



Kate Barth

SENIOR PUBLIC RELATIONS MANAGER

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Overview

Kate Barth is responsible for the overall direction and management of Carlton Fields' public relations, including media relations and media training, article placements, corporate communications, and crisis communications.

With nearly 15 years of public relations and broadcast journalism experience, Kate provides high-level strategic communications counsel to C-suite executives and attorneys, including the firm's clients. Her record of proven and measurable media relations results is evidenced by the nine national and regional PR awards she received in the past 11 years.

Kate has successfully pitched and received significant news coverage in top-tier news outlets including *The Wall Street Journal*, *The New York Times*, *Forbes*, *Chicago Tribune*, *Tampa Tribune*, *St. Petersburg Times*, *Florida Trend*, *Tampa Bay Business Journal*, *National Law Journal*, and other business and trade-related outlets.

Kate believes it is crucial for public relations professionals to help promote a better understanding of the value and importance of PR and media relations. She often presents to professional associations and regularly conducts internal presentations at Carlton Fields. She also offers her skills pro bono — aiding small businesses and other organizations and individuals in various industries including education, manufacturing, and health care.

Kate's professional experience includes positions with the PR department of an Am Law 100 firm, a PR and integrated marketing communications agency, and a private aviation corporation. In addition, she worked as a journalist. She is a graduate of Arizona State University's nationally recognized Walter Cronkite School of Journalism and Mass Communications.

Recognition

- PRestige Award, Media Relations, Tampa Bay Chapter of the Public Relations Society of America (2015)
- Finalist, Sunshine District Radiance Awards, Media Relations Category, Public Relations Society of America (2015)
- Image Award, Central West Coast Chapter of the Florida Public Relations Association (2012)

- Your Honor Award, Legal Marketing Association (2011)
- Grand Image Award, Central West Coast Chapter of the Florida Public Relations Association (2010)
- Image Award, West Coast Chapter of the Florida Public Relations Association Central (2010)
- Judges' Award, Central West Coast Chapter of the Florida Public Relations Association (2010)
- Golden Image Award, Florida Public Relations Association (2008)
- Award of Distinction, Central West Coast Chapter of the Florida Public Relations Association (2008)

Professional & Community Involvement

- Grace Academy Private School
 - Committee Member (2017–2018)
- St. Barbara's Philoptochos Society, St. Demetrios Greek Orthodox Church
 - President (2015–2016)
- United Way's Women's Initiative of Volusia County "Power of the Purse"
 - Sponsorship and Finance Committee (2014–present)
- Public Relations Society of America (2006–present)
 - Co-Chair, Publicity Committee, Tampa Bay Chapter
- Legal Marketing Association (2011–present)
 - Publicity Chair, Tampa City Group
 - Judge, Southeastern Chapter Your Honor Awards (2011)
- Florida Public Relations Association (2006–2010)
 - Director, Image Awards, Central West Coast Chapter (2008–2009)

Speaking Engagements

- "The Importance of Research in a Public Relations Role," The University of Tampa Department of Communication, Public Relations Campaigns Course, Tampa, FL (October 20, 2020)
- "2020 Focus: Maximizing Your Media Coverage," Florida Public Relations Association, Daytona Beach, FL (February 6, 2020)
- "C-Suite + PR Pro Panel," Public Relations Society of America, Tampa, FL (October 8, 2019)
- "High Risk, High Limit, High Exposure: Practical Tips on Handling a High-Profile Legal Malpractice Case in the Media," ABA National Legal Malpractice Conference, Miami Beach, FL (April 4, 2019)
- "Building Your Profile and Credentialing," Carlton Fields Associate Kick Start Program (Biannually 2015–2019)
- "Q&A With the *Tampa Bay Business Journal's* Legal Reporter Frances

McMorris," Tampa Bay Chapter of the Legal Marketing Association, Tampa, FL (July 28, 2016)

- "Building Your Profile and Credentialing," Inaugural Firmwide Business Development Training Program for Newer Shareholders and Of Counsel, Tampa, FL (March 24, 2016)
- "Marketing & Public Relations (the Differences and What Is Newsworthy?)," Carlton Fields Miami Shareholder Meeting, Miami, FL (March 6, 2015)
- "Maximizing Media Coverage," Carlton Fields, Miami, FL (February 13, 2015)
- "Top Four Public Relations and Communications Trends for 2015," Legal Marketing Association Southeastern Regional Conference, Nashville, TN (October 17, 2014)
- "Maximizing Media Coverage," Carlton Fields Industry and Practice Group Leadership Meeting, Tampa, FL (July 21, 2014)
- "How to Communicate in a Crisis," Tampa Bay Chapter of the Legal Marketing Association, Tampa, FL (September 11, 2013)
- "Full Circle Business Development: Credentialing and Developing Your Niche Area(s) of Practice Through Writing, Speaking, and PR," Carlton Fields New Shareholder Career Development Program, Tampa, FL (April 5, 2013)
- "Getting the Word Out: A Media Panel Discussion With Tampa Bay Reporters," Tampa Bay Chapter of the Legal Marketing Association, Tampa, FL (June 28, 2012)
- "What Is in Your Legal PR Toolbox? Key Tools and Tips for Effective PR and Media Pitching," Legal Marketing Association Annual Conference, Dallas, TX (March 13, 2012).
- "The Anatomy of an Effective Pitch: Tips for Increasing Visibility Through Proactive Media Pitching," Central West Coast Chapter of the Florida Public Relations Association, Sarasota, FL (March 22, 2011)

Credentials

EDUCATION

- Arizona State University (B.A.)