January 2019

Cappy New Year

A New Year is Here

A new year is here! On behalf of the Black PR Wire team, we wish you a happy, healthy and prosperous new year. Just about everyone made resolutions that we vowed to stick to this year: think more creatively, learn a new skill, lose weight, spend more time with family and friends ... the list goes on and on. It's important that we keep and stick to our resolutions, as it builds character, diligence, and determination traits.

Some of Black PR Wire's resolutions are to think out of the box, offer more services, meet and exceed our client's needs, and help relieve their financial constraints during special observances

To kick off the new year, Black PR Wire will offer a special "New Year's Discount" for services in the month of January. This special discount will be offered to any PR firm who distributes a press release through us. The special rate is only \$150 for a press release of 400 words or less. This special offer ends January 31st, so take advantage of this great deal NOW.

For more information and further details, call us toll-free at 1-877-BLACKPR.

Happy MLK Day! Happy MLK Day! January 21s is Martin Luther King, Jr. Day a day we celebrate the life and achievements of Dr. Martin Luther King Ir, an influential civil rights leader. This day not only marks the birthday of this prominent leader, but it is a time for us to celebrate and reflect on his momentous accomplishments and how he led us to change during the civil rights movement. Happy birthday, MLK! May your dream live on!

January is International Creativity Month

Did you know that January is International Creativity Month? This is a time to get inspired, unleash your creativity, and think out of the box. To start you on your way, listed below are a few tips courtesy of our sister company, Sonshine Communications.

• Communicate effectively – To succeed, you must write well, present well, and represent well in order to build lasting relationships with your clients and customers.

Tips to sharpen your skills - Read articles and get a feel for effective writing; study writing style and build your own unique way of conveying your words.

• Build the right image/brand – Brainstorm on slogans that meet what we call the 3 C's: catchy, creative, and concise!

Tips to sharpen your skills – Take note of magazine/billboard ads that grab your attention.

• Think out of the box – Think creatively 24/7! - Brainstorm with yourself and with your team.

Tips to sharpen your skills - Look at commercials on TV, listen to spots on the radio, read magazines, books, whatever you can get your hands on to spark an idea.

• Write down all your ideas and keep track of them – A list of ideas is a great thing to own.

Tips to sharpen your skills – Jot down or record all of your ideas and thoughts in a journal, no matter how off the wall they may seem. The perfect opportunity may come along for you to use them.

The ability to be creative is both a gift and an asset. During International Creativity Month and beyond, think creative:

- C Communicate effectively
- R Review materials to get inspired
- E Engage with others to brainstorm
- A Accumulate ideas
- T Think out of the box
- I Improve your skills
- V Value all opinions





Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200 Black-owned

to social service and grassroots organizations and influential leaders throughout the United States and the Caribbean. Plus, we provide our services in

publications and media, as well as provides services English and Creole. To find out more about Black PR Wire, Inc., call us toll free at 1-877-BlackPR or visit the website at: WWW.BLACKPRWIRE.COM.

WER PROFILER: GLENDA GLOVER, International President, Alpha Kappa Alpha Sorority



Dr. Glenda Baskin Glover, Ph.D, JD, CPA, of Nashville, Tennessee is the International President of Alpha Kappa Alpha Sorority, Incorporated, the oldest Greek-letter organization established by African-American college women. Dr. Glover will lead the prestigious 110-year-old organization of nearly 300,000 members and over 1,000 chapters located all over the world, from 2018 – 2022.

Dr. Glover is a native of Memphis, Tennessee. As the daughter of a civil rights activist and from a family immersed in the Movement, she determined early that education and equal justice were important for all people of color. Her educational development began as a student at Tennessee State University where she earned her Bachelor of Science Degree in Mathematics with honors. She

earned her Master of Business Administration Degree in Accounting at Clark Atlanta University in Atlanta, Georgia and her Doctor of Philosophy in Economics and Business Degree from George Washington University in Washington, D.C. Dr. Glover earned her Juris Doctor Degree from Georgetown University Law Center in Washington, D.C. She is a certified public accountant, a licensed attorney, and one of a handful of African-American women to hold the Ph.D.-CPA-J.D. combination in the United States.

Professionally, Dr. Glover serves as President of Tennessee State University, her beloved alma mater, and is the institution's eighth- and first-woman president. She has amassed over 25 years of success in the academic and business arenas.

Dr. Glover was initiated into the Alpha Psi Chapter at Tennessee State University in November 1971. A committed Life Member of Alpha Kappa Alpha with over four decades of leadership and service, Dr. Glover has served in several capacities, including International Vice-President, International Treasurer, and Treasurer to the Educational Advancement Foundation (EAF). She also has served as President, Vice-President, and Treasurer of Beta Delta Omega Chapter in Jackson, Mississippi, and as President and Vice-President of Alpha Psi Chapter as an undergraduate student.

Dr. Glover's extensive experience in Executive Management and Finance has led to her success as a member of several professional, civic, and non-profit organizations. She also is the recipient of numerous awards and honors, and she is among that elite cadre of women to serve on corporate boards of publicly-traded companies. Among the boards on which Dr. Glover has served are Pinnacle Financial Partners, First Guaranty Bancshares, The Lenox Group, and Citigroup-Student Loan Corporation. She regularly served as Chair of the Audit Committee or Financial Expert to the Board. Dr. Glover also served as Chairman of the Board of Commissioners of the Jackson (Mississippi) Airport Authority.

Dr. Glover has several decades of active membership and involvement in many civic and community organizations. Dr. Glover also has authored more than 100 articles and papers, and she is regarded as one of the nation's foremost experts on corporate governance. She is married to Charles Glover, and they have two adult children, Attorney Candace Glover and Dr. Charles Glover II.

Source: http://aka1908.com/about/leadership/glenda-baskin-glover

CALENDAR OF EVENTS

This section is designed to keep you in the know and on the go. Check out sor the latest happenings in Black communities throughout the country this month.

Bel Biv Devoe

January 4, 2019 Cabazon, CA www.songkick.com/ concerts/35983964-

bell-biv-devoe-at-

morongo-casino-resort-and-spa



Tampa Bay Black Heritage Festival & Music Fest

January 10-20, 2019 Tampa, FL www.tampablackheritage.org

A STATE OF S Alpha Kappa Alpha Sorority Founders Day

Ianuary 15, 2019 Worldwide www.aka1908.com/ news-events



Dr. Martin Luther King Day of Service January 15-19, 2019 Various Locations www.mlkday.gov



The Sistrunk-A-Fair

January 18-26, 2019 Fort Lauderdale, FL www.sistrunkafair.com



SISTRUNK DLVD

Black Professional Men All Black Everything

January 19, 2019 Baltimore, MD www.eventbrite.com/e/all-blackeverything-tickets-49268965803 Louis York & The Shindellas The Love Takeover Tour

January 19, 2019 Washington, DC www.weirdoworkshop.com

Spady Museum MLK Breakfast

January 21, 2019 Delray Beach, FL www.spadymuseum.com

31st Annual International Conference and Festival

January 22 – 27, 2019 Dayton, OH www.iabdassociation.org/page/ Conference 2019



Zora Neale Hurston Festival

January 26 – February 3, 2019 Eatonville, FL www.zorafestival.org



BPRW ALLIANCES

Black PR Wire has several alliances and strategic partnerships with wire services and national organizations. They include:







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