

## MISSION

The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession.

Founding members of what was then the Florida Association of Publicity Directors met at Silver Springs in 1938. The first code of ethics for PR professionals was adopted in 1953. In 1974, FPRA instituted professional accreditation which is now the universal APR credential.

### Professional Chapters:

Capital  
Central West Coast  
Dick Pope/Polk County  
Gainesville  
Jacksonville  
Nature Coast  
Northwest Florida Coast  
**Ocala**  
Orlando Area  
Pensacola  
Southwest Florida  
Space Coast  
Tampa Bay  
Treasure Coast  
Volusia County

### Student Chapters:

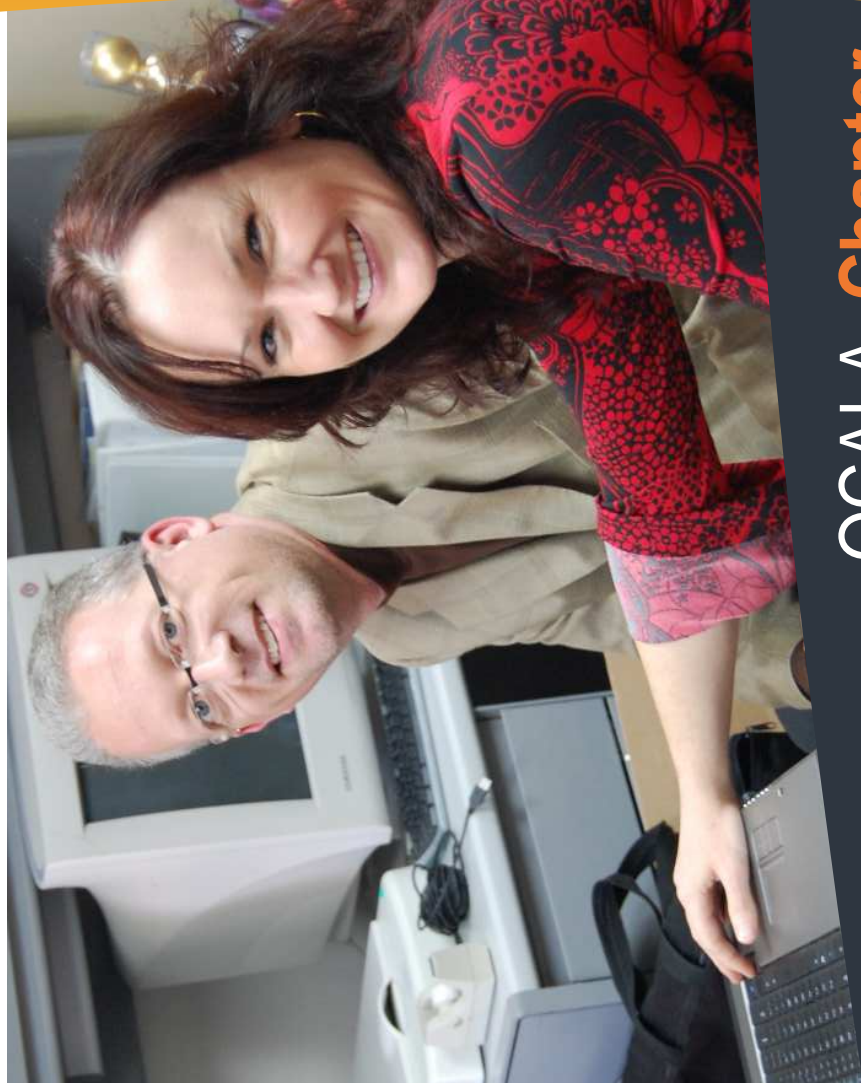
Rollins College  
Bethune-Cookman College  
Florida Southern College  
Florida State University  
Stetson University  
University of Central Florida  
University of West Florida

PO Box 5575  
Ocala, FL 34478

[www.FPRAocala.org](http://www.FPRAocala.org)  
[www.FPRA.org](http://www.FPRA.org)

[www.FPRA.Ocala@gmail.com](mailto:www.FPRA.Ocala@gmail.com)

# FLORIDA PUBLIC RELATIONS ASSOCIATION



## OCALA Chapter

# FPRA at work for you

## CONNECTING YOU TO THE PUBLIC RELATIONS RESOURCES YOU NEED TO SUCCEED

FPRA is the nation's oldest association of public relations professionals. Today, more than 1,000 FPRA members unite in the common cause of enhancing and promoting the public relations profession.

The Ocala Chapter's members represent nearly every industry in the area, including government, associations, nonprofits, education, health care, legal, corporate, retail, agencies, culture/arts and small business. The chapter welcomes all levels of professional communicators, from students to new graduates to seasoned professionals.

Significantly, we are committed not only to the betterment of our profession and ourselves, but also to our community and we lend our expertise to public service projects throughout the year.

FPRA provides a variety of services, benefits and opportunities. It is dedicated to programs and activities that enhance the success of the public relations professional. The association provides services and programs dedicated toward improving the professional competence of individual public relations professionals as well as programs enhancing the entire profession.

# membership in fpra is a sound investment

## PROFESSIONAL DEVELOPMENT

Outstanding professional development programs are the hallmark of our monthly meetings and annual seminars. Leaders in the profession explore key issues and trends impacting public relations and how our industry contributes to the area's economic and social well-being. Programs have covered such topics as crisis communication, social media and branding. Annual programs include a Media Breakfast, Toolkit for Success workshop, and PR for the Nonprofit seminar – all discounted for members.

## COMMUNITY SERVICE

The Ocala Chapter gives back to the community by providing counsel and services through our annual "ER for PR" public service projects. Worthy nonprofits, selected through an RFP and review process, have included the Boy Scouts, Marion Therapeutic Riding Association, Senior Services and NAMI. The chapter's annual *Communicator of the Year* awards recognize individual and institutional efforts that benefit the community. Also, proceeds from our Roast & Toasts help support honorees' selected charities.

## MEMBERSHIP=VALUE!

- ANNUAL STATE CONFERENCE
- PROFESSIONAL RESOURCES
- NETWORKING & JOB BANK
- MEDIA & MEMBERSHIP DIRECTORIES
- ACES & COUNSELORS' NETWORK
- SCHOLARSHIPS & ACCREDITATION
- IMAGE & COMMUNICATOR AWARDS
- COMMUNITY SERVICE PROJECTS
- FACEBOOK, NEWSLETTER & WEBSITE



## DEDICATED TO DEVELOPING PUBLIC RELATIONS PRACTITIONERS WHO, THROUGH ETHICAL AND STANDARDIZED PRACTICES, ENHANCE THE PUBLIC RELATIONS PROFESSION IN FLORIDA

### ABOUT THE OCALA CHAPTER

FPRA got its start in our own backyard in 1938 when Lt. Col. John W. Dillin, publicity director of the Miami Beach Chamber of Commerce, stopped at Silver Springs to meet with Wilton Martin about forming an organization dealing with publicity and public relations issues. The local attractions' owners agreed to host two organizational meetings before an all-Florida gathering took place in Tampa. Originally part of the Gainesville/Ocala Chapter, Ocala formed its own chapter in September 1980. Each year, members' work in strategic planning, measurement/evaluation and innovation is judged among the best in the state, winning numerous local Image and state Golden Image awards. The chapter has received state President's Awards for Membership (2009), Most Improved (2009 & 2006), Image Awards (2008), Chapter Administration (2007), Communications (2005) and Member Retention (2003). Carole Savage, APR, CPRC, served as state association president in 2004 and received the Past-President's Award in 2008. In 2009, Toni James, APR, received the association's second highest honor, the Doris Fleischman Award.

*On the cover: Kevin Christian, public relations officer Marion County Public Schools and Heather Danenhower, public information manager Marion County Board of County Commissioners. Inside from upper left: Allison Campbell, executive director Heart of Florida Hope Foundation; Ryan Gerds, APR, chapter president 2009-2010 and public information officer for Munroe Regional Medical Center; and Toni James, APR, Doris Fleischman recipient (2009), Carole Savage, APR, CPRC, Past President's Award recipient (2008), and Tina Banner, APR, past chapter president.*



**NETWORKING**  
Access to more than 1,000 public relations practitioners

**PROFESSIONAL DEVELOPMENT**  
Opportunities to develop and hone skills through 15 chapters

**RECOGNITION**  
Annual Golden Image and local Image Awards competitions afford the opportunity to measure work against the very best at state and chapter levels

**PROFESSIONAL ACCREDITATION**  
Special accreditation and certification study sessions are available statewide for FPRA members to help them achieve the internationally recognized rank of Accreditation in Public Relations (APR), and a second tier credential, Certified Public Relations Counselor (CPRC), for more seasoned members

**CHAPTER MEETINGS**  
The Ocala Chapter meets monthly to hear timely speakers, exchange career experiences, network and conduct business

**LEADERSHIP**  
Members may gain experience serving with other top PR professionals to lead and direct the Ocala chapter, serve on the board of directors and, eventually, help guide the state association