

Why You Need to Join PCC



Leora Conway-Moreno was getting pestered by her boss. Go to the Publicity Club of Chicago luncheon, she told her. You'll meet valuable contacts. With an eyeroll and a minor grudge, she left the office, tons of work left on her desk.

At the luncheon, she did meet several interesting people from the world of public relations and media. Among her new contacts was respected ABC7 anchor Cheryl Burton. They had a brief conversation, exchanged business cards and stayed in touch. Fast forward to months later when Leora's employer, The Salvation Army, was holding a media-worthy event in Chicago. Leora lined up interested media, but the event landed on the same day as the Brett Kavanaugh hearings on Capitol Hill; Leora's hopes for any coverage were just about shot.

But, alas, one camera crew came through the doors. ABC7 was on the scene. "You've got a fan in the newsroom," the cameraman told Leora. The Salvation Army ran stories on multiple newscasts, resulting in **\$70,000** worth of publicity for The Salvation Army.

Shortly after that, Leora ran for a seat on the PCC Board of Directors and now chairs the Events Committee, in which she interacts with Chicago media members every week on behalf of the organization. Leora got her money's worth. You could say she was at the right place at the right time; the PCC is always the right place - and the right time to join is now.