



---

## *Ocala Chapter*

**FOR IMMEDIATE RELEASE** – December 6, 2011  
Kevin Christian, Communications Director  
Phone: 352.671.7555 Fax: 352.671.7735  
Email: [Kevin.Christian@marion.k12.fl.us](mailto:Kevin.Christian@marion.k12.fl.us)

### **“MEDIA MAKEOVER” OFFERS PROFESSIONAL HELP IN A PINCH**

**OCALA, FL** - The Ocala Chapter of the Florida Public Relations Association offers its annual “Media Makeover” event to the community on Wednesday, December 14, from 9AM-1PM.

The event will be held at the Marion County Emergency Operations Center located adjacent to the Marion County Sheriff’s Office at 692 NW 30 Ave. in Ocala.

The seminar offers three sessions for local PR professionals and anyone else interested to sharpen their skills when dealing with local media. Sessions include:

- “In the Hot Seat,” where local media representatives pose hard-hitting questions to participants in a mock press conference complete with television camera, lights, and green screen;
- “1-2-3s of Great PSAs,” offering tips from local media members on how to write, produce, record, and air successful Public Service Announcements (PSAs); and
- “Media Q & A,” where local media representatives answer questions and address concerns presented by attendees.

Local media participants and session leaders include Sean Kaplan (Kaplan Media), Buddy Martin (local radio personality), Rosey Moreno-Jones (formerly with Cox Communications), and Jim Robertson (station manager for WIND-FM and K-Country).

Lunch is included in the \$30 cost. Pre-paid FPRA-Ocala members pay only \$10 additional for this annual opportunity. ***All RSVPs must be pre-paid via PayPal.***

The Ocala FPRA Chapter was established in 1980 and offers professional development to PR professionals throughout the year.

For more information, visit [www.fpraocala.org/events.html](http://www.fpraocala.org/events.html) or call 352.671.7555.

# # #

---

[Florida has a very broad Public Records Law. All correspondence sent to or from this entity is subject to the Public Records Law of Florida. Email communication may be subject to public and media disclosure upon request. Under Florida Law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public-records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing.]