

October - November 2016

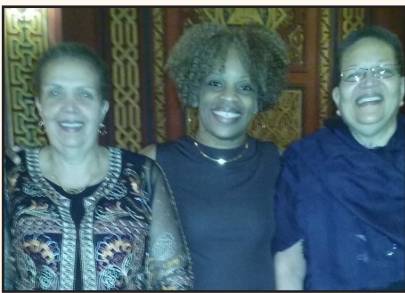


Cherrie Woods

You are received the way
you present yourself"

— Bangambiki Habyarimana,
The Great Pearl of Wisdom

This quote really speaks to the importance of presenting yourself the way you want to be perceived. Since my public relations work (PR) includes helping clients create an effective, unique and consistent brand, I often have to remind them that their brand includes social media. I see friends, colleagues and my clients regularly utilize their social media channels to share information that would be best shared offline, in a private online group, or in their journals. It's important to remember that what you present online is permanent and could be seen by a potential publisher, client, your employer, potential buyers, event attendees, etc.



Me with Joy Bramble and Kathy
Reeve of The Baltimore Times

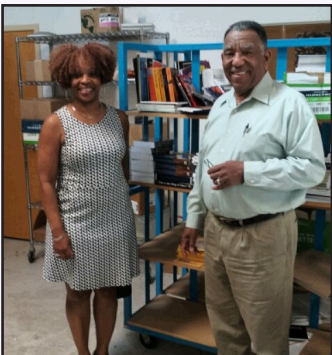
Networking with Media Outlets

This past week I attended the Baltimore Public Relations Council annual, "**Morning with The Baltimore Sun**" and was able to meet the current leaders and editors at The Sun (see below pic). I also attended *The Baltimore Times* "**2016 Women of Passion, Women of Purpose Positive People Awards**" The staff at the Times are always supportive in featuring my client's work.



The Baltimore Sun Leaders and Editors

(courtesy of BPRC)



BCP Digital Printing

At a publishing roundtable two weeks ago, I met the legendary publisher Paul Coates, who invited me to meet with him at his company BCP Digital for a tour and to discuss potential ways we could work together. It is very important for me to know all aspects of publishing as my core clients are authors. It was an enjoyable and informative visit!

Upcoming Appearances/Author Workshops

My next two workshops are at **The Creative Alliance at The Patterson** in Baltimore on Oct. 8 & 22, 2016. Go to www.eclecticpr.com/workshops to register. You can also book a workshop for your group!

Welcome to New Eclectic PR clients!



Children's Author,
Jae Sherwood

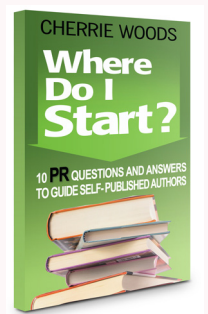


Urban Lit Author,
Cori Quinn

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Authors can build your PR skills by buying a copy of my book for self-published authors at www.eclecticpr.com/store

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