wells Fargo & Co., served as Chair and CEO of the Public Relations Society of America (PRSA), and headed the master’s program in Global Strategic Communications at Florida International University (FIU).

A leader in diversity, equity and inclusion, Fiske was honored with the Hispanic Public Relations Association’s Pioneer Award in 2021, for her unwavering commitment to elevating Hispanic voices and issues affecting communities, and with ColorComm’s Circle Award in 2019, as one of the top eight diverse women leaders in communications in the U.S. She was also named the PR industry’s Diversity Champion by PRWeek in 2014, and has led several teams throughout her career to win four Silver Anvil Awards and several other national and international honors in communications, public relations, advertising and corporate social responsibility.

FELICIA BLOW, APR, PH.D.

PRSA Chair, Associate Vice President for Development, Hampton University



Dr. Felicia Blow, APR, is an award-winning leader with extensive organizational, fundraising, strategic planning, leadership and management experience. With a 30-year career spanning work in manufacturing, waste management and environmental services, telecommunications, and higher education, Dr. Blow currently serves as Associate Vice President for Development at the renowned historically Black institution Hampton University and is the current Chair of the Public Relations Society of America (PRSA).

Dr. Blow has been featured in “Diverse Voices” published by the PRSA Foundation in 2018 as well as “PR Women with Influence: Breaking through the Ethical and Leadership Challenges” by authors Meng, J., Neill, M.S., Pitts, et al, published in late 2020. In 2019 and 2020, she led a nearly year-long strategic planning effort that concluded in the establishment of PRSA’s first three-year strategic plan for Diversity & Inclusion, and she served in 2020 as Co-Chair of the National Diversity & Inclusion Committee. Dr. Blow formerly served as Chair of the Universal Accreditation Board. During her leadership term, she initiated the APR+M credential, which excellently positions PRSA with military organizations.

Dr. Blow is an active member of Alpha Kappa Alpha Sorority, Inc., and numerous other business, economic development, and community service organizations.

JACQUEE WAHLER, MBA

Vice President of Communications, Walt Disney World Resort



Jacquee Wahler is Vice President of Communications at Walt Disney World Resort. As an executive with more than 25 years of experience in crisis communication, issues management and creative content development, Wahler leads a team of strategic communicators responsible for protecting and enhancing the reputation of one of the world’s top tourist destinations. A core element of her role includes showcasing everything that makes Disney a truly great place to work to audiences around the globe.

Representing approximately 70,000 employees, Wahler serves as company spokesperson overseeing proactive media outreach and employee engagement campaigns to further build the image of the nation’s largest single-site employer and connect with broad audiences through the power of storytelling. She also leads the cultivation of relationships with local and national media and other key stakeholders.

Prior to joining Disney, Wahler was a television anchor and reporter in Chicago and Orlando.

BREAKOUT SPEAKERS



JEFF WILSON, APR



JULIE MCCRACKEN



ROSEMARY RAVINAL, APR



LISA F. LOCHRIDGE, APR
FELLOW PRSA



SUNNI HEMINGSEN



AUDREY LAINE SEYMOUR



JOSEPH PRIEST, APR



ANGELA LEDFORD



KRISTINE JANATA



NATAN EDELSBURG



GERT GARMAN



JENNIFER BISBEE, APR



LAURA E. RICHESON, APR

AGENDA

8:00-8:45 A.M.

BREAKFAST GRAB AND GO/NETWORKING

LOCATION: Disney Dining Room

Sponsored by Rollins College Hamilton Holt School I Master of Arts in Strategic Communication

8:45-9:50 A.M.

GENERAL SESSION WELCOME/KEYNOTE

PROGRAM: Navigating the Pandemic: Regaining Trust and a Healthy Return to Sailing

SPEAKER: Rosanna M. Fiske, APR, Fellow PRSA, Global Chief Communications Officer, Royal Caribbean Group

LOCATION: Disney Dining Room

The pandemic upended the cruise industry. After several boom years, the sector was suddenly forced into an almost-complete standstill. With the CDC ban lifted and vaccines widely available, cruise loyalists are returning. Hear a first-hand account from Royal Caribbean's Communications Chief on how the company charted a course designed to regain consumer trust with a healthy return to sailing. This campaign was recently recognized with a 2022 SABRE Award for best media relations campaign.

9:50-10:00 A.M.

BREAK

10:00-10:50 A.M.

BREAKOUT SESSION A

PROGRAM: The Power of Purpose: Why Social Impact Communications Matter More Now than Ever

SPEAKERS: Jeff Wilson, APR, VP Workplace Culture, Chief of Staff, Padilla
Julie McCracken, Vice President Social Impact, Padilla

LOCATION: Room 103

For companies and brands, "doing good" is no longer good enough. Internal and external stakeholders want and expect the organizations they work for and do business with to stand up, speak out and drive change. Communicating not just your commitment to, but action and progress in the areas of Diversity, Equity, Inclusion and Belonging; Corporate Responsibility; Community Engagement and Environmental Sustainability is critical to business success.

PROGRAM: Business Storytelling Simplified

SPEAKER: Rosemary Ravinal, APR, Founder, RMR Communications Consulting, LLC.

LOCATION: Room 104

Compelling content rooted in established storytelling principles lures virtual and in-person audiences away from distractions, holds their attention and makes key messages resonate. Stories are proven to enhance message retention by more than 25 percent. Most presenters find that folding stories into business narratives is challenging and risky. In truth, facts and figures infused by story are easier to explain and understand. This presentation is intended to help communicators craft and present stories that amplify and humanize strategic messages, whether the audience is media, employees, suppliers, shareholders, or any other stakeholder. Using real-world examples, this presentation will illustrate how to make stories sticky and unforgettable.

PROGRAM: Securing Disaster Aid for Farmers During Supply Chain Shutdown

SPEAKER: Lisa F. Lochridge, APR, Fellow PRSA, Director of Public Affairs (retired), Florida Fruit & Vegetable Association

LOCATION: Room 105

When restaurants, hotels and theme parks shut down in 2020 because of the COVID-19 pandemic, the food supply chain ground to a halt for Florida farmers, who – after donating all the produce that food banks could take in – were forced to plow under their crops. Financial losses were staggering – more than a half-billion dollars. Growers desperately needed federal aid to sustain the industry. Lisa Lochridge, then public affairs director of the Florida Fruit & Vegetable Association, developed and implemented a strategic media campaign to get the attention of the President and his administration and to influence them to develop a national disaster aid program. The media responded strongly, with widespread national and international outlets reporting the story. In one four-day period, the New York Times, CNN, Good Morning America and NBC's Today covered the story. Google's daily "doodle" honored farmers and farmworkers. Ultimately, the USDA announced it would launch the Coronavirus Food Assistance Program. In a press conference, Agriculture Secretary Sonny Perdue acknowledged that the president had asked him about food being plowed under and what the USDA would do to help. As a result, the USDA developed a program for the nation's farmers as quickly as possible. The president saw the coverage, understood the effects on growers, directed USDA to help, and they did.

10:50-11:00 A.M.

BREAK

11:00-11:50 A.M.

BREAKOUT SESSION B

PROGRAM: Mayo Clinic's Approach to Social Unrest and Issues Management

SPEAKERS: Sunni Hemingsen, Communications Manager, Mayo Clinic Public Affairs
Audrey Laine Seymour, Communications Manager, Mayo Clinic Cancer Center

LOCATION: Room 103

Mayo Clinic Public Affairs uses a quantitative model to enhance the organization's qualitative decision-making process in response to social unrest. The fact-based tool supports staff at Mayo Clinic who must make judgment calls and communications recommendations to leadership.

The social unrest scorecard is just one example of Mayo Clinic's team-based approach for issues management. In this presentation, learn first about the scorecard and how it continues to evolve to meet changing external dynamics and our organization's internal needs. Then, hear about other processes and templates Mayo Clinic uses for a consistent approach to issues management across all its sites and areas of expertise. The presentation includes examples of responses to social unrest and the team-managed issues that are applicable beyond the health care industry.

PROGRAM: Seven Common and Confounding Writing Errors All PR Pros Should Know

SPEAKER: Joseph Priest, APR, Content Strategist, Schifino Lee

LOCATION: Room 104

In today's real-time, social-media-driven world, our language is evolving at breakneck speed, making it crucial for PR pros to keep up with new innovations as well as oldies but goodies that continue to confound. "Seven Common and Confounding Errors" addresses this by distilling the errors specific to PR writing, like why using ampersands and "comprised of" is often wrong, how to write today's tech terms, and what the correct way is to capitalize business titles. Writing mistakes are embarrassing and unacceptable. This session will help PR pros keep up with and be on guard against such mistakes.



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PROGRAM: How rbb Communications and FPL took Floridians on a "Solar Staycation" Resulting in Three Silver Anvil Wins

SPEAKERS: Angela Ledford, Senior Communications Specialist, FPL
Kristine Janata, Senior Account Executive, rbb Communications

LOCATION: Room 105

Learn about the creative ideas and strategy that led Florida Power & Light Company and rbb Communications to three PRSA Silver Anvil Awards in the content marketing and community relations categories for the pandemic-friendly Solar Staycations campaign. COVID-19 threw a wrench in FPL's plans to introduce Floridians to its solar arrays, newly installed at public venues across the state. When the world went into lockdown, the team quickly pivoted to bring the panels to the people, virtually. A content hub was created to educate customers about solar energy and provide family-friendly "edu-tainment." Once outdoor attractions opened, FPL surprised and delighted Floridians with free tickets to see solar at local zoos. As a result, FPL exceeded its annual clean energy message awareness goal, and impressed the utility's regulating body, who extended the public solar program for another five years.

12:00-2:00 P.M.

RADIANCE AWARDS LUNCHEON & KEYNOTE ADDRESS

PROGRAM: Q&A with PRSA National Chair: Transforming the DE&I Landscape through Leadership in PR and Communications

SPEAKER: Felicia Blow, APR, PhD, PRSA Chair, Associate Vice President for Development, Hampton University

LOCATION: Disney Dining Room

Communicators and public relations professionals lift societies and improve democracies through their engagement, words, and actions. Diversity, equity, and inclusion all represent an opportunity for profound influence by these professionals. The use of inclusive language guides, being the conscience of your organizations, and "speaking truth to power" are all within our "wheel houses" for execution. This discussion will provide insights on the important role that communicators and public relations professionals have and must continually leverage to enhance DE&I engagement and understanding.

Radiance Awards Sponsored by Publix

2:10-3:00 P.M.

BREAKOUT SESSION C

PROGRAM: The State of PR in 2022

SPEAKER: Natan Edelsburg, Chief Revenue Officer, Muck Rack

LOCATION: Room 103

PR professionals are no strangers to rapid change in their industry. That's why, at Muck Rack, we keep a close watch on the biggest trends impacting PR pros in our annual State of PR report. Now in its fourth year, the State of PR is based on a survey of 1,800+ PR pros from around the world. In this session, Muck Rack CRO Natan Edelsburg will cover must-know takeaways from the report including insights into PR budgets and salaries, how PR pros connect with journalists, how teams measure success and the most valuable social platforms for PR in 2022.

PROGRAM: Collabor8. Cre8. Innov8. Thinking Beyond What You've Always Done

SPEAKER: Gert Garman, Owner, Broad Perspective

LOCATION: Room 104

Participants will learn how to get unstuck and keep things fresh in order to continually innovate by using the Creative Problem Solving Process. In this session, participants will learn (and practice) new tools for thinking differently, find clues and insights into what customers really need in order to find solutions to meet those needs and learn how to set agreements with clients and staff in order to get to the point of actually being able to collaborate and think creatively.

SUNCON22: A New Day presented by Muck Rack

MUCK RACK

Muck Rack's Public Relations Management (PRM) platform enables PR teams to work together to find the right journalists for their stories, send customized pitches, build meaningful relationships with the media, monitor news and quantify their impact. Thousands of organizations use Muck Rack to take their communications to the next level.

Muck Rack is also the solution of choice for journalists, who use Muck Rack's free, automatically updated portfolios to showcase their work and to provide information about what stories they're looking for. Learn more at [MuckRack.com](https://muckrack.com).

PROGRAM: Craving Success: White Castle® Breaks New PR Ground During the Global Pandemic

SPEAKERS: Jennifer Bisbee, APR, President, Bisbee and Company, Inc.
Laura E. Richeson, APR, Founder, Richeson Communications

LOCATION: Room 105

During these unprecedented times, PR practitioners must be nimble, move beyond traditional methodologies, and embrace new digital tools and evolving channels/platforms to appeal to different audiences and achieve desired, measurable results. Drawing from lessons learned producing a “hybrid” groundbreaking event for the world’s largest White Castle® during the height of the global pandemic, this presentation provides valuable insights, techniques and practical tips that attendees can immediately put into practice. Learn how the team cooked up a mix of traditional and new digital tools and techniques to “slide” into a successful launch. This engaging session, punctuated by colorful multi-media examples and entertaining client anecdotes, offers a behind-the-castle-walls peek at how the team generated more than 8 million traditional and social media impressions, setting the stage for a record-breaking grand opening.

3:00-3:30 P.M.

POWER BREAK/NETWORKING

LOCATION: Disney Dining Room

Sponsored by FIU Communication | Master’s in Global Strategic Communications

3:30-4:30 P.M.

GENERAL SESSION CLOSING

PROGRAM: “We are the Magic” — Celebrating Cast Members as the Heart of the 50th Anniversary Celebration

SPEAKER: Jacquee Wahler, MBA, Vice President Communications, Walt Disney World Resort

LOCATION: Disney Dining Room

For more than 50 years, Walt Disney World Cast Members have been making magic for guests around the globe. To commemorate The World’s Most Magical Celebration honoring the 50th anniversary of Walt Disney World Resort, an integrated campaign was developed to honor Cast Members past, present and future; drive authentic engagement; and showcase Disney as a great place to work. Learn how Walt Disney World leveraged multifaceted communications strategies to promote the #DisneyCastLife to audiences around the world in distinctly Disney ways.

4:30-5:30 P.M.

SOCIAL HOUR/NETWORKING

LOCATION: Disney Dining Room

Grab your colleagues and new connections for a closing celebration. Join us for a social hour complete with drinks and light bites. Then, capture the moment with some time at the SunCon22 presented by Muck Rack photo booth!

YOUR PRSA SUNSHINE DISTRICT IN ACTION

The PRSA Sunshine District exists to support its seven chapters and their members through leadership training, scholarship programs, APR boot camps, the Radiance Awards, and other special programming. This year, the district launched the PRSSA to PRSA Scholarship program providing deserving graduating PRSSA members across the district with two-year scholarships to pay for associate membership dues. We are excited about this program as we’re helping to bring new members into PRSA, while strengthening ties with the District’s PRSSA chapters and advisors. In its first year, this program awarded 10 outstanding PRSSA students with PRSA scholarships.



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