

## **PRSA/SENE 2016 Board of Directors Announced**

*Members Represent Strong Diversity of Talents and Industries*

**PROVIDENCE, R.I. (March 3, 2016)** – The Southeastern New England Chapter of the Public Relations Society of America (PRSA/SENE) has announced its eight-member Board of Directors for 2016.

Michael Masseur, a Douglas, Massachusetts, resident and senior account executive at RDW Group will lead the Board for a second consecutive year.

“It is a privilege to return as president of the PRSA/SENE chapter and continue alongside a talented board of directors,” Masseur said. “We will build upon last year’s success with a dynamic schedule of events designed to bring together the local public relations community, and we’ll continue to forge strong relationships with other like-minded organizations in the area.”

Joining Masseur as returning PRSA/SENE Board members are:

- President-Elect: Sarah Dell (Bristol, Rhode Island) – Manager of Public Affairs and Strategic Communications, Advocacy Solutions
- Treasurer: Giselle Mahoney (North Kingstown, Rhode Island) – Director of Industry and Advocacy, Tech Collective
- Secretary: Kimberly Fraser (North Scituate, Rhode Island) – Public Relations Representative, IGT
- Membership Chair: Brian Hodge (Providence, Rhode Island) – Director of Communications, Gray Matter Marketing
- Programming Chair: Matt Miller (North Kingstown, Rhode Island) – Director of Business Development, PR Newswire
- Board Member: Mike MacKay (Lincoln, Rhode Island) – Content Producer, Cumulus Media

The Board also welcomed new member Jason Cunningham, coordinator of racing communications at NASCAR, who resides in Providence, Rhode Island.

The PRSA/SENE chapter annually promotes a number of professional development and industry networking opportunities. The chapter is currently finalizing plans for its next event, an evening of “dramatic readings of bad press releases” on April 5. The program will also feature insider tips on how to increase visibility when drafting and distributing news releases. Please frequent [www.prsasene.org](http://www.prsasene.org) for further details.

PRSA/SENE is a member of the PRSA Northeast District. This year the district’s annual conference will be held in nearby Boston, Massachusetts. For more information on the June 13 event please visit [www.prsanortheast.org/ne-conference](http://www.prsanortheast.org/ne-conference).

### **About PRSA/SENE:**

Established in 1982, the Southeastern New England Chapter of the Public Relations Society of America (PRSA/SENE) is the among the region’s largest professional organizations for public relations professionals. Members of the non-profit association represent corporations, agencies, sole practitioners, military, government, health care and other service organizations throughout Southeastern New England. Learn

more about PRSA/SENE at [www.prsasene.org](http://www.prsasene.org), on [Facebook \(PRSAENE\)](#), [Twitter \(@prsasene\)](#), and sign up for our [email newsletter](#).