

PR Pulse

Volusia/Flagler Chapter of the
Florida Public Relations Association

June/July 2009

Learn how to tweet at FPRA lunch meeting June 9

If you think tweeting is for the birds, this meeting is for you! Marketing professionals **Joseph Mohay** and **Brent Nau** of Sales & Marketing Technologies will explain Twitter basics during the June 9 FPRA lunch meeting.

Sales & Marketing Technologies is a full-service web development and Internet marketing firm in Altamonte Springs. Specialties include Web site design and programming, search engine optimization, social networking, paid search management, local search, video SEO, reputation management, and Web hosting services.



The speakers will tell us how to use Twitter to market our companies and manage employees. They also will explain the advantages Twitter offers not-for-profits and the government, education and private sectors.

What the heck *is* Twitter?

Twitter is a social networking and microblogging service that allows you to send short text messages 140 characters in length, called "tweets," to your friends, or "followers."

The short format of the tweet is the defining characteristic of the service, allowing informal collaboration and quick information sharing. You can share information with people you normally wouldn't communicate with, opening your circle of contacts.

Typically, users sign up to follow other users whose Tweets they enjoy. For this reason, Twitter can be an effective tool for networking and promoting blogs.

Businesses use Twitter to promote products and services and offer real-time customer service.

Make your reservations now!

Check-in and networking begin in the Volusia Room of the Daytona Beach International Airport at 11:30 a.m. Lunch will be served at noon, and Mohay and Nau will speak at 12:30 p.m.

For reservations, please contact chapter Secretary **Meredith Rodriguez** at rodriguez@cookman.edu by Friday, June 5. Cancellations made after 8 a.m. Monday, June 8, will be billed.

The fee is \$20 for members, \$25 for non-members, and \$18 for students.

Members in attendance will vote on the proposed 2009-2010 slate of officers:

- Mary Dorn, APR, President
- Karen Chrapek, President-elect
- Melissa Sheets, Immediate Past President
- Charlann Wrlak, VP of Finance
- Wendi Jackson, Secretary
- Pam Hamlin, VP of Membership
- Pat Kuehn, APR, VP of Communications
- Victoria McGuirk, APR, VP of Accreditation and Certification
- Marisol Moreno, VP of Programs
- Molly Justice, VP of Technology
- Trish Wieland-Lingenfelter, VP of Public Relations
- Tangela Boyd, Historian
- Meredith Rodriguez, Student Chapter Liaison

VISION Chapter keeps students invigorated in career paths

by Tamara Fuller, Bethune-Cookman University senior and VISION Chapter member



Fuller

Since chartering in 1998, the Bethune-Cookman University chapter of Florida Public Relations Association has grown in membership, quality, responsibility and achievement. The group, called VISION, was the only FPRA student chapter at a historically black college or university until FAMU recently founded its chapter.

VISION gives students the opportunity to receive hands-on career experience and a chance to network with professionals in the public relations field to develop their skills as future public relations practitioners.



Dr. Wanjohi

VISION was founded by Mass Communications Department Chair **Dr. Elsie Wanjohi** and the Volusia/Flagler chapter of FPRA. Once established, Dr. Wanjohi assigned Professor **Camesha Manzueta** to be the chapter adviser, and she has served in this position for 11 years.

“We thought it would be great for students to get practical experience in their desired field and have the opportunity to network with professionals,” stated Manzueta. “FPRA was meeting right down the street, and they approached us to sponsor a student chapter at the same time we desired to have one.”



Manzueta

Since that beginning, VISION has transformed and grown significantly. The organization started with only 12 members and now has 30 active members who attend both weekly meetings on campus and monthly FPRA meetings, and who participate in various VISION activities.

There are many benefits to being a member of VISION, including learning how to write press releases and planning and promoting events. According to Manzueta, networking is one of the greatest benefits students receive from VISION.

“When my VISION students go to the FPRA luncheon, it is a great networking opportunity because, in this business, a lot of it is who you know not what you



HANDS-ON TRAINING – At the annual Mass Communications Conference, students are given hands-on opportunities to practice all kinds of skills, including interviewing.

know,” she said. “Networking creates ideas for the professionals and students to share with each other about PR and the best practices for the field.”

Students have honed their skills and found new opportunities through internships with area businesses and nonprofit organizations. **Anastaeisha Kennedy**, a junior majoring in mass communications with a concentration in public relations, has been an active member of VISION since September 2008 and is already gaining professional experience in the field.

“The other members of VISION and I worked with **Pam Hamlin**, former public affairs director at the American Red Cross who is on the board of FPRA,” Kennedy stated.

“We all worked in different areas in the communication department with Mrs. Hamlin. I updated their contact list and made sure the people we sent our news releases to were receiving them. I really enjoyed the work I did there because I got hands-on experience.”

Kennedy has also participated in a variety of events with the VISION chapter. Although the chapter has always been hard-working, the VISION students have recently expressed a greater thirst for learning by becoming even more involved both on and off the B-CU campus.

Their main events include the Annual Mass Communications Conference, PR 101 and the Massy

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(VISION, continued from page 2)

Awards. Both the annual conference and PR 101 bring PR professionals to campus to give professional perspective to the students. This year, VISION also executed the publicity for the 19th Annual Humanities Council, a forum the professors in the School of Arts and Humanities organize for those pursuing careers in their fields.

VISION has prepared students such as **Haquikah Peterson**, a graduating senior and chapter president, for their future careers in PR. When Peterson first came to B-CU in the fall of 2005, her concentration was media management.

After she received some advisement from **Joan Fuller**, a mass communications department professor, Peterson changed her major to public relations. She became a VISION member after attending one of the group's meetings her freshman year.

"I feel that VISION is a wonderful opportunity for anyone," says Peterson. "It is a lot of hard work, but it gives you great experience. I would encourage anyone interested in pursuing careers in public relations or other related fields to join the organization."

Peterson also notes that participation in VISION can benefit all students, commenting: "VISION teaches students strong communication skills they can utilize in any major, not just mass communications. The opportunity to develop both written and verbal communications is valuable in any career."

After graduation, Peterson plans to utilize her VISION experience to get a job that offers her the opportunity to coordinate major events or assist with community event organizing. Eventually, she intends to attend law school to become a communications lawyer.



STATE BOARD MEETING – President-elect *Mary Dorn, APR*, brings Volusia/Flagler's message to the May 16 State Board meeting in Destin.

Weasel words and writing

Mike Jiloty, president of Lord & Lasker Florida, shared tips on writing during the May 12 FPRA Volusia/Flagler meeting, telling the audience, "Proper word choice is an art and sometimes a science."

"What matters is not what you say, it's what people hear," he said, referring to the book "Words that Work" by Frank Lutz. "If you want to reach people, you have to speak their language."

Jiloty advised FPRA members to follow Lutz' communications rules, which include using small words, short sentences, visualization, consistency and aspiration.



He also explained the concept of "weasel words," terms that are ambiguous and not supported by facts. They are typically used to evade or retreat from a direct or forthright statement or position.

The expression, introduced in 1900, is derived from the weasel's habit of sucking the contents out of an egg while leaving the shell intact. Similarly, words or claims that turn out to be empty upon analysis are known as "weasel words."

Here are some examples of weasel words:

- Opponents of the estate tax refer to it as the "death tax."
- Oil companies no longer drill for oil, they "explore for energy."
- "A growing body of evidence supports our claims." (Where is the data?)

Reignite your career with PR on F.I.R.E.!



Are professional development and networking on your schedule for this year? Reignite your career when you join public relations professionals from around the state for **PR on F.I.R.E.!** During these times of unexpected layoffs and company cutbacks, you need to make sure you're honing your skills and "refreshing" your network of peers. The 71st FPRA Annual Conference is just the ticket!

Join us from Aug. 9 to 12 at the Boca Raton Resort & Club in Boca Raton for a conference packed with professional development, recognition and networking.

This year, we've added a Cyber Café with free WiFi, another social, and a few additional sessions to make sure you get what *you* need out of Annual Conference.

Visit www.fprablog.com/annual_conference/ to see a video about annual conference.

To register for the conference, go to www.fpra.org. The registration fee is \$595 per person.

State Conference Agenda

Sunday, Aug. 9

Noon to 5 p.m. – Golf Clinic and Outing

8 to 9:30 p.m. – President's Welcome Reception

Monday, Aug. 10

7:30 to 8:30 a.m. – Exhibitor Continental Breakfast

8:35 to 8:50 a.m. – Welcome and Annual Meeting

8:50 to 9:55 a.m. – General Session A
It's not Web 2.0. It's not Web 3.0. It's simply life.
Peter Shankman, Founder of HARO

9:55 to 10:10 a.m. – Break with exhibitors at the Cyber Café

10:10 to 11:10 a.m. – Breakout 1A
Social Media and Press Releases
Laura Sturaitis, Senior Vice President, Media Services and Product Strategy, Business Wire

10:10 to 11:10 a.m. – Breakout 1B
Setting Up Online Press Rooms as Part of Your Company's Web Site
Caron Sjöberg, President of IdeaWorks

10:10 to 11:10 a.m. – Counselors' Network Breakout (open to Counselors' Network members only)

11:20 a.m. to 1:40 p.m. – Presidents' Luncheon and Dillin Dessert

1:50 to 2:50 p.m. – Breakout 2A
APR – Your Future, Your Career, Your Opportunity
Jeff Nall, APR, CPRC, Vice President of Accreditation and Certification

1:50 to 2:50 p.m. – Breakout 2B
Meeting the Challenge: Employee to Employer!
Panelists:

Joe Curley, APR, CPRC, Senior Corporate Communications Counsel, Universal Parks and Resorts, International

Jay Rayburn, APR, CPRC, Ph.D., Division Head, Public Relations and Advertising, Florida State University

Jackie Kelvington, President of Kelvington Consulting Group

1:50 to 2:50 p.m. – Breakout 2C
Nuts and Bolts of Social Media
Kelly Moore Robertson, Senior Account Manager, Kidd PR

5 to 6 p.m. – *Social Media Social*, Kidd PR

6:30 to 9 p.m. – Scholarship Fundraiser
Silent and Live Auction

Tuesday, Aug. 11

7 to 8:10 a.m. – Exhibitor Continental Breakfast

8:15 to 8:20 a.m. – Announcements



8:20 to 9:30 a.m. – Dillin Keynote Address
Disney's Approach to Corporate Responsibility
Eugene Campbell, Vice President, Community Relations and Minority Business Development, Walt Disney World Resort

9:30 to 9:45 a.m. – Break with exhibitors at the Cyber Café

9:45 to 10:45 a.m. – Breakout 3A

PR is Not Always Loved by Management: Here's How to Get the Romance Started: Ten Strategies to Earn a Position on the Management Team

Joe Curley, APR, CPRC, Senior Corporate Communications Counsel, Universal Parks and Resorts, International



9:45 to 10:45 a.m. – Breakout 3B

Finance 101: What You Need to Know about Financial Statements and Budgets so You Can Communicate with Your CEO

Dennis Gayle, Senior Vice President, First Bank and Trust of Indiantown

9:45 to 10:45 a.m. – Breakout 3C

One Size Does NOT Fit All: Cultural Influences in CSR Decision-Making

Leticia Solaún, International PR Liaison, CH2M HILL

9:45 to 10:45 a.m. – Counselors' Network Breakout 2 (open to Counselors' Network members only)

11 a.m. to 12:05 p.m. – General Session C

Green Marketing and Communications

Presented by Wendy Cobrda and Amy Hebard, Ph.D., of Earthsense, LLC

12:15 to 1:15 p.m. – Counselors' Network Roundtable Luncheon. Box lunch provided.

1:15 to 1:30 p.m. – Break with exhibitors at the Cyber Café

1:30 to 2:30 p.m. – Breakout 4A

CPRC, Your Future, Your Career, Your Leadership Opportunity

Jeff Nall, APR, CPRC, Vice President of Accreditation and Certification

1:30 to 2:30 p.m. – Breakout 4B

The Truth Behind Cherries, Chocolate and Paper: The More Paper You Use, the Better for the Environment

Kathy Paiva, Fidelity Press

Wayne Dennis, Director of Sustainability, Mac Papers

1:30 to 2:30 p.m. – Breakout 4C

The Basics of SEO, Plus Some Affordable Ways to Market Your Business Online

Melissa Fach, Owner, SEO Aware

1:30 to 2:30 p.m. – Counselors' Network Breakout 3 (open to Counselors' Network members only)

2:30 to 2:45 p.m. – Chocolate Break

2:45 to 3:35 p.m. – Discussion and Breakout

Sessions: *PR Under Fire*

Suzanne Sparling, APR, moderator, FPRA Immediate Past President

Panelists:

Jack Levine, Founder, 4Generation Institute and President, Advocacy Resources

Lauri-Ellen Smith, APR, Special Assistant to the Sheriff, Jacksonville Sheriff's Department

Deirdre Breakenridge, President, PFS Marketwyse

3:40 to 4:30 p.m. – Breakout 5A

The AMMMO Approach to Strategic Communications

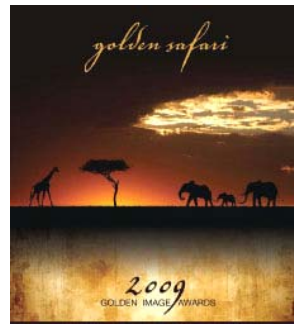
Jack Levine, 4Generations Institute

3:40 to 4:30 p.m. – Breakout 5B

How the Media Works During a Time of REAL

"Breaking News" DISASTERS – Who Gets to Play and Why

Lauri-Ellen Smith, APR, Jacksonville Sheriff's Department



3:40 to 4:30 p.m. – Breakout 5C

Today's Public Relations Agency: Partner, not Predator

Deirdre Breakenridge, PFS Marketwyse

6 to 7 p.m. – Reception of the Presidents

7 to 10 p.m. – Golden Image Awards: Golden Safari

Wednesday, Aug. 12

8 to 9:15 a.m. – Power Networking Breakfast

8:15 to 9:15 a.m. – Counselors' Network Business Meeting

9:25 to 9:30 a.m. – Announcements

9:30 to 10:35 a.m. – General Session D

Re-branding the Tampa Bay Rays: New Name, New Logo and New Attitude

Tom Hoof, Director of Marketing and Community Relations, Tampa Bay Rays

10:35 to 11:50 a.m. – Closing Session

Coming from a Position of Strength

Carolyn Shaffer, Vice President of Organizational Development and Human Resources, RTI Biologics

11:50 a.m. to noon – Conference Finale



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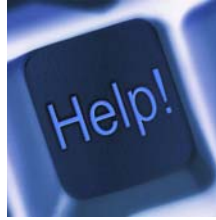
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AP style tips: It's about time



From CEOs to secretaries, everybody has an opinion about how to write the time of day. As public profes-

sionals, we don't need an opinion. We follow the hard-and-fast rules of Associated Press style.

Time elements

Times should be written as *a.m.* and *p.m.*

Times on the whole hour should not include :00. Examples: *8 a.m.* and *8:30 a.m.*

There is no such thing as "12 p.m." or "12 a.m." Refer to them as *noon* and *midnight*. Don't put a "12" in front of them.

Don't add "th" or "st" to dates. Right: *Jan. 31*. Wrong: *Jan. 31st*.

List, in order, time, day and date. Example: *The meeting will begin at 10 a.m. Monday, June 26.* There is no need for a comma between the time and date.

Do not list the year if it is the current year.

Days of the week

Capitalize them. Don't abbreviate them.

Months

When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.* Spell out when using alone, or with a year alone.

Examples: *The meetings will be on Jan. 15 and March 20. My next vacation will be in June 2008.*

When stating a month and year, do not separate with a comma. Examples: *She was hired in January 2006. She was hired Jan. 10, 2006.*

Years

When a date and year fall in the middle of a sentence, place a comma before *and* after the year. Example: *On July 4, 1776, the colonies declared their independence.*

When abbreviating years, use apostrophes to indicate omitted numerals. Example: *He worked here in '91 and '92.*

Use an "s" without an apostrophe to indicate spans of decades or centuries.

Example: *She was a disco dancer in the 1970s.*

Presently

Presently does not mean "now." It means "in a short while."

Prior to

Before is less stilted and preferable.

Split infinitives

Speaking of time, it's about time we let go of the archaic ban against split infinitives. A split infinitive is an infinitive verb form with an element, usually an adverb, inserted between "to" and the verb form. For example, "To boldly go where no human has gone before" contains a split infinitive. It sounds better than "To go boldly ..."

Awkward example without a split infinitive: *She always is eating.* Example with a split infinitive: *She is always eating.*

People naturally speak in split infinitives, and the Associated Press has relaxed its rules against them.

However, AP cautions us to avoid split infinitives if an awkward construction results.

Awkward: *She was ordered to immediately leave.*

Preferred: *She was ordered to leave immediately.*