



FOR IMMEDIATE RELEASE – November 10, 2011
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“COMMUNICATING IN THE MIDST OF CRISIS”

OCALA, FL - The Ocala Chapter of the Florida Public Relations Association will hold its monthly professional development luncheon at the Ocala Hilton on State Road 200 at 11:30AM Friday, November 18. The featured speaker is Chris Gent, APR, CPRC, and vice president of corporate communications for Kissimmee Utility Authority.

Gent’s presentation focuses on the importance of communicating while in crisis – with staff, families, customers, regulatory authorities, elected representatives and many other stakeholders. Gent knows first-hand how important this is having recently managed a corporate crisis involving an explosion and fire at one of his company’s \$12 million electrical substations. The accident killed one person and seriously injured two more. It also involved an environmental cleanup impacting local residents. Gent will share the PR tactics and tools used following the tragedy which allowed the utility to respond rapidly, with compassion, and with a clear, consistent message.

Highly qualified in the public relations industry, Gent sits on the executive board of the Florida Public Relations Association, is FPRA’s current “Member of the Year,” and holds college degrees in communications and strategic public relations, respectively, from the University of Central Florida and The George Washington University.

The Ocala Chapter invites all interested public relations practitioners to the monthly professional development luncheon. Cost is \$20 for members and \$25 for non-members. Please RSVP by visiting www.fpraocala.org and making your PayPal reservation.

FPRA is dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. FPRA is comprised of 15 professional and 10 student chapters throughout the state, providing professional development, networking and professional recognition opportunities.

The Ocala FPRA Chapter, www.fpraocala.org, was established in 1980. Members and guests meet the third Friday of each month at 11:30 a.m. at the Ocala Hilton.

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