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*The importance of teamwork, forming alliances, and working hand-in-hand with those around us has been a through-line for me.”*

*Dr. Felicia Blow, APR*  
2022 PRSA Chair

# Collaboration.

It's at the heart of what we need to succeed, the results of which I constantly see throughout PRSA, and extending to our clients, our communities and careers.

The importance of teamwork, forming alliances, and working hand-in-hand with those around us has been a through-line for me and this organization this year, particularly when it comes to you, our valued partners, sponsors and exhibitors. In conjunction with our many conferences, events, and ceremonies taking place across the country, you serve as our true colleagues. Rolling with sudden changes, being flexible with circumstance, providing counsel and expertise; you demonstrate all of these abilities and more.

As you know, we recently wrapped up ICON 2022, our first in-person national Conference in three years, and it was wonderfully gratifying to see the quality of presentations, products and professionalism that we not only have come to expect but know will take place.

So, on behalf of all of us at PRSA, I'd like to express my great appreciation for all you have done and continue to do to support us and demonstrate the true meaning of collaboration. Thank you so much.

**Dr. Felicia Blow, APR**

2022 PRSA Chair



**ACCESSWIRE® is a global newswire and communications network**, delivering regional, national and international news to thousands of customers across the world.

► **Contact Information:**

Company Name: **Accesswire®**

Company Address: 1 Glenwood Ave--Suite 1001, Raleigh, N.C. 27603

Key Contacts:

Samantha Mickle: [Samantha.Mickle@issuuerdirect.com](mailto:Samantha.Mickle@issuuerdirect.com)

Jennifer Hammers: [Jennifer.Hammers@issuuerdirect.com](mailto:Jennifer.Hammers@issuuerdirect.com)

Company Website: [accesswire.com](http://accesswire.com)



**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:**

Company Name: **Amazon**

Company Address: 2121 7th Ave., Seattle, Wash. 98121

Key Contacts:

Kimberly Hardy: [kimhardy@amazon.com](mailto:kimhardy@amazon.com)

Company Website: [https://www.amazon.jobs/en/job\\_categories/public-relations](https://www.amazon.jobs/en/job_categories/public-relations)



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► **Contact Information:**

Company Name: **Bell Textron Inc.**

Company Address: 3255 Bell Flight Boulevard, Fort Worth, TX 76118 USA

Company Phone Number: 817-280-2011

Company Email: [mediarelations@bellflight.com](mailto:mediarelations@bellflight.com)

Company Website: <https://www.bellflight.com/>



**Cision is a comprehensive communications platform enabling more than 100,000 public relations and marketing professionals** around the world to understand, influence and amplify their stories. As the market leader, Cision enables the next generation of communication professionals to strategically operate in the modern media landscape where company success is directly impacted by public opinion. Cision's suite of award-winning, best-in-class solutions includes PR Newswire, MultiVu, Brandwatch, Cision Communications Cloud® and Cision Insights.

► **Contact Information:**

Company Name: **Cision®**

Company Address: 130 E Randolph St., 7th Floor, Chicago, Ill. 60601

Company Phone Number: 1-866-732-1382

Company Email: [CisionPR@cision.com](mailto:CisionPR@cision.com)

Key Contact:

Cali Tran, CEO; Putney Cloos, Chief Marketing Officer

Company Website: [www.cision.com](http://www.cision.com)



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► **Contact Information:**

Company Name: **The Coca-Cola Company**

Company Address: One Coca Cola Plaza, Atlanta, Ga. 30313

Company Phone Number: 1-888-348-2404

Company Email: Contact Form:

<https://www.coca-colacompany.com/contact-us/contact-us-form>

Key Contacts:

Sara Rosenthal: [srosenthal@coca-cola.com](mailto:srosenthal@coca-cola.com)

Daniel Hughes: [daniehughes@coca-cola.com](mailto:daniehughes@coca-cola.com)

Company Website: [The Coca-Cola Company: Refresh the World. Make a Difference](https://www.coca-cola.com)



**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. With three flexible paths, students at all career stages can choose the program that best suits their professional goals and schedule.

► **Contact Information:**

Company Name: **Columbia University School of Professional Studies - M.S. in Strategic Communication**

Company Address: 203 Lewisohn Hall, 2970 Broadway, MC 4119, New York, N.Y. 10027

Company Phone Number: 212-854-9666

Company Email: [communications@sps.columbia.edu](mailto:communications@sps.columbia.edu)

Key Contact: Kelsey Espada, Admissions Counselor

Company Website: [sps.columbia.edu/communication](https://sps.columbia.edu/communication)



**FIU's fully online Global Strategic Communications (GSC) master's program will prepare you for expanded job opportunities** and give you a competitive edge to accelerate your career. This top-ranked professionally focused master's program gives students a global perspective in strategic communications and prepares graduates to be socially responsible leaders and innovators at the highest levels of corporate, government and non-profit organizations.

► **Contact Information:**

University Name: **FIU Global Strategic Communications Master's Program**

University Address:

FIU Biscayne Bay Campus, 3000 N.E. 151 St., AC II 320, North Miami, Fla. 33181

University Phone Number: 305-919-5674

University Email: [gsc@fiu.edu](mailto:gsc@fiu.edu)

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



**Fullintel surfaces insights that make brands smarter and faster.** We provide daily executive news briefs, real-time media monitoring, and our award winning media analysis that will help demonstrate the true value of PR to your team.

► **Contact Information:**

Company Name: **Fullintel**

Company Address: 1 Broadway #CIC Cambridge, Mass. 02142

Company Phone Number: 1-339-970-8005

Company Email: [sales@fullintel.com](mailto:sales@fullintel.com)

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Angela Dwyer, Head of Insights: [adwyer@fullintel.com](mailto:adwyer@fullintel.com)

Company Website: [www.fullintel.com](http://www.fullintel.com)



**Unstoppable PR Starts Here.** The Nexis Media Intelligence product suite consists of six capabilities that better allow you to control the story about your brand, by leveraging unrivaled news and media data. Stay on top of industry trends and standards for your company and for your current and existing clients.

► **Contact Information:**

Company Name: **LexisNexis®**

Company Address: 9443 Springboro Pike, Miamisburg, Ohio 45342

Company Phone Number: 888-285-3947

Company Email: [LNG-RDUNexisSolutions@relx.com](mailto:LNG-RDUNexisSolutions@relx.com)

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Sean Cleveland: [sean.cleveland@lexisnexis.com](mailto:sean.cleveland@lexisnexis.com)

Company Website:

<https://www.lexisnexis.com/en-us/professional/media-monitoring/product-suite.page>



**At Lockheed Martin, our purpose is to ensure those we serve always stay ahead of ready.** It's our identity, our culture, and our promise. Headquartered in Bethesda, Maryland, Lockheed Martin is a global security and aerospace company employing about 114,000 people and is principally engaged in the research, design, development, manufacture, integration and sustainment of advanced technology systems, products and services. The Communications team uses the full range of channels to engage customers, media, employees and our communities.

► **Contact Information:**

Company Name: **Lockheed Martin**

Company Address:

Lockheed Martin Corporation, 6801 Rockledge Drive, Bethesda, Md. 20817

Company Phone Number: 301-897-6000

Company Website: [www.lockheedmartin.com](http://www.lockheedmartin.com)





**Muck Rack's Public Relations Management (PRM) platform enables thousands of organizations to build trust** and tell their stories through earned media. Its media database curates hundreds of millions of data points to help PR teams find journalists and content creators, generate coverage, monitor news and prove the value of their work. Journalists use Muck Rack's to showcase their portfolios, analyze news and measure the impact of their stories.

► **Contact Information:**

Company Name: **Muck Rack**

Company Phone Number: 212-500-1883

Company Email: [hello@muckrack.com](mailto:hello@muckrack.com)

Company Website: [muckrack.com](http://muckrack.com)



**Notified helps you optimize brand value**, increase earned media, and drive meaningful business impact with a suite of integrated PR communications solutions that includes:

- > Notified PR platform
- > GlobeNewswire press release distribution
- > Social listening and media monitoring
- > Media contacts database
- > Media briefs and media analysis reports
- > ESG communications

**Visit our website to learn more about how we can help.**

► **Contact Information:**

Company Name: **Notified**

Company Address: 1350 Broadway Suite 2500, New York, N.Y. 10018

Key Contact: Lisa Davis – Sr. Director, Marketing

Company Website: <https://www.notified.com/>



**PRophet is the first-ever A.I.-driven data-as-a-service (DaaS) platform designed by and for the PR community** that analyzes past stories to better predict future media interest and sentiment using natural language processing and machine learning. PRophet was founded by PR and marketing industry thought leader and serial entrepreneur Aaron Kwittken in 2020 with backing from political strategist, technologist and author Mark Penn, Founder, Chairman and CEO of Stagwell.

► **Contact Information:**

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Company Email: [sales@prprophet.ai](mailto:sales@prprophet.ai)

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Andrew Meranus, Executive Vice President, Sales: [Andrew.Meranus@prprophet.ai](mailto:Andrew.Meranus@prprophet.ai)

Company Website: [www.prprophet.ai](http://www.prprophet.ai)



**TVeyes Inc. offers global audio and video intelligence for data-driven decision makers.**

► **Contact Information:**

Company Name: **TVeyes Inc.**

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Company Phone Number: 212-500-1883

Company Email: [hello@tveyes.com](mailto:hello@tveyes.com)

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Company Website: [www.tveyes.com](http://www.tveyes.com)



**The University of Delaware's Online Master of Arts in Strategic Communication will help you gain a competitive edge** whether you're early in your career or an experienced professional. Our program is designed to meet the needs of working professionals. Accelerated courses are delivered asynchronously so you can complete the degree part-time in just 18 months. \*\*\*ICON attendees can use the code UDSTRATCOM2023 to waive the \$75 application fee!\*\*\*

► **Contact Information:**

University Name: **University of Delaware's M.A. in Strategic Communication**

University Address: 250 Pearson Hall, Newark, Del. 19716

University Phone Number: 302-831-8041

University Email: [comm-staff@udel.edu](mailto:comm-staff@udel.edu)

Key Contact:

Tara L. Smith, M.S., APR, Program Director

Company Website: [stratcomm.online.udel.edu](http://stratcomm.online.udel.edu)

<https://rebrand.ly/UDstratcomm-prsaicon2022>

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Bell's Strategic Communications team has advanced the brand by delivering creative communication solutions and exceptional customer service to our business partners. It's time for you to join our team and help us lead the way in creating the future of mobility and vertical flight.

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**Strategic Communication**

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## ACCESSWIRE

**ABOUT ACCESSWIRE**

ACCESSWIRE is a global news and communication services provider. We provide a wide range of services to our clients, including:

- Global news and communication services
- Social media and content management
- Crisis management and reputation management
- Media relations and public affairs
- Investor relations and financial communications
- Regulatory and compliance services
- Analytics and reporting

**COMPANY HEADQUARTERS**

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**KEY CONTACTS**

Global Media | [GlobalMedia@accesswire.com](mailto:GlobalMedia@accesswire.com)  
Investor Relations | [InvestorRelations@accesswire.com](mailto:InvestorRelations@accesswire.com)

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**ACCESSWIRE® is a global newswire and communications network, delivering regional, national and international news to thousands of customers across the world.**

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### CORPORATE HEADQUARTERS

1 Glenwood Ave Suite 1001, Raleigh, NC 27603



### KEY CONTACTS

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**Jennifer Hammers** | [Jennifer.Hammers@issuuerdirect.com](mailto:Jennifer.Hammers@issuuerdirect.com)



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Bell's Strategic Communications team has advanced the brand by delivering innovative communication strategies and exceptional solutions to our business partners. In an effort to win two of the largest program awards from the U.S. Army, our team has played a critical role in sharing Bell's great legacy and laying the foundation for the future of mobility and vertical flight.

**47%**  
of PR and Comms leaders  
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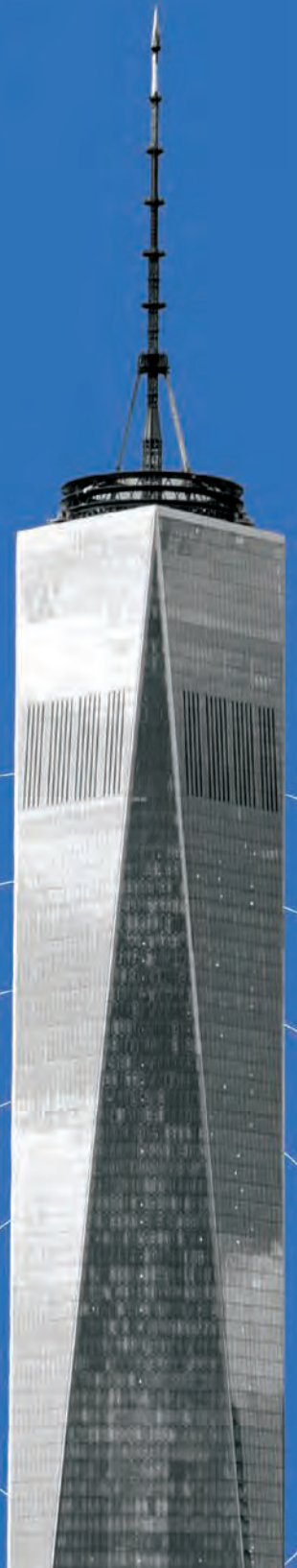
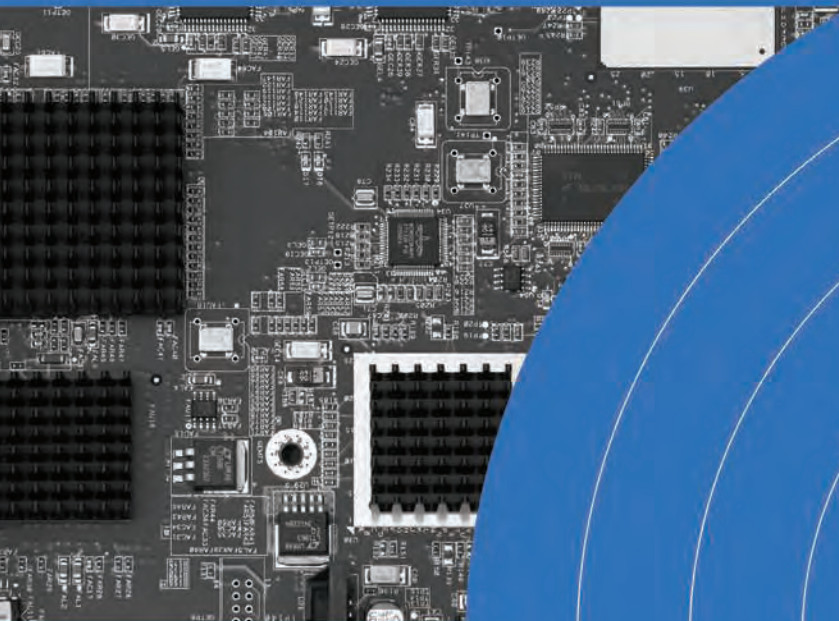
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# Test, predict and perfect your pitch with the only predictive, AI-driven PR platform.

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- Enter an awards competition to gain recognition and showcase your work

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- Use the online directory to engage with other professionals
- Join a PRSA Professional Interest Section





PRSA



Keep the conversation rolling.

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Oct. 15–17 | Nashville, Tenn.

[prsa.org/ICON](https://prsa.org/ICON)