

A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER

PRESIDENT'S MESSAGE



LAURA BYRNES, APR
FPRA OCALA
CHAPTER PRESIDENT

HOW DOES YOUR GARDEN GROW?

BY LAURA BYRNES, APR

When I was a preschooler, I used to watch a children's television program out in Seattle called Romper Room. One of the recurring segments involved the teacher, Miss Wanda, singing to a devastatingly wilted flower name Willie to get him to perk up. Despite Miss Wanda's dulcet pleading, it took a deep drink of water followed by a happy visit to a sunshiny window sill to return Willie to full bloom – that is, until the next episode when, ignored or forgotten up on that sill, Willie wilted once again.

On page six, you'll read about our Mid-Year Member Survey and learn how our chapter is doing in accomplishing some of the goals we set for this year. In general, we're doing fine. Many of the seeds planted early in the chapter year are coming to fruition. But we need to do better when it comes to engaging our members. We know we have to provide just the right amount of water and sunshine to help you grow and bloom as public relations professionals and as active members of this chapter.

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Save the Dates

May 12-14

State Quarterly Board Meeting in *Cocoa Beach*

May 20

Professional Development Lunch
Hilton-Ocala at 11:30 a.m.

May 20

Golden Image Deadline

June 14

ACES—Power of One, Ask a PR Pro Workshop

June 17

Communicator of the Year Awards
Hilton—Ocala at 11:30 a.m.



THE MID-FLORIDA IMAGE AWARD

BY ALLISON CAMPBELL

April is here, and sPRing Training is over... now it's time for the Mid-Florida Local Image Awards Season Opener! I can't wait to hear the crack of the bats, sample the concession food, and watch my peers knock it out of the park. Can you?

I want to congratulate our wonderful Ocala Chapter for really going to bat in this competition. We had a record 25 entries for the Chapter—you guys rock! The excitement isn't over yet. Please RSVP for the April 15 Season Opener at the Webber Center on the campus of the College of Central Florida. This will take the place of our regular monthly meeting, so don't think you'll find the teams at the Hilton. We'll all be at CF! The event will begin promptly at 11:30 a.m., so come ready to get in the game. Our speaker, Tom Hoof from the Tampa Bay Rays, will share, "Keeping Morale among Stakeholders When Key Figures Leave." Then we'll get right into the heart of the lineup with the Awards Celebration. It's sure to be a great time for players and spectators alike.

Can't wait to see you there and hear those words... "Play Ball!" If you need any more info, check it out on the Web site, www.fpraocala.org. Let's go FPRA Ocala!



Ryan Gerds, APR, races to deliver his Image submissions with four minutes to spare!



TAMPA BAY RAYS' TOM HOOF TO SPEAK AT IMAGE AWARDS

Your chapter is excited to bring you Tampa Bay Rays' head of marketing and public relations, Tom Hoof, as the guest speaker for this year's Mid-Florida Image Awards "Season Opener" celebration. Hoof's presentation, "Keeping morale among stakeholders when key figures leave," will highlight the importance of stakeholder morale.

Hoof joined the Rays in January 2006. He oversees both the team's marketing and community relations departments. Hoof played a key role in coordinating the team's launch of its new name, colors, logo and uniforms in November 2007. He is also largely responsible for developing the team's image, the Rays Baseball Foundation, team advertising campaigns, promotions, social media, concerts, clubs and youth camps.

Previously, he spent 10 years at Walt Disney World Marketing as director. Hoof developed the first co-marketing program with Disneyland for "50 Years of Disney Theme Parks." He also worked on numerous events, including "100 Years of Magic Celebration," Walt Disney World's 25th Anniversary, and the openings of attractions and theme parks such as Disney's Animal Kingdom, Mission: Space, and Disney Cruise Lines. Additionally, Hoof worked on Florida resident projects which included the Epcot Food & Wine Festival, Disney's Magical Holidays, Resident Season and Annual Passes, as well as Atlanta Braves spring training. He also served as a brand manager for Disney's Wide World of Sports Complex.

FPRA/Ocala Chapter President Laura Byrnes, APR, said the game-changing importance of brand image and excellence is appropriate for the Local Image Awards competition which recognizes outstanding public relations programs and encourages and promotes the development of public relations professionalism.

"We have some Major League talent in our market and I am so pleased that we will be able to showcase it," Byrnes said. "The public relations professionals whose work will be honored have really knocked it out of the ballpark."

The "Season Opener" Image Awards celebration marks the first time in 15 years the annual awards competition has been hosted locally.

ER for PR Call for Projects



Calling all nonprofits: Once again the Ocala Chapter will triage agencies in need of professional public relations through our “ER for PR” community service project. The project provides professional public relations counseling for a nonprofit organization or organizations seeking help with special events, strategic communications planning, media relations and other PR-related needs.

Previous projects have included Marion Senior Services, Marion County Therapeutics Riding Association and the Boy Scouts.

Applications are available at www.fpraocala.org and must be received by 5 p.m. on Monday, April 25. E-mail completed applications and support materials to ocalafpra@gmail.com or mail to FPRA/Ocala Attn: ER for PR PO Box 5575, Ocala, FL 34478. For more information, please call 352-816-1264.

GROWING YOUR FPRA MEMBERSHIP STEP 7: PRUNE AWAY BY PEVEETA PERSAUD

Ask yourself, “What’s keeping me from enjoying the full array of benefits my FPRA membership offers?” If you answered with time constraints, workload or even a lack of understanding of FPRA’s many opportunities, then it’s time to prune your membership plant!

With increasing workload and decreased staff, time is a hot commodity now more than ever. But, do you have an hour and a half a month to invest in yourself? Your time would be well-spent and the results would be far-reaching. Attending FPRA’s monthly luncheons can potentially help you do your job more efficiently by introducing innovative tools and tips to help you in your public relations practice. This could positively impact your workload, as well.



Also, by networking at FPRA events you’ll have an upper hand in accessing the most talented, professional public relations professionals in the area. You’ll know exactly who to call (who’s “been there, done that”) should you take on extra workload or are tasked with a special project.

If you’re not familiar with FPRA’s programs, feel free to either do a little research (it’s not as daunting as it sounds!) or reach out to any board member for more information. We’d be happy to take a few moments to explain how you can get the most out of your membership, and which programs/committees align best with your experience and goals. Don’t know where to start? Check out our website at www.fpraocala.com or the state organization’s website at www.fpra.org. The Ocala Chapter’s website lists your current FPRA Ocala Board with accompanying contact information.

There will always be barriers that will restrict you from getting the most out of your membership. However, the trick to ensuring your FPRA membership flourishes is to prune it and remove all of things that have kept you away so long. You’ll be pleasantly surprised when you re-examine your opportunities with a clearer view.

ACES LUNCHEON

BY RYAN GERDS, APR

FPRA Ocala's first ACES session of the year is going to be on Friday, April 22nd. We are fortunate to have Professor Ann Christiano from the University of Florida join us for a presentation on "What PR students are being taught today."



This is a valuable subject for experienced PR professionals that are responsible for hiring staff or for those of us in our profession entering new fields like social media. Professor Christiano will have a presentation and then be opening up to the group for a round table discussion on what we, as seasoned PR professionals, are looking for in entry level public relations staff.

The meeting will be held at Munroe Regional Medical Center in the dining room conference center. Munroe Regional is located at 1500 SW 1st Ave, Ocala, FL. ACES is open to Ocala FPRA members who have 10 years of communications experience or have served as President of our Chapter.

You are invited to bring a brown bag lunch or buy something in the dining room before the meeting. We will begin promptly at 11:30 a.m. Cost to attend is \$5 and can be paid at the door.

Please RSVP to Ryan Gerds, APR at ryangerds@mrhs.org by Friday, April 15th.

Celebrating April Member Anniversaries



Beth McCall—11 years

Lisa Varner, APR—11 years

Michael Robertson—4 years

Meghan Shay—1 year

ARE YOU UP TO CODE?

BY TONI JAMES, APR

How much do you know about the Code of Ethics of FPRA? It's something that sets us, as members of FPRA, apart from non-members. In becoming a member, we agree to abide by the Code of Ethics, and it might help to learn a little more about what's in it.



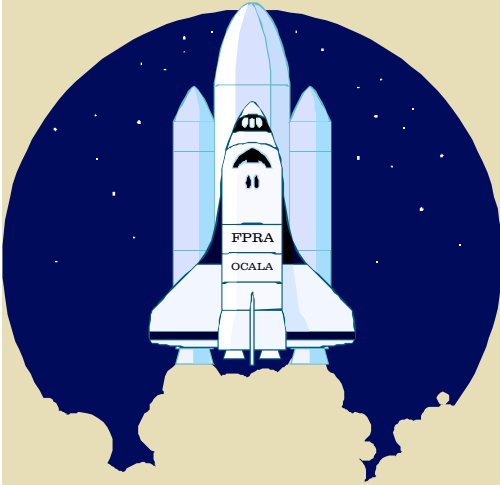
Just like we did a couple of years ago with questions we need to be able to answer about accreditation ("APR"), I thought it might be fun to exercise our minds on questions about the Code of Ethics, so next month we will start with a question in the newsletter for you to answer. The person to send me (tonijames@cox.net) the first correct answer will be eligible to enter a drawing for a nice prize at the end of the year. We'll have a new question each month.

The answer will be to identify which provision in the Code applies to the situation described. There are fourteen different provisions. You might want to re-acquaint yourself with the Code at http://www.fpra.org/Prospective_Members/Code_of_Ethics.aspx.

Here's an example: A member is vying for a job with another public relations professional. He/she tells the prospective client that the competitor has had some financial problems recently. Which provision of the Code would apply here? Too easy? Wait till you see the real questions!

Seven APR candidates are progressing and are set to head into the APR exam in June. Please wish them luck as they approach testing time!

CHAPTER HISTORY: PR, THE FINAL FRONTIER



Stardate -326668.08970856096 (May 1, 1996) The Ocala/Marion County chapter of FPRA decided to boldly go where it had never gone before by rewarding members' "enterprise."

Those who trekked out to the Planet Hilton Ocala for the chapter's first annual Image Awards found themselves surrounded by a galaxy of stars and federation officers, including Starfleet Commander Janet T. Dennis, CPRC (president of the state association) and Communications Officer Dean Johnson of WTRS and WMFQ. With Johnson at the helm as emcee, the crew of the Starship Ocala FPRA soon hit warp-factor fun.

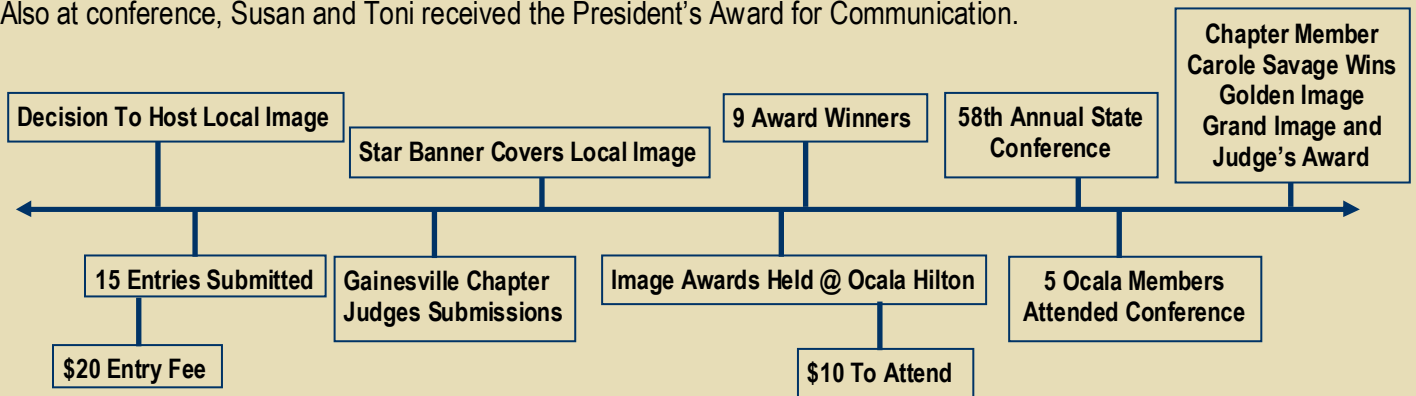
Back then, the Ocala Chapter had 30 members and there were 900 members in the association statewide. The late Nancy Scharmach, APR (then APRP) chaired the local contest and the fee to enter was \$20 per entry, with no discount for multiple entries. The cost to attend the awards banquet wasn't exactly out of this world: \$10 for members, \$15 for guests.

According to coverage in the Star-Banner, *New awards luncheon honors top PR workers* – written by someone who would become the chapter's president in 2010/2011 – the "brightest stars at the luncheon were the FPRA's next generation of winners."

The Local Image contest was judged by the Gainesville Chapter. A total of 11 members submitted 15 entries which won nine awards, including an Award of Distinction for Toni James, APRP for United Way of Marion County's Campaign Video; Division A Grand Image and Judge's Award for Carole Savage, APRP for the "Make a difference at Busbee Community" project that garnered national recognition in USA Today Weekend; and Division B Grand Image for Nancy Scharmach, APRP for her news release, "The 'S' in Paso Fino stands for Seniors."

Carole went on to win a Golden Image Grand Image and Judge's Award, presented at the 58th Annual Conference, "The POWER of PR," in St. Petersburg at the historic Renaissance Vinoy. Ocala Chapter attendees, in addition to Carole, were co-presidents Susan Larson, APRP and Toni James, APRP; Joleen Gonzalez of the Appleton Museum of Art; Ronda Hemminger-Evan, incoming president-elect; and Kathy Giery, APRP, incoming president.

Also at conference, Susan and Toni received the President's Award for Communication.



Postscript: Chapter records indicate a second annual Local Image contest was held the following year, but by 1998 we began participating in the Gainesville Chapter's contest.

THE SURVEY SAYS... BY LAURA BYRNES, APR

I want to start off with a great big *thank you* to everyone who completed the Mid-Year Member Survey recently. I am pleased to report a participation rate of nearly 50 percent.

We realize that taking surveys may not be everyone's cup of tea – in fact, when asked how the chapter might exceed expectations, one respondent told us, "By only doing one survey." We do try to keep surveys to a minimum and we try to keep them short and sweet (only eight questions on this last one).

But more to the point, think of your own public relations work: would you even consider engaging in strategic planning without doing your due diligence when it comes to research? Neither would we.

So, when we say we encourage and appreciate your input, we're not kidding. In fact, your chapter leaders listened to what you told us when we met on March 28 to gauge our progress to date on goals set at the beginning of the year and to identify areas where we need to redouble our efforts.

As a reminder, this year your Ocala Chapter board wants to exceed your expectations by engaging members, reinstating community service, enhancing professional development, expanding the treasury and holding our own Local Image Awards program. *By the way, for those interested in learning just how we arrived at these priorities, you can learn more in the accompanying sidebar.*

So how are we doing? We're headed in the right direction in terms of most of our priorities! On Friday, we launch our Mid-Florida Image Awards Season Opener; our treasury, knock wood, is healthy and on track for ending the year well in the black. Our professional development programs this year have been a *direct result* of what you told us you wanted (according to the survey, your favorite programs have been Jody Phillips/Quick Response Code, Nate Long/Social Media, and the two Case Studies); and we have already been involved in two community-based service projects – Salvation Army Kettle Campaign and jacket and blanket collection – and now we've got two lined up to share our public relations expertise (**be sure and read ER for PR on Page 3**).

On to the survey results. We received a lot of great feedback and questions which will be addressed in subsequent months. In the meantime, here's some of what you told us:

- **Professional Development Programs** Eighty-nine percent of respondents believe that the monthly professional development programs provide relevant information.– all were a direct result of what you told us you wanted in last summer's annual survey.
- **Preferred Communication** The survey asked respondents to select all methods of chapter communication they found useful. PRestige was chosen by 91 percent of respondents followed by announcements during the meetings (76 percent), the website (44 percent) and "other," such as email and phone calls (26 percent). Despite members' professed interest in Social Media, Facebook was only chosen by 17 percent of respondents.
- **Possible Initiatives of Value** Again, respondents could select more than one item, and of the eight choices a Member Directory with bios was preferred by 91 percent, followed by a member directory with links on our website (59 percent). There was also strong interest in providing a partial scholarship (June-October) for winners of the Communicator of the Year as well as providing scholarships to a deserving nonprofit (46 percent for each).

How We Got From There To Here

It began back in July 2010 with the Annual Membership Survey to identify areas of members' greatest interest, coupled with analysis of the previous year's survey to see what areas continued to require attention.

After reviewing the surveys, board members completed their own SWOT Analyses and were also asked to develop least three strategies for meeting challenges head on.

During the Strategic Planning Retreat in August, each item from the individual SWOTs was open for consideration; through a goal-setting exercise, the board reached clear consensus on the focus for the year.

Measurable objectives were set and submitted to the state executive committee while local officers were charged with developing strategies and tactics to meet annual objectives (i.e. Membership plan for retention, recruitment and engagement).

2011 COMMUNICATOR OF THE YEAR AWARDS

Nominations are now being accepted for the FPRA/Ocala Chapter's seventh annual "Communicator of the Year" Awards. Applications are available at www.fpraocala.org. Submission deadline is 5 p.m. on Monday, May 16. Nominees need not be members of FPRA. Candidates may include journalists, educators and professionals from allied fields, such as advertising and marketing.

Awards will be presented to both an *individual* in the communications field and to an *institution and/or media outlet*. Winners will be recognized at the chapter's professional development luncheon on June 17. As added-value to FPRA/Ocala members, the *Communicators of the Year* will discuss their award-winning efforts.

The *Individual Communicator of the Year* recognizes the person who uses their position to enhance Marion County's community causes, advance the field of public relations and uphold the ethical standards that members of FPRA and the Ocala Chapter adhere to.

Institutional recognition will go to the Institution/Media Outlet that has gone above and beyond to provide timely, accurate and critical information to the community, and has demonstrated mastery of communications skills and strategies. The recognition may be awarded based on year-round consistent effort or singular outstanding example of communication during an emergency, or both.

"Communicator of the Year" candidates should:

- Represent the field of communications;
- Be active in the Ocala/Marion County community and show how they use their position to make a difference in the community;
- Demonstrate how they contribute to the public relations profession; and
- Embody the ethics and values of FPRA.

To view the FPRA code of ethics, visit the About Us page at www.fpraocala.org.



Past Communicators of the Year:

Individual

- 2005:** Heather Danenhowe, Marion County Fire Rescue
- 2006:** Kevin Christian, Marion County Public Schools
- 2007:** Tina Banner, APR, United Way of Marion County
- 2008:** Dr. Charles Dassance, Central Florida Community College
- 2009:** Allison Campbell, Heart of Florida Hope Foundation
- 2010:** Brad Rogers, Star-Banner editorial page editor

Institution

- Ocala Star-Banner
- Ocala Style Magazine
- Marion County Public Schools
- Marion County Fire Rescue
- Ocala / Marion County EDC
- Workforce Connection

PRESIDENT'S MESSAGE CONTINUED

FROM PAGE 1

That's why we take the time to survey our members – during annual and mid-year surveys as well as after each and every professional development program and event. That's why we offer several channels of communication, and that's why we keep those channels open.

In the end, all the sweet pleadings of a Miss Wanda couldn't entice Willie to perk up. If your growth in the chapter is stunted because of concerns about lack of time, too many responsibilities, budgetary constraints or perhaps some other reason, remember, we're all in the same boat – or in this case, the same garden. Even though the mid-year survey has come and gone, it's never too late to communicate! After all, we can't help you grow, unless we know.

2010-2011 OCALA FPRA BOARD

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FROM CFCC TO CF, WAIT 'TIL YOU SEE WHAT HAPPENS NEXT

By Dr. Joe Wallace and Louis Brauckmuller, APR

When administrators, the CF family and the community decided that a new name was in order for Central Florida Community College, the Marketing and Public Relations staff knew that there was a big job ahead!

A name change was considered as the college began the process to begin offering four-year degrees. Input was sought from college and community members after the CF District Board of Trustees approved the name change process in September 2009. An online survey garnered 1,480 submissions with 580 distinct names, of which four were presented to the board.

Administrators were aware that successful rebranding would require engagement of the college family, alumni and community. It was critical to reinforce that the college mission of accessibility was not changing, but expanding, and to maintain the essence of community even though we were dropping the word from our name.

Frequently Asked Questions addressing key concerns were posted on the website, student portal and college plasma screens. Expanded FAQs were posted on the employee intranet to address printing, new logo availability, etc.

Employees were informed of changes through the employee newsletter and emails from the college president. The community was informed through news releases, advertising, the college magazine, social media and presentations by administrators. In early May, CF employees said goodbye to a name that served them well. They viewed a video presentation accompanied by the sentimental "Same Old Lang Syne," followed by an upbeat video commercial "Wait 'til You See What Happens Next." This video screened in theatres, Marion County schools, and was posted on YouTube. Behind the scenes, signs and other highly symbolic items were being changed and hidden for unveiling ceremonies on May 25-26.



On reveal days, staff, students, trustees, alumni, community members and media converged at CF locations for signs to be unveiled. Attendees received lapel pins, bottled water with the CF logo, and staff received CF name badges. When they returned to their offices, the new website was unveiled. College vision statements — unchanged except for the name — were immediately posted to reinforce rebranding. Employees received daily broadcasts of "Patriot Pride" reminders for changing voice mail messages and e-mail signatures, ordering business cards, and more.

For fall semester, employees received note pads and pens with the new logo. Students were welcomed back by volunteers wearing CF shirts and presenting handbooks with the logo. The CF Bookstore stocks apparel, notebooks and more with the branding.

Our commercial, "Wait 'til You See What Happens Next," was aired more than 6,300 times with a potential audience of 143,177 (ticket sales) in Ocala and Crystal River theatres and other locations during the nine weeks of the campaign. About 500 individuals attended unveilings. Website traffic increased by 34 percent from the day before to the day of the website launch. Visits to the CF Facebook page nearly doubled from 255 the preceding week to 564 the week of the name change.

The rebranding of CF has been an overwhelming success and has garnered the college numerous awards for exemplary practice, video production, student choice, and FPRA Ocala chapter recognition.