

A New Era of 21st Century Journalism



We have entered a new era of 21st-century journalism and it's changing the nature of news reporting for all of us, including the generation that was born in the 21st century. So how do we make brands relevant in this new immersive media world?

For 25 years Andy Coville, CEO of Brodeur Partners has developed and executed high-performing global communications campaigns for organizations in the business-to-business, consumer products and healthcare markets. Her agency's extensive client roster has included Eaton Vance, Sanofi, FM Global, Corning, the American Cancer Society (ACS), IBM, MasterCard, Phillips, RIM (Blackberry), Bio, Vertex, 3M and GE Plastics. Andy will share her expert tips on achieving relevance and innovative ways to use multimedia to help tell a fuller more sensory relevant story to elevate your brand and reach younger generations.

Join us on March 28 for lunch, networking and the opportunity to learn from Andy and leverage your fundamental journalism tools to better connect with today's audience.

Can't make it? We have you covered with **our live stream**.

Thursday, March 28
11:30 am-1:00 pm
Atlantis Resort and Casino
3800 N Virginia St.
Reno, NV

Register

PRSA Membership Promotions Running Until March 31:

Current members will get a \$30 Amazon gift card for every new member they refer. There is no limit on the number of gift cards you can receive. (Promo Code: SPRING19)

New members will receive a free one-year Chapter membership when they join National as a Regular member. (Promo Code: MARCH19)

Former members who have not been members for at least 6 months will get a free one-year Chapter membership when they join National as a Regular member. (Promo Code: WELCOMEBACK19)

Welcome to our newest member Dani Keenan Vogel.

Congratulations to Kevin Patrick Murphy, Ryan Coverdell and Afton Neufeld, who all celebrate one year of PRSA membership in March.

Questions? Contact PRSA Sierra Nevada's VP of Membership, [Alexandria Cannito.](#)

As professional communicators we know not everyone uses the same tools or platforms. You can find PRSA Sierra Nevada on Facebook, Instagram and LinkedIn.

We are trying to make the #PRdoesNOTequalpressrelease hashtag go viral. Help us do that. Tag us when you do.

