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***“I am a big believer
in gratitude, not only
feeling it but also
expressing it.”***

*Michelle Olson, APR
2021 PRSA Chair*

I am a big believer in gratitude, not only feeling it but also expressing it. I mention this here because during the past year and a half, we have worked tirelessly to maintain our equilibrium while continuing to help our members expand their knowledge and advance their careers. You, our valued partners, sponsors and exhibitors, have pivoted along with us every step of the way as true collaborators and colleagues.

As ICON once again became an all-virtual event due to the ongoing situation with COVID-19, you joined with us in strategizing and implementing innovative solutions, helping to ensure we delivered a highly successful event that received strong attendance and rave reviews. And the same is true for the many other regional conferences and events that have taken place throughout this challenging period.

All of which is to say that we are truly grateful for your steady support, adaptability and professionalism, in difficult times and, on the horizon, better ones.

Thank you!

Michelle Olson, APR

2021 PRSA Chair





Amazon's Worldwide Communications organization focuses on protecting and burnishing Amazon's reputation. We amplify the impact Amazon has on employees, customers, and communities. The team drives awareness and education of the many innovations and services that Amazon develops on behalf of customers by telling compelling stories across earned, owned, experiential and social channels.

► **Contact Information:**

Name: Amazon

Addresses: 2121 7th Ave., Seattle, WA 98121

Phone Number: (206) 740-7216

Email: kimhardy@amazon.com

Key Contacts: Kimberly Hardy or DJ Cabeen

Website Address: https://www.amazon.jobs/en/job_categories/public-relations



Brandpoint is a content distribution and creation partner in Minneapolis. Since 1996, we've helped agencies and clients tell their brands' stories and get them seen by people who matter most. As the industry leader in MAT release distribution, our online media placements reach the largest and highest-quality audience in the industry.

► **Contact Information:**

Name: Brandpoint

Address: 850 5th St. S., Hopkins, MN 55343

Phone Number: (952) 278-0780

Email: contact@brandpoint.com

Key Contact: Melissa Wexler, Vice President

Website Address: <https://www.brandpoint.com>



Business Wire is the global leader in news release distribution and regulatory disclosure. Public relations, investor relations, public policy and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia directly into editorial systems and leading online news sources.

► **Contact Information:**

Name: Business Wire

Addresses:

San Francisco Corporate Headquarters: 101 California Street, 20th, Floor San Francisco, CA 94111

New York Corporate Headquarters: 40 East 52nd Street, 14th, Floor New York, NY 10022

Phone Number: (888) 381-9473

Email: info@businesswire.com

Key Contact: Serena Ehrlich, Director, Product Marketing

Website Address: <https://www.businesswire.com/>



As a global leader in PR, marketing and social media management technology and intelligence, Cision helps brands and organizations to identify, connect and engage with customers and stakeholders to drive business results. PR Newswire, a network of approximately 1.1 billion influencers, in-depth monitoring, analytics and its Brandwatch and Falcon.io social media platforms headline a premier suite of solutions.

► **Contact Information:**

Name: Cision
Address: 130 E. Randolph Street, 7th FL, Chicago, IL 60601
Phone Number: (877) 297-8912
Email: marketing.team@cision.com
Website Address: cision.com



The Coca-Cola Company is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on Twitter, Instagram, Facebook and LinkedIn.

► **Contact Information:**

Name: The Coca-Cola Company
Address: One Coca-Cola Plaza, Atlanta, GA 30313
Phone Number: (404) 229-1277
Email: srosenthal@coca-cola.com
Key Contact: Sara Rosenthal
Website Address: <https://www.coca-cola.com/home>



The School of Professional Studies (SPS) at Columbia University designed the M.S. in Strategic Communication program with a unifying vision: to respond to the industry-wide need for strategic perspective, critical thinking and exceptional communication skills at all levels of the workplace and across all types of organizations. Taught by distinguished academic faculty and leading practitioners in the field, our offerings provide students with an educational experience that is immediately applicable in the workplace. Contact the Admissions Counselor to learn about the following flexible part-time formats designed for working professionals.

► **Contact Information:**

Name: Columbia University School of Professional Studies — M.S. in Strategic Communication
Address: 203 Lewisohn Hall, 2970 Broadway, MC 4119, New York, NY 10027
Phone Number: (212) 854-9666
Email: communications@sps.columbia.edu
Key Contact: Gina Malara, Admissions Counselor
Website Address: sps.columbia.edu

The logo for Day One Agency is a speech bubble shape with a gradient from orange to yellow. Inside the bubble, the words "DAY ONE AGENCY" are written in a bold, orange, sans-serif font.

DAY ONE AGENCY

Day One is a creative communications agency built for the next 10 years (and 24 hours).

We've taken the best parts of traditional PR, digital, and creative agencies and structured our team to shape, share, and fuel stories that connect and earn a place in culture. A lot of agencies talk about making content, but we believe stories are what actually break through, and we've built our entire creative process around them.

► **Contact Information:**

Name: Day One Agency

Address: 307 7th Ave, FL 21, New York, NY 10001

Phone Number: (888) DAY-ONE1

Email: work@d1a.com

Key Contact: Christina Flynn, Recruiting Director, christina@d1a.com

Website Address: www.d1a.com

The logo for FIU Communication is a speech bubble shape with a gradient from orange to yellow. Inside the bubble, "FIU" is written in a large, bold, blue, sans-serif font. Below it, the words "Communication" and "Master's in Global Strategic Communications" are written in a smaller, blue, sans-serif font.

FIU

Communication

Master's in Global
Strategic Communications

FIU's Master of Science in Mass Communication with a focus on Global Strategic Communications (GSC) is offered both on-campus and fully online. With a dual focus on

communication management and digital communication, the GSC curriculum reflects the evolving global marketplace, providing an international perspective on such topics as reputation management, branding, social media, crisis communication, professional ethics, among others. Students are exposed to an audience-focused, data-driven approach to communicating with publics.

► **Contact Information:**

Name: Florida International University // Master's in Global Strategic Communications

Address: 3000 NE 151 St., AC2 130, North Miami, FL 33181

Phone Number: (305) 919-5674

Email: langsamm@fiu.edu

Key Contact: Meira Langsam, Senior Coordinator, Academic Support Services, Department of Communication

Website Address: <https://carta.fiu.edu/gsc/>

The logo for The George Washington University is a speech bubble shape with a gradient from orange to yellow. Inside the bubble, "THE GEORGE WASHINGTON UNIVERSITY" is written in a bold, blue, sans-serif font. Below it, "WASHINGTON, DC" is written in a smaller, blue, sans-serif font.

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

The award-winning Strategic Public Relations program provides you with the rare opportunity to learn directly from top expert practitioners at the highest levels of PR,

public affairs, nonprofit, and association communications who are shaping the world from the city that shapes the world. Gain the latest practical skills, big-picture strategic thinking, and real-world approaches in media relations, crisis management, international PR, and public affairs—not to mention the DC savvy and elite connections—to enable you to represent clients in any context.

► **Contact Information:**

Name: The George Washington University – Strategic Public Relations Program

Address: 805 21st St N.W., Washington, D.C. 20052

Phone Number: (202) 994-6000

Email: ryanarey@email.gwu.edu

Key Contact: Ryan (Arey) Byington

Website Address: <https://gspm.gwu.edu/strategic-public-relations>



Microsoft's Communications organization focuses on telling stories that help people fall in love with Microsoft, the things we make and the impact we have in the world. We do this by innovating in the art — and science — of communications to drive company image, news and business impact.

► **Contact Information:**

Name: Microsoft
Address: 1 Microsoft Way, Redmond, WA 98052
Email: jenny.moran@microsoft.com
Key Contact: Jenny Moran, Chief of Staff, Communications
Website Address: <https://careers.microsoft.com/us/en> (#COMMSGROUP)



Notified helps PR professionals optimize brand value, increase earned media, and drive meaningful business impact. Reach global audiences, monitor brand sentiment, send GlobeNewswire press releases, and measure success. We'll help you navigate the media landscape and tap into real-time analytics from an integrated, intelligent, and easy-to-use platform.

► **Contact Information:**

Name: Notified
Address: 1350 Broadway, Suite 2500, New York, NY 10018
Email: marketingteam@notified.com
Key Contacts:
Sylvie Harton, SVP, Strategy & Global Head of PR and IR Solutions
Lisa Davis, Sr. Director of Marketing
Website Address: www.notified.com



pressrelations is the leading provider of media intelligence solutions to global brands, government bodies and NGOs. We deliver an effective value-add to communication and measurement professionals through our machine learning-driven technology and the vast expertise of our team of media analysts.

► **Contact Information:**

Name: pressrelations Inc.
Address: 4516 Bureson Road, Box 18374, Austin, Texas 78744
Phone Number: (888) 544-2100
Email: info@pressrelations.com
Key Contact: Eric Ziller, Chief Operating Officer North America
Website Address: <https://www.pressrelations.com/>



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► **Contact Information:**

Name: Quinnipiac University
Address: 275 Mount Carmel Ave., Hamden, CT 06518
Phone Number: (877) 403-4277
Email: quonlineadmissions@quinnipiac.edu
Key Contact: Rachel Donovan, Assistant Director of Graduate Admissions,
Rachel.Donovan@quinnipiac.edu
Website Address: qu.edu/communications



The School of Communication, Media & the Arts at Sacred Heart University is dedicated to developing lifelong learners who are creative and ethical communicators, artists and media professionals. Our graduate degree programs give students the tools and professional experiences to tell meaningful stories that resonate with audiences.

► **Contact Information:**

Name: The School of Communication, Media & the Arts at Sacred Heart University
Address: 5151 Park Avenue, Fairfield, CT 06825
Phone Number: (203) 365-7619
Email: graduatestudies@sacredheart.edu
Key Contacts:
Ed Nassr, Associate Director of Graduate Admissions, nassre@sacredheart.edu
Andrea Baggetta, Director of Graduate Admissions, baggettaa@sacredheart.edu
Website Address: www.sacredheart.edu/scma



The University of Delaware's Master of Arts in Strategic Communication is available online. Learn the tactics necessary to craft persuasive messaging by evaluating past media campaigns and their results, conducting competitive research, and designing new campaigns based on insights from your analysis. Graduate ready to advance your current career or take on a new role in strategic communication, public relations, digital media or social media management.

► **Contact Information:**

Name: University of Delaware – M.A. in Strategic Communication
Address: 250 Pearson Hall, Newark, DE 19716
Phone Number: (302) 831-8041
Email: comm-staff@udel.edu
Key Contact: Tara L. Smith, Program Director
Website Address: <https://stratcomm.online.udel.edu>

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THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

George Washington University – Master’s in Strategic Public Relations

Today’s PR practitioners need to know how to employ more than traditional PR/PA methods in the digital world. Online communication, a 24-hour news cycle, and new technologies have forever changed how information is shared and public opinion is formed.

At GW, we deliver an award-winning comprehensive strategic public relations education that reflects the ever-changing communications landscape. Our students develop a professional-grade portfolio and master the skills they need to become a top PR or PA professional.

Reflecting our home base in Washington, D.C., our master’s program provides you with an understanding of how politics and government impact business, technology, and communications, and it is focused on preparing students for a wide range of communications careers.

Many of our students go on to work at major PR firms or in communications roles with associations, nonprofits, and global corporations. Others find work on Capitol Hill, in the executive branch or on political campaigns.

Our classes, taught by leading PR/PA professionals, meet in the evenings, allowing students to engage in and find work in the vibrant communications marketplace of our nation’s capital. Our program is also offered fully online and will soon be available in a hybrid (online and on-campus) format. In addition to the master’s degree, we offer three Graduate Certificates (Digital Communications, Global PR and Strategic PR) that can be applied to the master’s degree.

We look forward to discussing your academic and career goals with you.

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The Social Trading Explosion – Lessons for Communicators

Online communities of retail investors are rapidly replacing the more traditional financial advisors we are all used to. Today already, retail investors account, on average, for roughly 20% of stock market activity. The ability to freely exchange information substantially improves the investment performance of this new type of trader. Since they are not playing against the market, this situation equals a “non-zero-sum game” – a situation where one trader’s gain doesn’t automatically translate into another trader’s loss. In other words, traders have a strong motivation to exchange as much information as possible, opening new and vast opportunities.

This trend has serious implications for investors and publicly traded companies, but also for financial institutions, legislators, and regulators. Take the example of the GameStop Corp. The stock price fiasco event was triggered by a new generation of traders enabled by neo-broker Robinhood, a commission-free investing and trading platform and mobile phone app.

What Is Social Trading?

The main objective of Social Trading is to copy the investment strategies of peers and, therefore, a transparent exchange of information about stocks, visible to all, is key. That’s why social traders use social networks and other platforms actively for information exchange and coordination. It is mainly Gen Z – the demographic cohort succeeding Millennials – that is interested in Social Trading since they grew up with smartphones.

Stocks such as AMC and Nokia have also become the targets of coordinated actions by social traders. But tradeable commodities and certain financial products are also susceptible to similar short squeeze attacks which is why companies need to start actively managing this risk.

Media Intelligence as a Tool to Manage the Risk From Social Trading

Utilizing media intelligence can be effective to determine which companies may become targets of social traders. Forums like Reddit's WallstreetBets serve as staging points for the coordination of social trading activity. By monitoring and analyzing these, potential targets can be identified early on, providing companies with vital data leaving them with more time to implement mitigation strategies:

- **Public Relations:** By monitoring and analysing channels such as Reddit, Telegram and others, communicators and agencies alike can establish an early warning system to inform brand protection strategies and optimize crisis management.
- **Investor Relations:** Detect early if your own organization or client is becoming a target. As opposed to being surprised by attacks, investor relations professionals will have more time to assess the developing risk and start managing issues cross-functionally in-house and develop appropriate communication strategies with all stakeholder groups.
- **Financial Institutions:** Investment funds and similar organizations can use the insights from Media Intelligence to plan ahead and, for example, determine suitable exit options should a short squeeze situation loom.

Interested in pressrelations' Media Intelligence solutions? Then get in touch today as PRSA members enjoy a 10% discount on all products and services.



The **innovative methodology** of FirstSignals **identifies emerging trends** before they come into the view of decision-makers, allowing them to address issues as well as take advantage of **opportunities** at an **early stage** and before others do.



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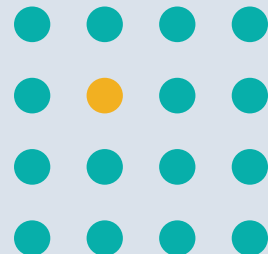
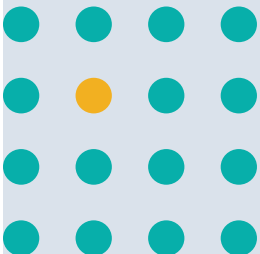


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120 Wall Street, 21st Floor, New York, NY 10005-4024

CONTACTS

Jeneen Garcia

(212) 460-1466

jeneen.garcia@prsa.org

Jessica Espinal

(212) 460-1476

jessica.espinal@prsa.org

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Time Commitment	12 or 16 months (depending on if you choose to pursue an internship during the summer term)	Part-time enrollment, 24 months	Part-time enrollment, 16 months
Location	Must be based in the greater NYC area	Can be based outside the NYC area	Can be based outside the NYC area

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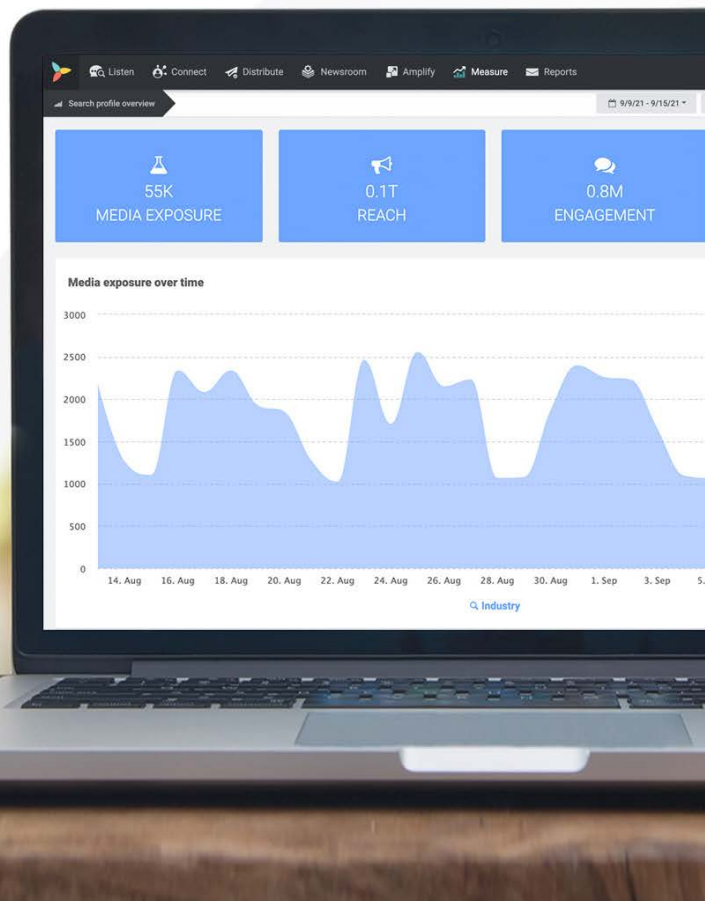
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