

imPRESS

newsletter of the Southwest Florida Chapter

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FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter



October meeting

Skills in Leadership

Dr. Julia I. East will be the featured speaker at the October 16th monthly lunch meeting. She will be discussing leadership skills in the Communications field. Julia is the president and C.E.O. of the Southwest Florida Community Foundation, which has \$54 million in assets, 310 funds under management, two affiliate community foundations and serves five counties in Southwest Florida. The Southwest Florida Community Foundation was created to meet the needs of people through responsible giving. The Community Foundation strives to be the leading resource in uniting donors' wishes with the changing needs of our community through compassionate, flexible and perpetual giving. Join us for this dynamic presentation by Dr. East, a true leader in our community.

Julia holds a B.S. in Computer Application Information, and a doctorate of management in organizational leadership, in addition to being a Certified Fund Raising Executive. Before moving to the Fort Myers area in 2004, Julia held a variety of positions in banking, specialty steel, nonprofits, and the education field in Virginia and Pennsylvania.

Tuesday, October 16th , 11:30 a.m. to 1 p.m.
Broadway Palm Dinner Theatre
Register today at www.fpraswfl.org

Special Thanks!

Thank you to Deb Webb, APR of the P.A.C.E. Center for Girls for her wonderful insight on launching a public relations campaign for a new organization. Webb gave us great tips on effectively managing a campaign through planning and proper execution of tactics.



Deb Webb, APR (third from the left) poses with fellow PR professionals at the Sept. meeting of the Southwest Florida Chapter of FPRA.

Renew your FPRA membership today!

It's that time of year again! Membership renewal letters were just sent to all active members. All professional memberships expire October 31, 2007 so please get renewed before the end of October. If you have not received your renewal form, please contact the State Office for assistance or visit www.fpra.org.

Board Update

The Nominating Committee is pleased to announce that Ginny Cooper has volunteered to serve as President-Elect/program chair and Angela Fisher will serve as membership chair for the 2007-08 board year. We will present their names to the membership for a formal vote at the Oct. 16 meeting.

Welcome New Members

Erin Comerford is public relations coordinator for the Lee County Port Authority, operator of Southwest Florida International Airport and Page Field General Aviation Airport. Some of her responsibilities include promoting awareness and maintaining a positive image of the airports and the aviation industry in SW Florida through media relations, special events, etc. Prior to this, Erin worked at Advanced Air, the Asphalt Institute, eCampus.com and the Barea College Office of Career Development. She graduated from Barea College with a Bachelor of Science in Business Administration/Marketing.

Debra Harper is the intergovernmental representative for the South Florida Water Management District. She specializes in public relations/outreach and government

affairs. She has worked at South Florida Water Management in several different capacities and offices since 1995.

Vikki Luft works for Compass Construction, a commercial general contractor, in marketing and public relations. She has over 26 years in medical management, marketing and client care. Luft also owns Point of View, LLC, a consulting firm for marketing/public relations, home interior and design.

Susan M. Sanders, APR, is accredited and has been a member of the chapter since 1989. She is currently the lead media specialist with the South Florida Water Management District Lower West Coast Service Center. Prior to this, she headed up the marketing and public relations departments at the

New Members continued . . .

Lee County Port Authority for more than 18 years. Sanders graduated from Bradley University and is an alumna of Leadership Lee County, Leadership Collier, Leadership Southwest Florida and Leadership Florida.

Angeline Strait is public relations specialist for the Lee County Port Authority, operator of Southwest Florida International Airport and Page Field General Aviation Airport. Her responsibilities include assisting the PR department with the planning and execution of special events, media relations, web sites and projects related to the positive promotion of both airports and the aviation industry in SW Florida. Prior to this she worked at Sakata Seed America Inc. and Michigan State University Extension - Jackson County as the 4-H Youth Agent.

Strait graduated from Michigan State University with a bachelor's degree in Agriculture and Natural Resources Communications.

Happy Anniversary

Now 103 members strong, FPRA celebrates the following membership anniversaries this month:

Karen Baxter.....2006
 Brian Bennett.....2006
 Victoria Collins.....2005
 Allison Curtiss2006
 Linda Fasulo.....2003
 Melinda Isley, APR.....1995
 Erin Jolley.....2005
 E. Brent Snodgrass, APR, Fellow PRSA.....1989

President's Message



Barbara-Anne Urrutia SOUTHWEST FLORIDA CHAPTER PRESIDENT

The new board just wrapped up our annual board retreat and I am excited about the great discussions and important decisions we made so far for the upcoming year. I want to thank the board for their teamwork and great ideas. Every year the chapter president chooses a theme for the year...our theme this year will be "Bring out the Best!" I'd like us to focus on bringing out the best in ourselves, bringing out the best in each other and as a whole bringing out the best in the chapter. That means we want to make sure we bring out the best in lunch speakers, publications, networking opportunities, professional development and other special events that we will plan this year.

This is an important time of year...families are getting settled back into school, football season has begun and the weather is beginning to change. I know this is a busy time of year as we head into the upcoming season and adjust to the time change. This is an important time of year for FPRA as well, since it is the time of year when members renew their memberships. I hope you decide to choose FPRA again this year! You can choose to do what you want once you make that decision to renew, but at least you will have the opportunity. Some of the activities to look forward to this year...

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President's Message continued ...

continue to have dynamic speakers, our annual local Image Awards Banquet, PR University, plus we will be having a Media Breakfast and tackle some community-minded projects that I think will be good for the chapter. We are hoping to use our expertise to help our local community, whether it is time, money or donations – to try to make more of a difference in the community where we all work and live. So keep your eye on monthly newsletters, chapter e-mails and our chapter Web site, www.fpraswfl.org so you can make the most out of your membership in FPRA.

Please let us know if you have any ideas or feedback so we can continue to strive to make FPRA a beneficial organization where you want to spend your time and energy. Please let us know what we can do to “Bring out the Best!” this year.



SOUTHWEST FLORIDA CHAPTER PRESIDENT

Share your PR experiences

It's a tradition! Our November luncheon meeting fetes the best and the worst in real life PR experiences as we share “Turkeys and Triumphs.” If you are willing to strut your stuff (or put your head on the chopping block!) for our panel, please call Ginny Cooper at (239) 297-3638.

Lessons **Learned** from **Britney Spears** and **Deb Webb, APR**

By Pam Cox-Nulman, APR



Our colleague and past chapter president, Deb Webb, APR, probably never imagined she would see her name in print along side that of Britney Spears, but within the space of five days in early September, both Deb, and Britney, provided textbook examples of the critical role planning plays in implementing an effective communication strategy.

At the September FPRA luncheon, Deb Webb, APR, presented an overview of the PACE Center for Girls, a new nonprofit in Lee County established earlier this year to help at-risk girls between the ages of 12 and 18, gain control of their lives and acquire the tools they need to continue their education and become successful young adults. As executive director at PACE, Deb credits the skills and knowledge required by APRs for enabling her to build an influential board of directors, locate a building to house the school, fundraise, hire teachers and recruit girls, all within just a few short months.

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Accreditation Column continued . . .

As part of her presentation, Deb went step-by-step through the research process and the planning phase, including problem definition, articulating goals and objectives, defining audiences, establishing timelines and implementing strategies and tactics. It is an outstanding local APR case study.

A short five days later, I watched in horror with the rest of the MTV awards viewing audience, as Britney Spears provided the antithesis to Deb Webb's example. An apparent lack of planning catapulted Britney from possibly the comeback story of the year, to full-blown crisis mode in the space of just a few minutes. Always wearing my APR hat, I couldn't help but envision how that performance, if planned and executed appropriately, could have been a rousing success and put the Pop Princess back on top of the music world.



Developing a comprehensive and effective public relations campaign should always include: research, planning, implementation and evaluation. On the APR examination, 30% of the exam is focused on this critical part of our body of knowledge and skills as public relations professionals. Perhaps today is the day you begin planning your next career step and decide it's time to earn your APR.

Get the featured APR Question of the month on the next page.

APR Question of the Month

Which two of the following are essential aspects of timing when planning a public relations campaign?

- A) Compiling a list of media contacts
- B) Determining collateral material needs
- C) Determining the proper sequence of activities
- D) Deciding when a campaign should be conducted

Answer on page 12

Kudos to you

Take a bow!

This column recognizes the outstanding efforts and achievements of FPRA members. Please join us in applauding these efforts. Kudos to:

Olivia Orth, immediate past president, for leading the chapter to an award-winning year and for being the newest mom on the block. Congratulations on your new arrival!

Erin Jolley, Image Chair, should be congratulated on her recent wedding (and all the fun that went along with planning the big day)!

Helena Finnegan, past chapter board member, for making arrangements for our board to hold our annual planning retreat at the Imaginarium!

To share a kudos next month, please e-mail Heidi Davis at hdavis@bia.net today!

Education Corner

By Kris McCoun, education chair of the Southwest Florida Chapter of FPRA

FPRA@FGCU is on fire. They are kicking off the school year with the development of a PR peer-tutoring program and are diligently working on membership development. They also have several awesome workshops planned for the 2007-08 school year:

- November 29th: Tips for taking great PR pix
- January 24th: Lunch with the Pros
- February 28th: Resume and Interview tips
- April 17th: Media Relations

YOU are the key to their success. Please consider attending one of the above meetings, all of which take place in the Student Union at Florida Gulf Coast University. And with the recent drop in price for student members to attend our monthly luncheons (a mere \$10), expect to see more student faces at our regular meetings.

Additionally, several members of our chapter will be working directly with PR students in the PR Research class this semester. In October, students will be working for the Lee County Elections Office to conduct research on ways to encourage voter registration among the 18-25 demographic. And in November,

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Education Corner continued . . .

students will be conducting primary research for Lee County Animal Services at the annual Pet Fest. Kudos to **Vicki Collins, Joni Schopke** and **Ria Brown** for their involvement with the next generation of PR pros.

For more information about how to become involved with the student chapter and/or developing partnership opportunities in the classroom, contact Kris McCoun at kmccoun@fgcu.edu.

PR SWAT

The FPRA Southwest Florida Chapter Board is developing and organizing a new project - **PR SWAT** (Public Relations Speakers Working as a Team). This program will serve as supplemental FREE community service, conducting staff improvement consultation workshops for non-profit organizations, small businesses, corporations, and community service/social organizations. If you have suggestions of groups that may benefit from this program or if you are a PR professional interested in assisting, please contact either Kathleen Moye, special projects chair at publicity@artinlee.org or Kris McCoun, education chair at kmccoun@fgcu.edu.

APR TIPS Answer: C) and D)

About FPRA

An opportunity to grow!

The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. The Southwest Florida Chapter of FPRA serves Lee, Collier, Charlotte, Hendry and Glades counties.

Southwest Florida Chapter Officers:

President: [Barbara-Anne Urrutia](#)

Secretary: [Laura Zocki](#)

Treasurer: [Ashley Younger](#)

Past-President: [Olivia Orth](#)

Chapter Directors:

House and Attendance Chair: [David Grey](#)

Web Site Chair: [Brian Bennett](#)

Newsletter Chair: [Heidi Davis](#)

Image Chair: [Erin Jolley](#)

Programs Chair: [Ginny Cooper](#)

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FPRA

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