

A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER



Allison Campbell, APR
FPRA Ocala Chapter President

Fall is upon us. Can't you tell? It's only 90 degrees during the day instead of 95. Wow what a difference five degrees can make! But seriously, I do love this time of year even if we aren't wearing jackets and can't see the leaves change locally into the same glorious orange used in my "One Vision. One Voice." logo. Nevertheless, I hope you plan to enjoy the autumn months as the end of the year approaches with rapid pace.

I mention my chapter theme: "One Vision. One Voice." above to bring back to your remembrance what FPRA can

be and do for you if you only have a little vision into the future. I remember when I finally decided to join FPRA several years ago. I was one of those skeptical, reluctant prospective members who just couldn't see the value of FPRA from the outside. Now that I'm serving as your chapter's president and have the letters "APR" after my name, I'm so very thankful I caught the vision back then (thanks to some extra prodding by Tina Banner, APR and others) and haven't really stopped since. Actually, I've paired my vision with my voice and talk about FPRA all the time with nearly everyone in our town that is in some communications field or another. I challenge you with this thought: Are you using your voice to spread awareness and interest in FPRA?

Perhaps you would choose to use your talents and voice in a more localized capacity by serving on a Chapter committee for one of a number of events coming up this year. From the Media Makeover to Image Awards, Toolkit to our State Board Meeting Social, there are plenty of opportunities for your voice to be heard this year. So don't be one of those reluctant ones like I started out. Have a little vision and let FPRA take you to new heights you never really thought of before.

And if you happen to know someone in the community who is like that reluctant prospect I once was, please direct them our way. Who knows? A future chapter president might be sitting across from you today if you'll only use your voice to share your FPRA story. Now that's a Friday Focus on FPRA if I've ever seen one! Happy fall!

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Mark Your Calendar!

OCTOBER 21

Joe Curley, APR, CPRC
Ocala Hilton, 11:30 a.m.-1p.m.

DECEMBER 9

Social Mixer @ Magnolia Room
5:00-6:30 p.m.

DECEMBER 14

Media Makeover @ Sheriff's EOC
9 a.m.—1 p.m.





October Luncheon Guest Speaker, Joe Curley, APR, CPRC, will discuss:

CROSSING PR'S INTERNATIONAL BORDER: Tips, Tactics and Protocol to Earn a Communications Passport

With our business world growing globally smaller every day and the internet allowing instant exchange of information worldwide, our PR profession actually crosses international borders daily. The distant geography, languages and culture differences can be scary barriers, but good planning can help make international PR project outcomes go as smoothly as if they were domestic. Joe Curley, APR, CPRC, a longtime FPRA member, is directing the international PR/marketing efforts for Universal Studios Parks & Resorts and is currently

traveling to and managing new theme park locations in Singapore, Dubai and Seoul Korea. Joe will share with us, lessons learned, the barriers to overcome and other need-to-know information for crossing the International PR Border.

Joe has practiced public relations in Florida for more than 35 years and is now semi-retired. He was the co-founder and president of one of Florida's largest PR firms, Curley & Pynn Public Relations Management in Orlando, which he sold in 2004. Currently a public relations and marketing consultant at his own firm Stingray Solutions, Inc., Joe is retained by Universal Studios Parks & Resorts as Senior Corporate Communications Counsel, international marketing & PR. He is directly involved in theme park projects in Singapore, Dubai and South Korea. He recently served for six years on the Communications and Public Relations Advisory Board for the University of Florida, which he co-chaired for 2 years. He is a past national president of the Public Relations Society of America (PRSA) Foundation, and a past state president of Florida Public Relations Association (FPRA). In 1993, 2005 and again in 2009 he was honored with FPRA's highest statewide awards for outstanding professional leadership. He is a graduate of the Executive Management Program at Rollins College Graduate School of Business. In 2009, Joe was one of two alumni that were inducted into the Evergreen Park Community High School Hall of Fame (Chicago).



Get your PR passport! Join us from 11:30 a.m. to 1 p.m. on Friday, October 21 at the Ocala Hilton for Joe's presentation.

Don't forget! October 16 is National Bosses' Day. Invite your boss to this month's FPRA professional development lunch. To arrange for an invite to be sent to your boss, contact Amanda Cebula at AmandaCebula01@webster.edu.

ETHICS ISSUE CREATING BAD PR FOR THE NFL?

It is great whenever a celebrity, organization, or corporation can use their fame or resources to benefit a charity. One such organization that has helped raise millions for charity over the years is the National Football League. Unfortunately, the NFL recently dropped the ball by doing an injustice to a charity, the Starkey Hearing Foundation, by banning more than 30 NFL players from participating in the "Raise Your Hand for Africa" charity poker tournament.



The charity tournament was hosted by Phil Hellmuth at the Golden Nugget Casino in Las Vegas and drew a mix of top poker professionals, celebrities, and NFL stars. Shortly before the tournament was set to begin, the NFL commissioner's office issued an edict that none of the players could play in the event, although they were allowed to serve as spectators. The NFL has long instituted hard-and-fast rules prohibiting its players from gambling in any form, and apparently they're still of the mindset that poker is not a game of skill. (Read more: <http://www.pokernews.com/news>)

So, although the NFL had a standing rule prohibiting players from playing poker, did banning them from a charity event where 100 percent of the proceeds went to charity create unnecessary bad PR for the league? You decide.

DO YOU  ACES?



Are you a PR Ace? If so, you need to be part of our Advanced Career Enhancement Series!

ACES is open to chapter members with 10 or more years of experience in the public relations, communications, marketing and/or advertising fields.

The program is designed to bring together the chapter's most experienced members in a small, casual setting to discuss current public relations issues and topics. The setting facilitates in-depth discussion and member participation. In other words, as one member put it, ACES is the place to "share ideas, socialize and brainstorm PR approaches" to community issues. It's fun *and* worthwhile.

Earlier this month, the chapter sent out a very short survey to help us plan this year's ACES programs. If you received the email and have not yet completed the survey, please take a few moments to do so. If you haven't received the survey but feel you qualify, please touch base with President Allison Campbell, APR.

If you would like to help plan this year's ACES sessions, please contact Immediate Past President Laura Byrnes, APR, at lbyrnes@clmworkforce.com or call 291-9559 or 816-1264.

Hello from Membership!

I would like to issue a challenge and need your help, although there are no prizes for winners (our Chapter President wouldn't let me offer a new Porsche like I wanted to). Back to the challenge: I am asking all current members to bring one guest to one of our monthly luncheons by the end of the year. It's an easy challenge to undertake as we all know professionals who would benefit from being a member of FPRA Ocala. Think outside the box; they don't necessarily have to work in PR every day. I plan on asking business development directors, customer relations managers and those who work in advertising. Public Relations touches some aspect of their professional tasks just as we are skilled with handling tasks outside our PR scopes. If I can help in any way, please call me at 352.406.0422



Mandy

October Member Anniversaries



William Mansfield, APR— 25 Years

Stephen Specht, APR—11 Years

Jaye Baillie, APR—10 Years

Anita Winter—8 Years

Allison Campbell, APR—7 Years

Ed Gorin—3 Years

CONFERENCE ON THE BRAIN

TESTIMONIAL BY AMANDA CEBULA

Chapter Secretary, Amanda Cebula, had the distinct honor of receiving our chapter's conference scholarship to attend the 2011 Annual FPRA Conference. Here are a few bits and pieces of what Amanda brought back with her:

Favorite speaker: Angela Buonocore, Senior Vice President and Chief Communications Officer, ITT

- "To be a great communicator, you have to first be a great business person."
- "In the end, you will be defined as a leader by two things: 1. Who you Hire. 2. Who you Fire."
- "Good but not great is not good."

I also really enjoyed Danya Proud, Director, Media Relations, McDonald's USA, LLC, who presented on:

- "Put the customer first and give them what they want, every time. Not what you think they want – what they want."
- "KISS – Keep It Significant and Shareable"
- "While values are timeless, continue to evolve to reflect not only customers' changing tastes but changing times of society."

"The value of this conference was huge! I had the opportunity to not only network with members from other chapters but the opportunity to better get to know and spend time with members from our own chapter," Amanda said of her experience. "The chance to listen to some of the top experts in the country, from some of the largest and most credible organizations in the country, about public relations issues was so valuable," she added.

Amanda attended the Golden Image Awards Gala and learned more about Image Awards on a state level. She also had the opportunity to have her headshot taken for just \$10! "I think the last time I had a professional photo done was when I was a senior in high school!"

"The whole experience was very professional, inspirational, and motivational! It's definitely a conference worth budgeting for next year, especially because it will be so much closer to Ocala!" (St. Augustine)



ANNUAL FPRA CONFERENCE 2012

ST. AUGUSTINE, FL

AUGUST. 5-8

The Annual FPRA State Conference 2012 will be held at the Renaissance Resort at World Golf Village in St. Augustine, August 5-8. The room rates for conference attendees is locked in at \$139 per night. (Mention FPRA to get this rate) Visit www.worldgolfrenaissance.com for more information about the location.

NEXT MONTH— We will bring you a budget breakdown of what conference will cost you and how you can start saving. The breakdown will include the cost of everything from lodging to gas and food. You will know how much to tuck away each month, to make your saving easy.

COMING UP

December Social

Join us December 9 from 5-6:30 p.m. at the Magnolia Room in Downtown Ocala. The cost is \$20 and includes tasty hors d'oeuvres, water and tea. A cash bar for beer, wine and soda will be available.

This joint social/mixer event will be an opportunity to meet professionals in partnering groups such as Association of Fundraising Professionals and the Non-Profit Business Council.

After food and drink, we will walk to the Symphony Under the Stars concert on the square. Spread the word!

For more information, contact Toni James, APR at ToniJames@cox.net.

Media Makeover



Your Media Makeover committee is planning a great event for you this year.

We will bring back the highly favored "Hot Seat" component from last year's event. You will get your "30 seconds of fame" on camera as a reporter fires off tough questions about a breaking news situation.

A media round table Q&A session will give PR professionals an opportunity to get real answers from real media members.

The highlight of this year's event will be a PSA workshop. You'll find out what it takes to produce an effective public service announcement—what it costs and what to do with it to reach your target audience.

Mark your calendar for Wednesday, December 14 from 9am-1pm. The cost is \$30 per person and includes lunch. More details to come so stay tuned!

CREENTIALS CORNER

LAURA BYRNES, APR

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Pop quiz: What do 15 Ocala Chapter members possess – nearly one in three members – that is truly one of a kind and something claimed by only about 5,000 public relations professionals in the world? If you answered their Accredited in Public Relations (APR) credential you are correct! What's more, only one member – Carole Savage, APR, CPRC – is a Certified Public Relations Counselor (CPRC).

Okay, maybe that question was too easy, considering that Credentials Corner is, after all, about accreditation and certification. So try this one on for size: which chapters lead the state with the most APRs per capita? Tops is Gainesville with 31.5 percent, second is Southwest Florida with 30.8 percent, and coming in third with 27 percent is Ocala!

Of course, credentials are more than a numbers game or something that gives our chapter bragging rights. Accreditation is offered through the Universal Accreditation Board (UAB) to members of participating organizations, including FPRA. It is the only post-graduate, universal accreditation program for public relations professionals. Five years of PR practice is no longer required to pursue accreditation; however, the objective, multiple-choice, computer exam does test a variety of knowledge, skills and abilities, so accreditation candidates need to be prepared in a wide array of areas.

Certification is a unique, second tier credential offered exclusively to FPRA members. Candidates must have already earned their APR and must have a minimum of 10 years experience. FPRA's Vice President of Credentials, Susan Ennis, APR, CPRC, reports that Florida – especially FPRA – continues to outpace the country in preparing PR professionals for accreditation. FPRA recognized 16 new APRs from Sept. 1, 2010 to Aug. 31, 2011. The Accreditation Board, which follows a calendar year, anticipates approximately 200 new APRs this year which would compute to just four per state, so, according to Ennis, "we're really rocking."

As we have in the past, the Ocala Chapter will hold formal study sessions starting in late January or early February. We'll start the process with an informational "Appetizers and APR" social where accredited members will answer your questions about the challenges and rewards of going for your credential. We also hope to implement a few enhancements to the process, including a Lending Library of used textbooks on the shortlist and matching candidates with APR mentors to keep them motivated and focused.

If you are interested in obtaining your APR or CPRC, please let me know.

POST IT HERE!

The Ocala Star Banner has launched a countywide food drive in cooperation with Marion County Fire Rescue, Board of County Commissioners and Sheriff's Office. For more info, [click here](#).

You won't want to miss the October 13 Non-Profit Business Council Academy featuring Rollins College instructors and nationally acclaimed speaker, Hardy Smith. [Click here](#) to find out more.

Announcements are limited to one sentence, plus contact information. Send to Jlowe@marionso.com by the 25th of the month.