



A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER

## LOOKING AT THE GLASS HALF FULL HALFWAY THROUGH THE YEAR



### PRESIDENT'S MESSAGE



LAURA BYRNES, APR  
FPRA OCALA  
CHAPTER PRESIDENT

Do you look at the glass as half empty or half full? As hard as it is for me to believe, we are now halfway through our chapter year. Together, we have accomplished much, but we're not done yet.

So far, we've had some pretty outstanding professional development programs and we're getting ready to hold Media Makeover/Takeover, our third annual such media event, followed by the return of our very own Local Image Awards. We've reached out to Lake and Sumter counties to help them charter their own chapter and we've started our APR Study Groups in two counties with members from the Ocala Chapter, Nature Coast Chapter and Lake County.

Still to come: the sixth annual Communicator of the Year Awards, our 30th Anniversary

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## chapter news

### MEDIA MAKEOVER/TAKEOVER

Sharpen your media savvy! Join your colleagues Wed., Feb. 23 for a "Media Makeover / Takeover" experience. Learn what reporters really want, how to maintain that "in control" mindset in the hot seat, and why Tweets, posts and RSS feeds are taking over the traditional news desk. Cost for prepaid FPRA-Ocala members is \$10, all others are \$35. The three-tract event runs 8 a.m. to 12:30 p.m. and includes breakfast and lunch. The workshop takes place at the Marion County Emergency Operations Center, 692 NW 30 Ave., Ocala.



# GROWING YOUR FPRA MEMBERSHIP

## Step 5: Expand Your Roots

By Peveeta Persaud

Congratulations, your FPRA Membership is well-established. It's been planted with your renewal, watered with monthly meetings and fertilized with more extensive involvement and networking opportunities. Now it's time to expand those roots!

It's difficult to avoid automatically gravitating to the table with familiar faces at FPRA events. But this month, I urge you to seek out the new faces in the room. If you don't know them, they're either new members or potential new members. Either way, it's important to make the connection. The professional relationship that will ensue could be mutually beneficial.

Also, take a moment to reflect on all of the local business professionals you work with on special events, large projects or last-minute needs throughout the year. They don't necessarily have to be directly involved in public relations, think of your friends in allied fields also (ex. printers, designers, etc.) I know there are many! Could they benefit from networking with your fellow public relations practitioners and could your peers benefit from working with the best in the area? Why not invite them to February's media event or March's monthly meeting? Networking aside, as members of FPRA they'll "grow" professionally and will also be better equipped to approach public relations initiatives for their organizations.

Reaching out and expanding your FPRA membership roots will positively impact your local chapter, your PR colleagues and you...so expand away!

### *Save the Date*

Wednesday, February 23, 8 a.m. - 12:30 p.m.

**MEDIA MAKEOVER/TAKEOVER**  
MCSO Emergency Operations Center

Friday, March 18, 11:30 a.m. - 1 p.m.

**MARCH PROFESSIONAL DEVELOPMENT LUNCHEON**  
Dr. Joe Wallace & Lois Brauckmuller, APR present "What's in a name: from CFCC to CF"  
Ocala Hilton

Friday, April 15, 11:30 a.m. - 1 p.m.

**MID-FLORIDA IMAGE AWARDS**  
CF Webber Center

Friday, May 20, 11:30 a.m. - 1 p.m.

**MAY PROFESSIONAL DEVELOPMENT LUNCHEON**  
Jennifer Moss, APR, CPRC, FPRA State President  
Ocala Hilton

**PRESIDENT'S MESSAGE CONTINUED**

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Celebration, Toolkit for Success, launch of the ER for PR public service project and the annual state conference.

This year, we've talked a lot about growth. In terms of members, we started the chapter year with 56 and currently have 48 (46 professional and two student), with a few additional new members' in the hopper waiting to become official. We have reached 95 percent of our retention goal and are halfway to our goal for student members. This is basically in line with what might be expected given the economy and an unemployment rate that hovers around 14 percent. But we can do better.

As an organization, we need new members, with fresh ideas and energy, to keep our leadership stream flowing (we all know what happens when the stream runs dry).

Ask yourself, when was the last time you really did something for your chapter? If you can't recall, or if the answer is never, now is the perfect time to give it serious thought. There are still plenty of opportunities to get involved right now: do you have, or would you like to develop, skills with desktop publishing? If so, we're looking for a new PRestige newsletter editor! How about stretching your professional development chops? We are looking for help with the annual Toolkit for Success seminar. And wouldn't chairing a successful community service project, such as the one that resulted in the rebranding of Marion Senior Services, look great on your resume? You bet it would.

If you can't commit to do so now, then I challenge you to find someone who can and will. Think about the people in you know professionally or personally, whether students, retired practitioners, new grads or seasoned professionals. Invite a colleague or co-worker to join you for one of our luncheons, encourage them to join. Be the living embodiment of the reason they'll want to join.

Becoming engages takes time, and effort but the investment pays off in spades – spades that help prepare the soil to plant the seeds that help us grow!

**2010-2011  
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## THE MID-FLORIDA IMAGE AWARDS

Players are warming up. A few of our members have participated in the Skills Drills and the Batting Practice workshops, and now they (rookies and seasoned veterans alike) are gearing up for the next phase of training—the IntraSquad Practice Game on March 8. Even if you haven’t attended the workshops, there’s still time for you to get into game shape. The Practice Game, in fact, will be a time to trade two-page summaries with fellow players. Through the editing and critiquing, we’ll all be in swinging like pros by the March 18 sPRing Training deadline for sure!

The “Season Opener” awards celebration takes place Friday, April 15 from 1:30 a.m. to 1:30 p.m. at the College of Central Florida’s Webber Center.

For a copy of the Call for Entries, or if you need any more information, check it out on the Web site, [www.fpraocala.org](http://www.fpraocala.org). Can’t wait to run onto the field of competition with you! Go team!

## ALLISON CAMPBELL



## MARCH PROFESSIONAL DEVELOPMENT LUNCHEON



### What’s in a name? From CFCC to CF!

Presented by Joe Wallace, Ed.D. and Lois Brauchmuller, APR

**FOCUS:** The process undertaken by the College of Central Florida Department of Marketing and Public Relations to develop, implement and brand a college name change and logo.

**DESCRIPTION:** Everyone who has gotten married knows the challenges faced by the bride as she has to change her last name to that of her husband. Changing the name on bank accounts, credit cards, social security cards, passports, and other important documents can be an exciting experience with some hassles thrown into the mix. Changing the name of a college and rebranding a new logo is equally challenging. Dr. Joe Wallace, Director of Marketing and Public Relations, and Lois Brauckmuller, Assistant Director of Marketing and Public Relations, will take you on the journey of Central Florida Community it changed its name to the College of Central Florida.

## APR UPDATE



## AMANDA WETTSTEIN, APR

Study sessions for the Ocala Chapter launched on Feb. 9. Altogether, we have five Ocala members (including two from Lake County) and one Nature Coast/former Ocala member committed to pursuing the APR this year. Classes will address preparing the written submission, creating your portfolio of work, preparing for the readiness review panel, and finally, preparing for the exam. Study sessions are slated to run for the next 10 weeks, with readiness review coming shortly after. The goal is to have all 4 candidates passing the exam by early summer! It's not too late to get started; the next study session will be via conference call on Feb. 16 at 4 p.m.

What is accreditation? Formed in 1998, the Universal Accreditation Program for public relations professionals seeks to identify those in the profession who have demonstrated their knowledge, experience and judgment in planning and managing public relations activities. APR signifies a high professional level of competence and validates a PR professional's commitment to the field.

If you're thinking about sitting for the APR exam, you might be wondering if you're ready... The answer is YES if you can say yes to the following questions:

- Do I have a thorough understanding of PR principles and how to apply them?
- Do I have real world experience in the practice of public relations? (A specific number of years experience is not required to sit for the exam, but a minimum of five years is recommended.)
- Do I have the skills to research, plan, implement and evaluate comprehensive PR programs?
- Do I have the skills to make a 30-minute presentation on how I planned or participated in the planning of a specific public relations program for my organization or a client?

For more information, please contact Mandy at [MWettstein@buildtelligence.com](mailto:MWettstein@buildtelligence.com).



## Celebrating February Chapter Anniversaries

*Kevin Christian*  
4 years  
*Jan Larson, APR*  
3 years

# JANUARY LUNCHEON HIGHLIGHTS

## TAKE CHARGE: 11 SOCIAL MEDIA RESOLUTIONS FOR 2011



Left to Right: Speaker Nate Long, Ocala Chapter President Laura Byrnes, APR, State Vice President of Chapter Services Cindy Rodriguez, Chapter President-Elect Allison Campbell and Susan Bachus



Speaker Nate Long with Joe Wallace



Ocala Chapter President Laura Byrnes, APR and State Vice President of Chapter Services Cindy Rodriguez

A big thanks to speaker

*Nate Long*

