



## President's Message

Did you know that the Florida Public Relations Association is the oldest public relations association in the United States? The association's history dates back to 1938 when Miami Beach Chamber Publicity Director John W. Dillin founded what we now know as FPRA. Dillin's simple vision of a group banding together to "learn how to do our jobs better" has endured through six decades and continues to evolve with the times.



Nancy McCarthy, APR  
Southwest Florida  
Chapter President

Case in point: the first ever FPRA blog week was held April 10-14 at [fprablog.com](http://fprablog.com). The online event garnered impressive results including more than 900 participants from 32 states and 20 countries! Another milestone in FPRA history: every chapter now has their own Web site!!

On a local level, the Southwest Florida Chapter has also experienced a great deal of growth since its inception in 1985 and now boasts 96 members. You can help our chapter continue its record of excellence by volunteering to join the board of directors in 2006/2007. If you are interested in participating, e-mail Olivia Orth at [olivia@prioritymarketing.com](mailto:olivia@prioritymarketing.com) by May 9. Be sure to mark your calendar for the exciting events our chapter has planned during the summer of FPRA.

### Image Awards Banquet, May 4, 5:30 p.m. at Pelican Preserve

Don't miss the organization's biggest networking event of the year and annual awards banquet. Visit [www.fpraswfl.org](http://www.fpraswfl.org) to register today! For more information, contact Nancy McCarthy at [nancy.mccarthy@lcec.net](mailto:nancy.mccarthy@lcec.net).

### PR University, June 9, 8 a.m. at International College

Register online today to benefit from the **Early Bird Pricing!** Click on the June events calendar or follow [this link](#) to register today. For more information, contact Kirsty Whelan at [kwhelan@spiroandassociates.com](mailto:kwhelan@spiroandassociates.com).

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## PRU Book Club Your prep course for PR University

Don't forget, the next PRU Book Club book is *The Fall of Advertising and The Rise of Public Relations* by Al and Laura Reis. A group will meet to discuss this book at Cin Cin on April 27 – the last Thursday in April. Cin Cin is located on the corner of McGregor Boulevard and Cypress Lake Drive in Fort Myers. For more info, call Olivia Orth or [olivia@prioritymarketing.com](mailto:olivia@prioritymarketing.com) at (239) 267-2638.

4/27: *The Fall of Advertising & The Rise of PR*

5/29: *The Success Principles*

6/28: *Never Check  
E-mail in the Morning*

7/26: *Good To Great*

8/30: *The Radical Leap*

## *Enter Golden Image Awards with help from local chapter!*

The Florida Public Relations Association Golden Image Awards have inspired the best in public relations since 1958. The deadline to submit an entry in the Golden Image Awards competition is Friday, May 19, 2006.

Gooderham and Associates is sponsoring a courier for Southwest Florida Chapter members. To take advantage of this benefit, drop off your Golden Image entries to Priority Marketing, 8191 College Parkway, Suite 303 in Fort Myers, by 5 p.m. on May 18. Your entries will be delivered to the state office by the deadline!

For information about the Golden Image entries, visit [www.fpra.org](http://www.fpra.org).

## *Online job bank is a great resource*

Have you checked the online job listing recently? Thanks to Webmaster Paul Filla, APR, a new feature on the Web site allows employers to post job openings. More than 10 exciting positions now are posted online, and new opportunities are added every day! If you know of any job opportunities, please follow [this link](#) and click on "Post your Vacancy on the FPRA SWFL Chapter Job Line" on the bottom of the page.

## President's Message *(Continued from Page 1)*

### **Media Breakfast, July 11, 8 a.m. at Harborside Event Center**

Don't miss the opportunity to enhance your media relations skills and put your networking skills to good use! For more information, contact Jennifer Dunn at [jadunn@leegov.com](mailto:jadunn@leegov.com).

### **FPRA Annual Conference, August 7-9 at the Ritz Carlton on Amelia Island**

For more information, follow [this link](#) to the FPRA Web site.

### **Nancy McCarthy, APR**

## Welcome New Members!

**Ashley Younger** is a public information officer for Lee County Public Safety. She recently graduated from the University of Central Florida in Orlando with a degree in sports & fitness and a concentration in event coordinating/planning.

**Betsi Jones** is a freelance writer. She has an extensive background in marketing and communication that dates back to 1983. Locally, she has worked for Lee County Government and St. Francis Xavier School. A published reporter and columnist, she holds a bachelor's degree in advertising from the University of Texas at Austin and a master's degree in journalism from Texas A&M University at Commerce.

## Celebrating May Anniversaries:

- Kim Donahoe, Southwest Florida Community Foundation (2005)
- Kate Gooderham, APR, Gooderham & Associates Inc. (1997)
- Jennifer Hobbic, City of Fort Myers (2005)
- Kristine Nystrom, Lee County Port Authority (1997)
- Barbara-Anne S. Urrutia, Lee County Port Authority (1999)

## *FRPA Media Directories Available!*

The FPRA Southwest Florida Chapter Media Directory is available for purchase and includes more than 860 members of the media from Collier to Sarasota counties. The cost is \$35 for association members and \$50 for non-members. To get your copy, contact Kara Winton at (239) 267-2638 or [kara@prioritymarketing.com](mailto:kara@prioritymarketing.com).

## Helpful Hints: Lights, Camera Sound Bite

By Eileyn Sobeck-Bador, APR

In our PR profession, many of us will find ourselves on the other side of a camera. Whether out in the field, or sitting in a studio, here's a few tips to help you put your best face, and message forward.



1. Your eyes have it. When in a face to face interview, focus on the person asking you the question, and not on the camera. If you need to stop and think, look down, and not up. You don't want to look like you are rolling your eyes.
2. Dress conservatively. Wear solid colors, with an emphasis on blues or browns. Avoid white shirts, plaids or heavily checkered patterns.
3. Posture matters. When sitting during an interview, lean forward about 20 degrees when you talk. This will open your diaphragm, and increase your air supply. And it will give you the appearance that you are engaged in the conversation. Do not let your back hit the chair. When standing, keep your shoulders straight, and stand with your feet slightly apart, or one foot slightly in front of the other. This will help if they do a wide pull back shot. No one wants to look like they are in a "buffalo stance."
4. Practice! Being under camera lights, and wearing more make up than you are used too can be stressful. You have only seconds to make your point. Practice in your bathroom mirror with a stop watch. OR use a video camera and have a friend or family tape you. Practice your message and then you can critique your delivery.



5. Make up is your friend. Yes, even if you are a guy. Foundation or powder to help control shine is your ally.
6. Bridge your message. You have a key message, be prepared to use them. If you are asked a question you are not prepared for, or one that you would rather not address, be able to bridge back to your key message. Also, if they ask you if have anything else to add, or to do a sound check, recite your key message again.
7. Remove distractions: Turn off your cell phone or pager prior to the interview, so you don't lose your train of thought when you are rolling.
8. Remain Calm. Anything can happen. No one is perfect. So be prepared. Flexibility is a must in our profession. So if your taped interview suddenly goes live, roll with and enjoy!
9. Think in sound bites: Journalists will edit down your key message to under 20 seconds. Think how you will make your key message into a 20-second piece. And then also practice getting it down to 10-15 seconds. Making the journalists job easier, will make your job easier too!
10. SMILE!! SMILE!! SMILE!! You are on TV. Watch the TV news. Are you more likely to respond favorably to someone with a happy face, or a negative face? Of course if the message you are delivering is of somber note, take that into consideration. But just remember, your expression, posture, energy and facial expression will be observed by the viewers and the many audiences you are targeting.

## Have it All: Experience, Opportunity, Leadership

By Olivia Orth

The FPRA nominating committee is accepting nominations for the 2006-2007 Southwest Florida Chapter board of directors. If you are interested in a fun and rewarding leadership opportunity, we are looking for talented and reliable people to take FPRA to the next level.

Please contact Olivia Orth at (239) 267-2638 or [olivia@prioritymarketing.com](mailto:olivia@prioritymarketing.com) for more information. The deadline for nominations is May 9.

The following chair positions must be filled for the 2006-2007 term beginning in September:

- President-Elect/Membership Chair
- Treasurer
- Secretary
- House & Attendance
- PR University Chair
- Programs Chair
- Accreditation
- Publicity Chair
- Image Awards Chair
- Newsletter Chair
- Web Site Chair
- Sponsorship Chair
- Education Chair

## New Member Welcome & Happy Hour!

Thank you to everyone who participated in and helped with the new member welcome in March, including Eileyn Sobeck-Bador, APR, who led the orientation. Special thanks to Lynn Schneider and Shell Point for providing the prizes for the trivia game at FPRA's Happy Hour at Jalapenos!



*President-Elect Olivia Orth tried to stump the crowd with FPRA trivia questions! FPRA brainiacs won prizes donated by Lynn Schneider, APR, CPRC.*



*A good time was had by all at the FPRA membership mixer at Jalapenos on March 30!*

## Register Now!

Make your reservation now for PR University, our one-day annual professional development seminar scheduled for Friday, June 9 at International College in Fort Myers. Members and non-members of FPRA will save if registered by May 15! Visit [www.fpraswfl.org](http://www.fpraswfl.org) to register. For more information, contact Kirsty Whelan at (239) 481-5511 or e-mail [kwhelan@spiroandassociates.com](mailto:kwhelan@spiroandassociates.com).

## Save The Dates!

**FPRA Media Breakfast**  
 July 11, 2006  
 Harborside Event Center, Fort Myers

**FPRA Annual Conference**  
 August 6-9, 2006  
 The Ritz Carlton, Amelia Island

## Deal or No Deal:

Choose wisely and win big  
 as a Red Cross Shelter Communicator  
 for the 2006 Hurricane Season

The American Red Cross of Lee County is searching for a few good contestants to serve as Shelter Communication Liaisons at Lee County Red Cross Shelters.

The chapter is offering training on Wednesday, May 17, from 6 to 8 p.m., at the Lee County Chapter office. The training is designed for individuals who can serve a minimum 4-hour shift (during peak media hours) at a Red Cross Shelter to help handle media requests, interviews with shelter staff and clients, and communicate the service delivery activities of the Red Cross. Participants will learn about Red Cross media policy in shelter, what to expect in a shelter environment, and the basics of shelter operations.

The office is located at 6310 Techster Blvd, Suite 7, in Fort Myers (located behind the Shrimp Shack at Metro and Daniels). Call Bud or Louise at (239) 278-3401 to sign up for the workshop. Or contact Jennifer Kirchman, Red Cross Public Affairs Committee Member, at (239) 791-1005 for more information about the course.

## PR Web Link of the Month

Whether you need background information for your professional life, or just want to seem really smart at the next cocktail party, this site will provide reliable explanations of how everything actually works. You can browse articles on everything from podcasting to dreams.

[www.HowStuffWorks.com](http://www.HowStuffWorks.com)

*FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.*

## Southwest Florida Chapter

### Officers:

**President:**

Nancy McCarthy, APR

**President-Elect/Membership:**

Olivia Orth

**Secretary:**

Cynthia Burgess

**Treasurer:**

Ria Brown

**Past-President:**

Eileyn Sobeck-Bador, APR

### Directors:

**Image Awards:** Kristine Nystrom

**Accreditation:** Eileyn Sobeck-Bador, APR

**Publicity:** Kara Winton, APR

**PR University:** Kirsty Whelan

**Special Projects:** Jennifer Dunn

**Programs:** Karen Sloan, APR

**House & Attendance:** Laura Zocki

**Newsletter:** Kara Winton, APR

**Web Site:** Paul Filla, APR

**Education:** Jessica Doyle

## April Happenings



Dr. Peter Tarlow, founder of Tourism and More, traveled from College Station, Texas, to Fort Myers to speak about Trends in Niche Marketing in the 21<sup>st</sup> Century at the April luncheon.