

A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER



Allison Campbell, APR
FPRA Ocala Chapter President

We've had a great start to the New Year in FPRA, in part due to excellent members like you participating, teaching, and recruiting for our chapter. I offer kudos to you all.

The programs lined up for the rest of the year look pretty amazing to me. If you haven't already done so, check out our website for the list of programs and dates for those to mark your calendars now. You

won't want to miss a single one!

I'm so excited Laura had such a great turnout for the APR Inquiry luncheon this week. With 17 credentialed members in our chapter, I can't wait to add to those totals THIS YEAR! You can do it!

The Non-Profit Seminar at the end of January was a great event with a wealth of knowledge presented in a short time, and the Call for Entries for this year's Mid-Florida Local Image Awards looks terrific. I'm excited about all our chapter has going on, and I hope you are too.

Have a great February, and if you ever have any questions or concerns about your membership or our chapter, now is the time to voice them. Peveeta and I will be going to the state board meeting on February 10-11, so let us know if you need us to share anything from you.

Our chapter ROCKS!

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Mark Your Calendar!

FEBRUARY 15

First Image Workshop—*Scientific Methods*
United Way of Marion County, 5:30-6:30 p.m.

FEBRUARY 17

Inside the Star Banner's New Ownership w/ Allen Parsons
Ocala Hilton @ 11:30 a.m.

MARCH 16

AP Writing w/ Mike Schneider, AP Orlando
Ocala Hilton @ 11:30 a.m.



IN YOUR FACE MEDIA

(By Gary Wells, excerpt from PRNewsonline.com)

During the Rupert Murdoch phone-hacking scandal, some journalists employed by a Murdoch newspaper in London, News of the World, allegedly used hijacked phone conversations of royals and celebrities to create sensational news coverage. But it was when it was discovered that the phone of a murdered schoolgirl had been hacked that the scandal mushroomed and began to involve Murdoch and his son, James.

Why would journalists apparently be willing to breach every journalistic code of ethics—and if so at the same time also break the law as well?

Generally, media have responded in one of two ways to the market forces that have whipsawed them in recent years, largely driven by the free availability online of about anything the media used to sell.

Some media have decided to provide even more useful information than in the past—for example, for insight that is compelling enough that people are willing to pay for that analysis to help make decisions.

But other media have decided to provide even more controversial coverage than in the past, stories that are salacious but can be hard to look away from, like the scene of an accident.

Guess which one News of the World—owned by News International, a subsidiary of the Murdoch parent company News Corporation—allegedly chose. If so, it worked for awhile. News of the World was the most profitable Murdoch paper in the United Kingdom, until it was shuttered.

[Click here for the full story.](#)

THE OCALA STAR BANNER'S NEW OWNERSHIP—WHAT YOU NEED TO KNOW PRESENTED BY: ALLEN PARSONS



As public relations professionals in the Ocala/Marion community, you should know that our largest newspaper, the Ocala Star Banner, is under new ownership. What does this mean for us—the folks who work daily to get our agency's news into the media? That is what we would like to know, and why we're bringing the Star Banner's head publisher, Allen Parsons, to this month's luncheon. Allen will reveal what is in store with the new ownership and what it takes to make news from the Star Banner's perspective.

Allen Parsons has been publisher of the Ocala Star-Banner since May 2006. In that capacity, he oversees all operations of the daily newspaper and digital operations.

Before assuming his current position, he was publisher of the TimesDaily in Florence, Alabama, and before that had been executive editor and associate publisher of the Star-News in Wilmington, N.C.

For most of the 1990s, he was executive editor and later publisher of the Santa Barbara News-Press in California. All of those newspapers were owned by The New York Times Company, and Mr. Parsons has worked as an editor at a number of The Times' other papers in California, South Carolina and Florida.

All of his papers have won numerous regional and statewide honors for general excellence, public service, news coverage, writing and photography in their circulation category.

While an editor, he was a member the American Society of Newspaper Editors, and served on a number of its committees, including Ethics and Values, and was chairman of the society's Small Newspapers Committee and the Interactive Media Committee. Presently he is a member of the Florida Press Association's Governmental Affairs Committee.

He served as a juror for the Pulitzer Prizes in 2000 and 2001.

He co-chairs the Star-Banner's Community With A Heart Fund. He also served on the boards of directors of United Way, Habitat for Humanity, the Economic Development Corporation, Marion County Homeless Coalition, Marion County Senior Alliance, and several others. He is a member of the Appleton Museum of Art Advisory Council and the LifeSouth Community Blood Bank Advisory Council.

Please join us Friday, February 17 at 11:30 a.m. at the Ocala Hilton. RSVP to Barbra Hernandez at Barbra.Hernandez@marioncountyfl.org

Ocala
StarBanner

 **OCALA.COM**

MEMBER PROFILE



Susan L. Fryt

Habitat for Humanity of Marion County

Where are you from? Originally from Milwaukee, Wisconsin. Most recently (10 years) from Wilmington, North Carolina - the beach!

Affiliation with Public Relations:

I worked in community relations in senior healthcare industry for 15 years.

Little Known Fact: I am a calligrapher (the lost art of fine handwriting).

What attracted you to FPRA? A new venue for me.

Favorite aspect of FPRA: Meeting people in positions like mine. Fresh ideas.

MEMBERSHIP NEWS



FPRA Ocala chapter is growing. In the past few months, we have welcomed seven new members, moving closer to our goal of 15 for the year. One of the important components of being a member, whether you've been with us a long time or just joining, is the chance to hold a leadership position within our organization. We have many opportunities available within our Ocala chapter, and your involvement at the local level can lead to state positions.

We are all busy and overcommitted, but let me share what I've gained by volunteering to hold a position on our board for the past three years. I first began as our Accreditation chair. Although I had already earned my APR, the chance to facilitate the accreditation process for others reinforced critical PR skills for me, and kept best practices in the forefront of my client work. My clients were better off because of my serving FPRA Ocala, and I grew as a professional. In addition, I also appreciate that I was able to assist colleagues in their pursuit of accreditation and professional development. It was a way for me to "give back" to an industry that has been so beneficial to me. This year, I am serving as your Membership Director. Thankfully, my predecessors left me in good shape!

Serving in a leadership role has also expanded my network of friends and colleagues within our chapter. I was getting to know some of you by attending a luncheon or event once in a while, but leadership has given me the opportunity to get to know and appreciate my fellow PR professionals. Coming from Lake County, it has also provided me a support network that I would not otherwise have had. I know I'm not alone and when I have a critical client issue to deal with, I can just pick up the phone and lean on my fellow members for guidance and thoughtful problem solving.

Consider becoming a leader in FPRA Ocala. We need your skill sets, knowledge and experience. It will enhance your chapter, and it will enhance you, both personally and professionally. Get the most out of your membership!

Sincerely,

Mandy Wettstein, APR, CPRC

Member Anniversaries

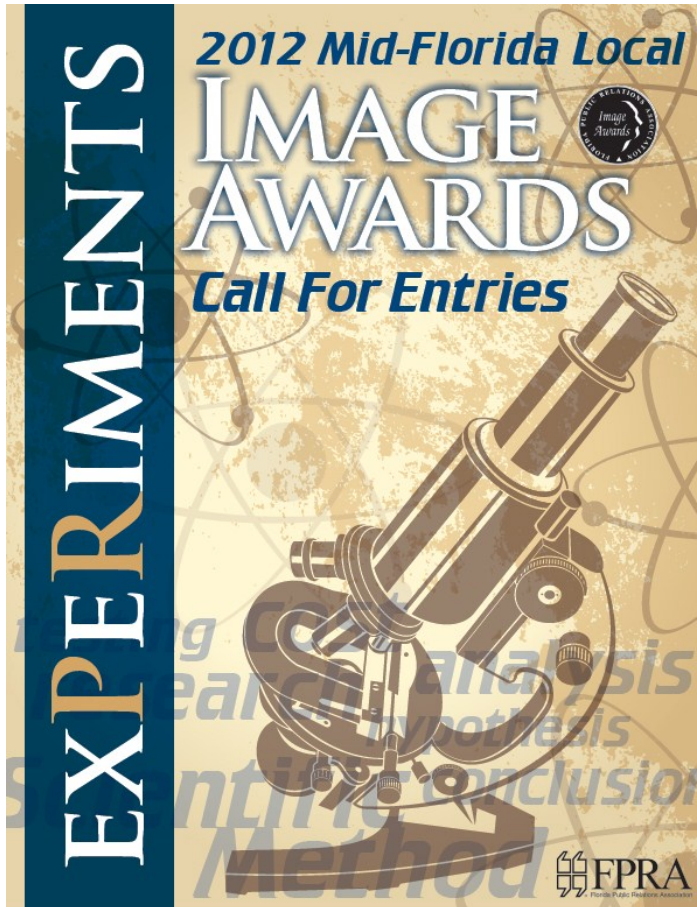
February



Kevin Christian— 5 Years
Jan Larson, APR—4 Years

2012 Mid-Florida Local Image Awards

“exPeRiments” BY PEVEETA SEERAJ, APR



It's time to showcase the science behind your best public relations tools and programs! (All submissions must have taken place between January 1, 2011 and March 2, 2012.) The Call for Entries has been released with all of the pertinent information to prepare your “exPeRiment” for the “Science Fair” and information is available on our website (fpraocala.org). Please make note that there are changes to Division C this year. It's now called “Audio/Visual/Online Tools of Public Relations” and includes three new categories: 1) Online Audience Engagement, 2) Online Promotion and 3) Online Newsletter. (Take a closer look at our Call for Entries to learn all about the new categories.

Also, don't forget about the opportunities your Ocala Chapter is hosting to make sure your science PProject is ribbon-worthy (for a quick reminder: peek at the “Save the Date” magnifying glass you received at January's meeting).

Important Dates and Information

“Scientific Method Workshop”

Wednesday, February 15

5:30 to 6:30 p.m.

United Way of Marion County (1401 NE 2nd St., Ocala)

“Scientific Peer Review Workshop”

Wednesday, February 29

5:30 to 6:30 p.m.

United Way of Marion County (1401 NE 2nd St., Ocala)

Deadline for Entries

FRIDAY, MARCH 9

12 p.m. (NOON)

Drop-off locations:

Marion County Fire Rescue Headquarters

2631 SE 3rd Ave., Ocala 34471

THAT! Company

8500 US Hwy. 441, Leesburg 34772

Skeet's Family Barbeque

3887 N. Lecanto Hwy., Beverly Hills 34465

“Science Fair” Awards Ceremony

Friday, April 20

11:30 a.m. to 1:30 p.m.

City of Ocala's Discovery Center

Image Awards Sponsors

Discovery Center



Wonder.Explore.Create.



Nicki Forde Graphic Design

Graphic Designer Extraordinaire

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AllisonCampbell04@gmail.com

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Peveeta.Seeraj@marioncountyfl.org

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Immediate Past President & Accreditation
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Treasurer
Brauckml@cf.edu

Amanda Cebula
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AmandaCebula01@webster.edu

Carole Savage, APR, CPRC
Programs Co-Director
Carole.Savage@pacecenter.org

Toni James, APR
Programs Co-Director
ToniJames@cox.net

Kevin Christian
Communications Director
Kevin.Christian@marion.k12.fl.us

Amanda Wettstein, APR, CPRC
Membership Director
AJWettstein@embarqmail.com

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Hospitality Chair
Barbra.Hernandez@marioncountyfl.org

Christy Jergens
Professional Development Chair
Christy.Jergens@marioncountyfl.org

Jenifer Lowe
Newsletter Chair
Jlowe@marionso.com

John Podkomorski
Technology Chair
John@podspad.us

NON-PROFIT WORKSHOP



On January 25, at the Ocala/Marion County Chamber of Commerce, we presented the Non-Profit Seminar: "Building Your Communication Plan" to a group of 15 non-profit professionals in our community. In addition to the three hour session, attendees received a media directory with every paid reservation. Our ACES members were the speakers and presented on great topics! Here was our agenda:

Carole Savage, APR, CPRC— "Research and Best Practices"
Tina Banner, APR & Allison Campbell, APR—"Identifying Target Audiences"
Mandy Wettstein, APR, CPRC—"Building Effective Strategies and Tactics"
Kathy Morse—"Easy (and Free) Social Media Tips and Tricks"
Laura Byrnes, APR—"Gauging Return on Communication"

Overall, we were pleased with the event and have received some great feedback from attendees for improvements the next time we present a seminar like this. All in all, they loved the topic, and so did we! Thanks to all who participated!

