

Tampa Bay PRSA NEWSLETTER

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PRSA2010
International Conference
October 16-19

find us on

The Tampa Bay Chapter of the Public Relations Society of America (PRSA) was chartered in 1964 and is one of the state's largest professional organizations for public relations practitioners, serving more than 160 members across West Central Florida.

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In order to experience the interactive features of the newsletter, readers will need Adobe Acrobat 9.



St. Petersburg's Morean Arts Center For Clay played host to our chapter's fall mixer. Members Missy Hurley, Noelle Anderson and Angela Walters got a look at what the facility means to Tampa Bay culturally and commercially. We've got it covered with plenty of interactive content available inside.



President's Message
by Nicole Andriso

Back to School

Every year I get a little nostalgic as I see kids go back to school and off

to college, some for the first time. I remember when I was SO ready to leave high school and start college at the University of Florida (Go Gators). I was a big mess of excitement and terror, but I. Was. Ready. When it was time to graduate and start a career, I was also ready, but scared at the same time.

That's why I like working with the students of PRSSA. I want to help

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**QuickStart
Connects PRSA
Leaders**

by Missy Hurley

Six leaders from the Tampa Bay chapter - Lisa Braswell, APR, Jane Freeman, Jen Holtvluwer, Diane Jones, APR, Marissa Segundo, and Missy Hurley - were recently awarded the opportunity to participate in QuickStart 2010, the Sunshine District conference for current and future PRSA leaders.

Held annually in Orlando, QuickStart provides training for leaders serving as Board, officer and committee levels through best practices, brainstorming, inspiration, friendships and a bit of fun. QuickStart also provides information on leadership opportunities on a district and national level.

2010 QuickStart co-chairs Georgina Gonzalez-Robiou, APR (Miami) and Heather Morgan, APR (Orlando) set up presentations from various chapter leaders and national representatives on budgeting and financial management, developing solid professional development programs, finding and approaching sponsors, creating diversity within the chapter and using available resources to recruit and retain members.

Accreditation committee member Karen Mess Frashier, APR presented a session on building a successful accreditation program using the Tampa Bay chapter as a case study. Led by Jeff Caponigro, APR, Fellow PRSA, the committee has helped 15 PR professionals become accredited within the past 18 months.

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them ease that scared feeling when facing the prospect of graduation, internships and a J-O-B. I was lucky enough to have mentors, so I want to help them the same way – and you can too!

On September 29, the Tampa Bay Chapter is holding our annual Pair with a Professional Day, where PRSA members mentor USF PRSSA students for a few short hours. It's a great opportunity to share your PR wisdom and become reenergized with their excitement.

.....
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.....

On October 6, we'll host the PR Specialist from Lynn University in Boca Raton, who will share the amazing story of the university students who were trapped under the rubble of Haiti's earthquake. Enjoy lunch at Brio Tuscan Grill and hear how she managed communications with media, parents, faculty and the students.

In November, USF students run the show during the annual PRSSA Student Takeover event. We'll keep you posted on the date, time and location of the Student Takeover.

So while I still miss my college roommates and the freedom to sleep in on any given day, I'm proud of how far I've come and what I've done with my career. I look forward to mentoring the PRSSA students and seeing how far they can go too.

**PRSA 2010
International
Conference
October 16-19**

The International Conference is less than a month away, and PRSA has arranged several hotel and travel deals to help you get to Washington, DC and enjoy your stay while you're here. Online registration is open for the PRSA 2010 International Conference: Powering PRogress — the epicenter of thought leadership. This year's Conference features sessions geared toward all specializations and practice areas. Details here.





PRSA 2010 International Conference

October 16-19

Masthead

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Stay Connected

Got News? Please Share

We need your PR themed information — if you've changed jobs, been promoted or moved offices we want to know about it.

Tell us about your personnel changes, client news, firm or professional awards and new business wins. Photos are always appreciated.

Send your PR news of note to newsletter@prsatampabay.org.

Visit www.prsatampabay.org for upcoming events, chapter information, local job listings and more.

The newsletter is best experienced with Adobe Reader.

Online registration is now open for the PRSA 2010 International Conference: Powering PRogress — the epicenter of thought leadership. Discover results-driven programs and take part in exceptional networking opportunities, Oct. 16-19 in Washington, D.C. Save \$200 when you register by the saver rate deadline of Aug. 27.

Click and zoom your way through the PRSA 2010 International Conference flipbook an interactive online brochure that highlights the Conference's 80+ Professional Development sessions within four tracks that focus

ters — Unexpected Insights for Business and Life.”

Charlene Li, author of “Open Leadership: How Social Technology Can Transform the Way You Lead”; co-author of “Groundswell: Winning in a World Transformed by Social Technologies”; and founder of Altimeter Group.

Now is the time to enhance your skills and leverage the power of communication. Register for the industry's premier event and join us as thousands of public relations and communications professionals

Listen to audio from the Conference co-chairs, and discover industry hot topics as they pertain to social media, public affairs, diversity, and more.

on innovative strategies, effective tactics and techniques, specialization and practice areas, and The Business Case for Public Relations™.

Listen to audio from the Conference co-chairs, and discover industry hot topics as they pertain to social media, public affairs, diversity, and more.

This year's Conference features sessions geared toward all specializations and practice areas. You'll be granted access to the brightest minds and expertise, and will hear from the most influential and respected thought leaders in the industry, including keynote presenters: Bettina Luescher, chief spokesperson, United Nations World Food Programme.

Bill Tancer, the world's pre-eminent expert on online behavior and author of “Click: What Millions of People Are Doing Online and Why It Mat-

ters — Unexpected Insights for Business and Life.”

Be among the first 750 Package 1 registrants, and receive a free copy of keynote Charlene Li's new book, “Open Leadership: How Social Technology Can Transform the Way You Lead” during Conference check-in.

LinkedIn: <http://bit.ly/cVhGcS>

Facebook: <http://bit.ly/c0xcN2>

twitter: <http://bit.ly/bUbCT7>

#prsa_ic

2010 PRSA International Conference

www.prsa.org/ic/dc

flipbook <http://www.mydigitalpublication.com/publication?i=38927>



video © john siebenthaer

Video should load automatically. To view, just click on the graphic above. Requires Acrobat 9 for viewing.

PR Pros Practice “The Art of Connecting”

by Noelle Anderson



PRSA Tampa Bay hosted “The Art of Connecting,” a free membership mixer at the Morean Arts Center for Clay in St. Petersburg, on Aug. 26. Approximately 50 attendees met,

mingled, enjoyed refreshments, watched clay demonstrations and learned more about PRSA.

“Creative PR professionals got the chance to meet in one of St. Petersburg’s most inspired places.”

“The purpose of this free event was two-fold,” said Noelle Anderson, APR, a member of the chapter’s board of directors and membership committee co-chair. “We wanted to thank our members by giving them an opportunity to network with other area PR pros; and, we wanted to share with non-members the benefits of belonging to PRSA.”

In addition to highlighting how to join PRSA and ways to get involved, the event included a raffle for a \$25 voucher to be used at an upcoming PRSA Tampa Bay event, and an overview from the Morean Arts Center for Clay’s staff about their facility.

“Creative PR professionals got the chance to meet in one of St. Petersburg’s most inspired places,” said Marie Cirelli, a



member of the chapter’s board of directors and membership committee co-chair. “Many people said they’ve never been to the center before and were really impressed by all it had to offer.”

Special thanks to our in-kind sponsors: the Morean Arts Center for Clay for the venue, MOMO Digital Design for the e-mail invitation, and Mama Razzi Foto for taking pictures at the event.

View photos from “The Art of Connecting” at our new flickr account: <http://www.flickr.com/photos/prsatampabay>.

View the slide show here:

Poynter Institute Celebrates 35 Years

November Events Highlight First Amendment, Social Media

St. Petersburg's Poynter Institute is having a birthday, and to celebrate 35 years of journalism excellence they're hosting a series of events featuring several of this country's best known and most distinguished journalists.



This November join John Seigenthaler, award-winning journalist and founder of the First Amendment Center, Ken Paulson, former president of the Freedom Forum and former editor of USA Today, and Tom Brokaw, one of the most trusted and respected figures in broadcast journalism, in an engaging and interactive exploration of First Amendment freedoms and the vibrant role they've played in shaping America.

On Wednesday, November 3, participate in a Poynter tweetup meetup featuring a broad mix of social media and traditional journalism leaders and an opportunity to network with bay area tweeters.

On Thursday, it's a print and broadcast triple header when Seigenthaler, Paulson and Brokaw offer their considerable perspective and insight into the contemporary events that are shaping nothing less than how we communicate.

Friday wraps up the celebration with a social media day, when attendees visit with some of the most influential practitioners in new media for a wide ranging discussion on social media's expanding role in the future of journalism. The forum includes live talks and Skype presentations.

To RSVP, call Megan Willoughby at 727-553-4231.

For details visit www.poynter.org.



video © John siebenthaler

Rather At Poynter *(click image to play)*

Last month's visit by veteran broadcast anchor Dan Rather offered a compelling insight into the history of network news and the challenges facing its continued role in our society.

The evening conversation, one in a long-running series offered by the Poynter, was another unique opportunity to sit in with this country's most influential opinion leaders and voices of authority.

Since 2005 the Institute's community conversations have brought media's leaders to our area and in the process providing continuing support for the journalists of tomorrow.

Chapters Discuss APR Requirement Online

LinkedIn Groups Add New Dimension To Popular Conversation

The Ad Hoc Committee to Promote Democracy in PRSA, a group of six senior practitioners including Edelman President and CEO Richard Edelman and three APR-certified practitioners, is circulating an online petition (<http://thepetitionsite.com/1/prsa>) to change current PRSA bylaws requiring national officers and board members to hold an Accreditation in Public Relations certificate.

In its petition, the committee notes "less than 20% of PRSA members

are accredited, meaning that 80% of the 21,000 members cannot become PRSA leaders unless they choose to become APR."

Last June the PRSA-LA board of directors became the first chapter in the nation to support a campaign to eliminate the requirement, while continuing to support the APR program.

That topic was recently posted on our own LinkedIn group and has since generated vigorous discussion both

pro and con regarding the requirement.

The topic is also being discussed by numerous other chapter LinkedIn groups like the Greater Fort Worth PRSA Chapter. Whether you agree with the effort to repeal the requirement or not, the ability for spontaneous online discussion by membership is another indicator of social media's ability to accommodate real time conversation in a global setting.



photo by Karen Mess Frashier

Chapter Accreditation Program Nets Five New APRs

by Jeff Caponigro, APR



Five more chapter members have earned their Accreditation through the PRSA Tampa Bay Accreditation program, one of the most successful of

PRSA's 110 chapters nationally.

Earning Accreditation: L to R top: Erica Maxwell, APR; Lauren Murley, APR, bottom: Suzanne Grant, APR; Andy Bowen, APR and Stacy Williams, APR.

"We are so proud of the five who recently earned their Accreditation," said Accreditation Chair Jeff Caponigro, APR, Fellow PRSA. "Each was an amazing candidate who worked hard and is a great role model for others. We hope they will help mentor

others who hope to earn their Accreditation."

This makes a total of 15 newly Accredited chapter members in the past 18 months. No one from the chapter had even taken the exam in the three years previous.

Possible fall/winter term considered

According to Chair Caponigro, the 2010 fall/winter program will be offered only if at least 10 chapter members are strongly committed to pursuing Accreditation. If not, the next formal Accreditation program in the chapter will be in next spring.

Caponigro, who has led the Accreditation process since January 2009, has announced he will step down as Accreditation Chair at the end of this year. Karen Mess Frashier, APR, who has provided great leadership to the process during the past two years,

will become Accreditation Chair for 2011.

"I have really enjoyed working with everyone who has participated in the Accreditation program the past two years," said Caponigro. "I look forward to one last term if we get enough candidates interested in pursuing Accreditation. Either way, the chapter is fortunate to have Karen Mess Frashier, APR, taking over the leadership of the process in 2011. She has been outstanding in her involvement with the program the past two years and all the candidates who have earned their Accreditation join me in expressing their gratitude for all her work."

Interested candidates should contact Jeff Caponigro at jcap@caponigro.com as soon as possible.



HISTeria

Member Missy Hurley and the Tampa Bay History Center invite PRSA Tampa Bay members to try on the dark side at the History Center's inaugural Halloween-themed costume party, HISTeria on October 16. For more information or order tickets, visit www.HISTeriaEvent.com.

Bayview PR

Members Jesse Landis, APR and Missy Hurley are proud to announce the addition of Leah Saunders as Account Coordinator for Bayview Public Relations.

The agency recently relocated its offices to 25 Second Street North, Suite 220 in downtown St. Petersburg. For more information, visit www.BayviewPR.com.

Trueblue PR

Noelle Anderson, APR, announces her company's full website is now live! Please stop by www.truebluetampa.com for a visit.

Connect with True Blue Communications on Facebook, Twitter and LinkedIn.

(813) 380-0314
Noelle@TrueBlueTampa.com

University of Florida Debuts 21st Century News Laboratory



North Florida chapter member Rebecca Hart invites the Sunshine District to attend the

Grand Opening of the 21st Century News Laboratory on September 24 at the University of Florida.

PRSA Sunshiners are invited to the Grand Opening of the 21st Century News Laboratory, a component of the University of Florida's College of Journalism and Communications Center for Media Innovation + Research (CMIR).

date: September 24, 2010

time: 3:30 pm Weimer Hall, Ground Floor

Guest Speaker: Sharyl Attkisson, CBS News, Washington

5:30 pm Reception Buffet, Champion's Club, Florida Field

View invitation in a browser. Please RSVP: rsvp@jou.ufl.edu

Call 352-273-1657 for more information

Learn more about CMIR here

Rebecca Hart, APR
Hart & Partners
904.887.4045

PRSSA Raffle Giganza

The Watler E. Griscti chapter of PRSSA at USF is a top-tier chapter filled with talented students eager to enhance our knowledge about public relations. We understand the value of public relations across all fields and industries, and constantly strive to enhance our appreciation and understanding of PR.

As we prepare for our 2010 National PRSSA Conference in Washington, D.C. we would like to ask the help of our friends and professional mentors at the Tampa Bay PRSA chapter.

We will host a raffle at the October PRSA meeting, with prize giveaways including passes to MOSI, the Big Cat Rescue, "PRSSA Student for a Day" and many more!

Please consider a donation to support our chapter of PRSSA.

You can find more information about USF PRSSA at <http://usfprssa.com>, and our Twitter feed @USFPRSSA.

September Member Promo

During September, professionals who join PRSA National can receive a free one year's chapter membership by using promotion code FALL2010. This offer may not be combined with other promotions and is not open to associate members.

Contact: Marie Cirelli
marie.cirelli@bayfront.org

2011 PR Not-for-Profit Grants

Stratford, CT CyberAlert, Inc., the worldwide media monitoring service, will award a minimum of 15 public relations grants to not-for-profit organizations for 2011. Each PR grant award consists of one year of free news monitoring / press clipping services or social media monitoring service, ranging in value from \$3,000 to \$4,500.

From 2004 to 2010, CyberAlert awarded 144 media monitoring grants to not-for-profit organizations, with an aggregate value of over \$300,000. Among the grant recipients for 2010 were American Association on Health and Disability, Coaching Association of Canada, Environmental Law & Policy Center, Mercy Ships, National Law Enforcement Officer Memorial, National Wildlife Federation, Redlight Children's Campaign, Vascular Disease Foundation and Young Americans.

This year all not-for-profit organizations worldwide are eligible to apply for a grant, except for previous grant recipients.

CyberAlert is accepting grant applications until December 31 and will announce the grant recipients in January. Applications are available online at <https://secure.cyberalert.com/grantsX.html>.

Contact: Kristin O'Connor
800-461-7353

Tampa Bay's Newest APR Members

Suzanne Grant, APR



I left journalism 15 years ago to pursue a career in public relations. I quickly learned that while my training and experience as a TV reporter was helpful, I needed to build specific public relations skills. I reached out to PRSA for professional development back then, and I've continued to do so throughout my career.

From New England to Texas and now Florida, juggling career and family responsibilities has been a continuing challenge. I started the APR process more than a decade ago, but my efforts were continually thwarted by looming work deadlines, cross-country moves, new jobs and family issues.

Two years ago, I took a position with virtually no travel and I've worked hard to find that all important work-life balance. As part of that balance, I decided that 2010 was the year to finally achieve my APR certification. I had recently joined the Tampa Bay PRSA chapter and, as fate would have it, I received an email announcing an APR exam preparation session. That was in March. Now, seven months later, I wonder why I let more than a decade pass before following through on my goal. I highly encourage you to take the plunge now. Deadlines, kids, new jobs and family pressures will always be present. The key is to not let those challenges become excuses for putting it off. The longer you do, the more difficult obtaining your APR status will seem.

The Tampa Bay chapter's exam preparation was extremely helpful. Being part of a study group made me feel accountable to others and keep me on track. In addition, I met a wonderful group of PR pros that I know I can

count on for advice or when I need to bounce an idea off someone.

I look forward to working with the other new APRs and with the chapter leadership to encourage and support more members in their quest to become accredited.

Erica Rogers Maxwell, APR

An unexpected call from a dear friend in February is all it took for me to get involved in PRSA. She offered me a simple invitation to join PRSA as well as her efforts to pass the APR Exam. Now, seven months after that call, I am active in the organization



and accredited in my profession. A Florida State University graduate with a degree in PR, I've worked in the public relations field for the past 13 years. Since

my first position working in the communications team for a technology company, I've had the pleasure of working at a PR firm as well as a national non-profit organization. The experiences, teams and challenges I've encountered have only affirmed my decision to chase a career in this rewarding field. Thanks to my colleague's invitation, I've now taken an active role advancing my career in a new capacity. In studying for the APR Exam, I thoroughly enjoyed learning the ins and outs of an industry I've loved for so long. Passing the exam in August was simply icing on the cake. I look forward to returning the favor extended to me by inviting others to further their pursuit in the public relations field.

Erica Rogers Maxwell, APR
erica.maxwell@heart.org

Lauren Murley, APR

Lauren Murley is Account Manager/Media Relations for Caponigro Public Relations in downtown Tampa. She manages and implements public rela-



tions programs for Caponigro PR clients and is a talented media-relations specialist whose local, regional and national media experience enables her to

garner top-quality media placements. Lauren serves on the Board of Directors for PRSA Tampa Bay and acts as Co-Chair for both the Professional Development Committee and Communications committee. She was in charge of planning and executing our chapter's "Brand Aid: First Aid for your Personal Brand" professional development day in May 2010.

Lauren earned her Bachelor of Arts degree in public relations from the University of South Florida and graduated with honors. While at USF, Lauren was an active member of PRSSA and was one of five public relations students selected to represent USF as a member of PRSSA's Bateman Case Study Competition Team. As Media Relations Director for USF's Bateman team, Lauren gained experience conducting a PR campaign for General Motors to promote car and seatbelt safety. She often returns to her alma mater to serve as a guest lecturer for public relations courses.

Lauren is nominated to serve as chapter treasurer in 2011. She is passionate about PRSA Tampa Bay's mission to enhance the public relations profession and is eager to continue to use her talents to enrich the organization. She has demonstrated commitment to the chapter and thoroughly enjoys interacting with all of PRSA Tampa Bay's members.

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Stacy Williams, APR

Stacy Williams joined PRSA in 1998, and actively participated in the Tampa Bay chapter for many years. She served as chair of various committees, the co-chair of the 2003 Sunshine District Annual Conference in Tampa, and was elected as Secretary (twice), Treasurer and President-Elect of the Tampa Bay Chapter.



Stacy also received the Rookie of the Year award from the Tampa Bay chapter in 1999. Stacy took a break from PRSA for a couple of

years, but is glad to be involved again with the chapter.

Stacy had been thinking about seeking accreditation for many years before she took the leap, and found it was definitely worth the time and effort. Accreditation takes your PR game to a whole new level, and encourages you to fill in the gaps in your knowledge. It also reminds you again of the fundamentals of the profession that may have been long since forgotten since college. The opportunity to network and learn from practitioners with other areas of expertise is invaluable and opens up new doors.

Additionally, having that third-party validation of your experience gives you an added edge in this tight economy. Stacy encourages any other members debating taking that first step towards accreditation to jump right in. It will cause you to take a deeper look at yourself, your experience and your profession and give you a newfound appreciation and enthusiasm for the work that we do.

PRSA Tampa Bay Diversity Committee

(TAMPA) Tampa Bay PRSA Board of Directors unanimously approved the creation of the Tampa Bay Diversity Committee at their August meeting. The Diversity Committee will help unite the talents and experience of professionals of both ethnic and racially diverse backgrounds to make PRSA Tampa Bay more inclusive and will supplement the shared knowledge base of public relations professionals.

The Diversity Committee will help equip public relations professionals with first-hand knowledge of a broader range of industries and emerging markets and will open doors to support candidates from a variety of backgrounds who aspire to a career in public relations.

The benefits of a Diversity Committee are countless. Other chapters have noted an increase in event attendance which subsequently improved membership and fund-raising efforts.

As public relations professionals, it is paramount to have a working knowledge of issues and events that affect targeted communities in order to better reach and understand the people of that community. Creating a network of professionals in areas beyond regular outlets will help to enhance our professional contacts.

The Tampa Bay Diversity Committee was created by co-chairs Marissa Segundo, City of Largo and Felipe Herrera, Suncoast Hospice. The committee's inaugural event will be a morning mixer: Diversity in Public Relations: What Diversity Says about Your Business, on Friday, January 14, 2011, from 8:30am-10am at the Suncoast Hospice on 5771 Roosevelt Blvd. Largo, FL. PRSA members are invited to attend and bring anyone who maybe interested in this topic. Further details will be provided in subsequent newsletters.

To assist with the inaugural event or to be a part of the PRSA Tampa Bay Diversity Committee e-mail Marissa Segundo, msegundo@largo.com.

**YOUR NOV — DEC
HOLIDAYS ISSUE
ARRIVES IN, OH, ABOUT
SEVEN WEEKS OR SO.
LET'S STAY IN TOUCH.**