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FLORIDA  
PUBLIC RELATIONS  
ASSOCIATION

# PR *pulse*

THE MONTHLY NEWSLETTER OF THE VOLUSIA CHAPTER  
OF THE FLORIDA PUBLIC RELATIONS ASSOCIATION

## Sept. 11 Luncheon:

### *Experiences and lessons learned from the Oklahoma City Bombing, 1995*



Brandon Haught

Brandon Haught, a public information officer with the Volusia County Sheriff's Office, will be the speaker at the Sept. 11 FPRA meeting. His presentation, *Experiences and Lessons Learned from the Oklahoma City Bombing, 1995*, will give you an up-close and personal view into one of our nation's most horrifying days. Haught was a Marine Public Affairs Officer stationed at the recruiting office on the sixth floor of the federal building. While he was not in the building at the time of the bombing, he was greatly affected by the death and injury of his colleagues, but had to press on to work with the news media following this disaster.

Check-in and networking will begin at 11:30 a.m., and lunch will be at noon in the Volusia Room of Daytona Beach International Airport. The cost is \$20 for members and \$25 for non-members. For reservations, contact Karen Chrapek, secretary, at (386) 523-1440, ext. 124, or e-mail [Karen.Chrapek@ntf.org](mailto:Karen.Chrapek@ntf.org) by noon Friday, Sept. 7. Cancellations made after 8 a.m. Monday, Sept. 13, will be billed.

### **2007-08 FPRA Volusia Chapter board installed Aug. 14**

Your new board is ready to serve. Pictured, left to right, are Joe Radcliffe, APR; Pat Kuehn, APR; Melissa Sheets, Vickie Pleus, APR; Sharon Warriner; Cindi Brownfield; Pam Hamlin; Mary Dorn, APR; Debi McNabb, APR; Anastasia Shaw Bucksath and Karen Chrapek.



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## Start planning your Golden Image Award entries now

The state conference was just last month, but it's already time to start planning your entries for the 2008 Golden Image Awards. As you initiate public relations and marketing projects throughout the year, consider following the Golden Image guidelines, which have a heavy focus on research and outcomes.

The Golden Image Awards competition is conducted annually by the Florida Public Relations Association to recognize outstanding public relations programs in Florida and to encourage and promote the development of public relations professionalism in our state.

Winning a Golden Images Award is a tremendous feather in your cap, and it isn't easy. You must follow the instructions to the letter. I was disqualified two years ago for single-spacing my summary. In other chapters, entries have been tossed aside for violating the margin rules. Your research has to be solid, and your outcomes must match your objectives and be 100-percent measurable. Hallway interviews and comments from coworkers just won't do.

This year, Volusia Chapter members submitted one entry to the Orlando Area Image Awards and one to the statewide Golden Image Awards; both won awards. We hope to see many more local entries in next year's competition. The deadline will be in May or June. Start planning now!

- Pat Kuehn, APR



Jazz musician and pastor Marvin Chandler performs at Stetson's Elizabeth Hall Chapel during the two-day anniversary celebration.

### Stetson University wins Golden Image

The Stetson University Office of Public Relations and Communications won a pair of awards at FPRA Golden Images for its public relations work in "Celebration of the 10th Anniversary of Stetson University's Howard Thurman Program." Stetson received an Award of Distinction and a Judges' Award in the Special Events category of the Public Relations Programs division.

The Office of Public Relations planned a two-day celebration of the anniversary of the university's Howard Thurman Program in April 2006. The program works to unite people in a search for solutions to social, religious and ethnic problems and features an annual lecture series.

The anniversary celebration was titled "Transformations - The Power of Howard Thurman." It included a preview of a documentary on Thurman, the Stetson program and the Rev. Jefferson P. Rogers, director of Stetson's Thurman Program; and performances of Thurman's meditations and jazz music by Marvin Chandler, Everett Greene, Frank Smith and Kenny Phelps.

The Office of Public Relations produced invitations, posters, a program insert, a four-color shell distributed both as an event keepsake and mailed with information after the event; and articles written for the Stetson University magazine. Public Relations coordinated media coverage and distributed a news release through Black PR Newswire.

—Cindi Brownfield

#### Do you have a winning entry?

The Golden Image Awards competition includes four divisions: Public Relations Programs, Printed Tools of Public Relations, Audio/Visual Tools of Public Relations, and Student Projects in Public Relations. To qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of production, execution and evaluation of results and budget. Seventy percent of the scoring is based on a two-page summary that includes research/situation analysis, objectives, implementation, evaluation, and budget. The judges then review the support materials for professionalism, innovation and design to score the remaining 30 percent of the entry. — PK

## President's message: *Let's kick it up a notch!*



Pat Kuehn, APR

There's never been a better time to be a part of FPRA Volusia! Membership has topped 50, and our newly installed Board of Directors is brimming with enthusiasm to enhance the value of your membership.

Our chapter includes more than 50 public relations professionals who have contributed to Volusia and Flagler counties' growth and development, from promoting tourism and racing to leading community initiatives such as workforce development and disaster preparedness.

We may be one of the smaller chapters in the state (membership in other chapters ranges from 28 to 146), but I believe we have what it takes to "kick it up a notch" and improve our service to our members and the community.

In the coming year we will deliver more opportunities for professional development, community service, involvement with student chapters, and fundraising efforts.

Some of the ideas we're kicking around include providing half-day professional development seminars, sponsoring a holiday social, offering chapter and meeting sponsor

ships to area businesses, and continuing our Great Communicator Award.

We're asking for the entire membership to become involved in setting the course for an exciting future. If you have project ideas or would like to serve on a project committee, please contact me or any board member.

Feel free to send articles to our new vice president of communications, Vickie Pleus, APR. She's looking forward to hearing from you.

Another new board member is Anastasia Shaw Bucksath, our student chapter liaison. She has exciting plans to increase our involvement with the student FPRA chapters at Stetson University and Bethune-Cookman University.

As our new vice president of PR, Sharon Warriner is looking for better ways to promote FPRA Volusia's projects to the community. And, Pam Hamlin is applying her indomitable spirit to attracting new members as the incoming vice president of membership.

This year is going to be full of wonderful milestones for our Chapter, if we all pitch in. Together, we can make it happen!

## FPRA Volusia offers resource library



Your FPRA chapter has a resource library, which is available to its members. The library consists of seven titles that can be used to expand your PR knowledge base and/or study for the accreditation exam. If studying for the exam, please note competencies that are covered by each book as listed. The check-out system works much like the Volusia County Public Library System. Each book can be checked out for a three-week period. Renewals are also available if no one is on a waiting list for the book. To reserve a book, contact Debi McNabb, APR, VP of Accreditation and Certification, at [Deborah.mcnabb@fhfm.org](mailto:Deborah.mcnabb@fhfm.org).

## Brainstorming success at Aug. 14 luncheon

The Atlantic Center for the Arts' bright, airy atmosphere in New Smyrna Beach set the mood for a new year for the Chapter. New officers were installed and previous board members were congratulated at the Aug. 14 luncheon.

Suzanne Sparling, APR, installed the 2007-08 officers and led a brainstorming session to gain member input for the chapter's future goals. Coordinating technology with communications is a direction the state FPRA office and many other chapters are taking, according to the speaker.

"As professionals, we really need to be more technically savvy," said Sparling, FPRA's state president-elect. She said the state offers web logs and webcast regional development seminars that allow participants to stay in their offices. —Mary Dorn, APR



**GREAT IDEA**—Suzanne Sparling, APR, led a lively meeting Aug. 14. at the Atlantic Center for the Arts.

## FPRA State News: In Brief

For more news around the state and each FPRA chapter, visit [fpra.org](http://www.fpra.org).

- Do you utilize [www.fpra.org](http://www.fpra.org)? There's some cool info in the members only section, too. If you have problems logging in, please contact the State office at (941) 365-2135 or [state@fpra.org](mailto:state@fpra.org).
- More than 240 public relations professionals attended the **FPRA State Conference** in August. The four-day event was held at the Sarasota Ritz-Carlton and featured seminars by some of the top PR practitioners in the nation. Pat Kuehn, APR, and Lori Stone Maushund, APR, represented the Volusia Chapter.
- More than \$5,000 was raised at this year's annual conference during the scholarship fundraiser for the **Florida Public Relations Education Foundation!** Where does it go? Well, last year \$470 was distributed in APR rebates and a \$1,500 education scholarship was given to Caitlyn Murphy for her expenses from studies in communications at the University of Florida. Additionally, for the first time three scholarships of \$525 each were distributed to professional members Trista Wallace, APR, from the Jacksonville Chapter, Misty Cash from Capital Chapter and Lori Martini from Dick Pope/Polk County to attend the Association's premier professional development opportunity, annual conference. To learn more about the FPREF, visit the State Association web site at [www.fpra.org](http://www.fpra.org).
- The latest **On Point monthly communication** from FPRA includes a Counselors' Network Tip from Rod Hemphill, APR, CPRC, about communicating in an electronic world; the summary of the 2007 Dick Pope All Florida Golden Image Award winner; plus a list of new members and newly accredited members. Visit the member section of [www.fpra.org](http://www.fpra.org) to view.
- Do you know the difference between goals and objectives, tactics and strategies? Susan Bennett, APR, CPRC simplifies the process in the latest **FPRA White Paper**. Visit the member section of [www.fpra.org](http://www.fpra.org) to learn a quick method for formulating objectives and strategies.
- Are you seeking a **new job** or ready to make a career move? Local and regional job openings are listed on the FPRA Volusia web site at [www.fpravolusia.com](http://www.fpravolusia.com). If you know of an open position to share with the group, please e-mail the information to Mary Dorn, APR, at [prexpert@earthlink.net](mailto:prexpert@earthlink.net).
- President-Elect Melissa Sheets has created a **member survey** to help the new board serve members better. Please take a moment to complete it. Visit this quick survey online at: [http://www.surveymonkey.com/s.aspx?sm=OvcUtrNMqElzgtXJi7qRSw\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=OvcUtrNMqElzgtXJi7qRSw_3d_3d)



**WORKING THE NET** — FPRA members take the opportunity to network prior to the Aug. 14 luncheon at the Atlantic Center for the Arts. Pictured, left to right, are Sharon Warriner, Pat Kuehn, APR, Pam Hamlin, and Suzanne Grill. The session included idea-sharing for the upcoming year, led by Suzanne Sparling, APR, and the installation of new chapter board officers.

## **FPRA Volusia Board of Directors 2007-08**

**Pat Kuehn, APR**, President  
Volusia County Government  
[pkuehn@co.volusia.fl.us](mailto:pkuehn@co.volusia.fl.us)

**Joe Radcliffe, APR**, Immediate  
Past President  
Radcliffe Communications  
[radcom@bellsouth.net](mailto:radcom@bellsouth.net)

**Melissa Sheets**, President-Elect  
Flagler County Government  
[msheets@flaglercounty.org](mailto:msheets@flaglercounty.org)

**Cindi Brownfield**, VP of Programs  
Stetson University  
[cbrownfi@stetson.edu](mailto:cbrownfi@stetson.edu)

**Pam Hamlin**, VP of Membership  
American Red Cross  
[pamh@flcoasttocoastredcross.org](mailto:pamh@flcoasttocoastredcross.org)

**Chantel Roy**, VP of Finance  
Tavern & Chapel in the Garden  
[Sagirl107@msn.com](mailto:Sagirl107@msn.com)

**Vickie Pleus, APR**, VP of Chapter  
Communications  
Volusia County Government  
[vpleus@co.volusia.fl.us](mailto:vpleus@co.volusia.fl.us)

**Debi McNabb, APR**, VP of Accreditation  
and Certification  
Florida Hospital Fish Memorial  
[deborah.mcnabb@fhfm.org](mailto:deborah.mcnabb@fhfm.org)

**Anastasia Shaw Bucksath**  
Student Chapter Liaison/Historian  
Crescent Star Rising Consultants  
[asb@crescentstarrising.com](mailto:asb@crescentstarrising.com)

**Mary Dorn, APR**, VP of Web Services  
[prexpert@earthlink.net](mailto:prexpert@earthlink.net)

**Sharon Warriner**, VP of Public Relations  
Center for Business Excellence  
[sharonwarriner@cbe-fvc.org](mailto:sharonwarriner@cbe-fvc.org)

**Karen Chrapek**, Secretary  
Neighbor to Family  
[Karen.chrapek@ntf.org](mailto:Karen.chrapek@ntf.org)

### ***In the next PR Pulse:***

- All about a PR father
- Should you go for CPRC?
- *Hot Topics* has nine lives
- Ethics to work and live by
- Member spotlight
- PR book review



### ***Promoting APR Across Florida News from the FPRA Executive Committee***

*June 2007*—This year, the Florida Public Relations Association Executive Committee decided to look for ways to promote the Accredited in Public Relations (APR) designation with business leaders. FPRA wants more employers to look for APR when hiring their public relations staff. The Executive Committee agreed that it should work toward placing an advertisement in the most widely read business publication in the state—Florida Trend magazine.

Accreditation and Certification Vice President Melanie Mowry Eters, APR, CPRC, acted as the cheerleader for this initiative. Co-Executive Director Cheray Keyes-Shima worked out the details with the magazine and designed the catchy blue ad. During the month of May, many FPRA members sent e-mails to each other praising the FPRA ad on page 32.

The ad promoted both the Florida Public Relations Association and the APR credential to business executives. We hope the increased visibility will lead to more employers asking public relations job candidates during their interviews if they have achieved their APR yet. Don't wait to be asked about your APR, do it now!

## **Board news:**

### *New team develops ambitious program plans*

With an eye toward building the chapter's treasury and offering more professional development opportunities for members, FPRA Volusia's Board of Directors developed an exciting slate of events and projects during its Aug. 24 retreat. If you would like to serve on one of the program committees, please contact the project leader. The Board also welcomes suggestions about additional projects and programs.

Projects being considered for the 2007-2008 program year include:

- Half-day News Media Roundtable and discussion on the Changing Face of News Media. Project leader: Pat Kuehn, APR.
- Holiday Social and Silent Auction to raise funds for student scholarships and collect gifts for Toys for Tots. Project leaders: Chantel Roy and Karen Chrapek.
- Half-day Spokesperson Training Seminar to give members hands-on experience in interview skills. Project leader: Melissa Sheets.
- Great Communicator Award and Luncheon. Project leader: Vickie Pleus, APR.
- ER for PR: a program to offer free PR advice to selected nonprofit organizations. Project leader: Anastasia Shaw Bucksath.
- Selling of meeting and chapter sponsorships to local businesses. Project leader: Cindi Brownfield
- Participation in high school career days. Project leader: Sharon Warriner.
- Increased involvement in student PR chapters at Stetson University and Bethune-Cookman University. Project leader: Anastasia Shaw Bucksath.
- Development of a Media Guide for members. Project leader: Mary Dorn, APR.

## ***“Take 5” Member Survey: What was your first PR job?***

### **Lee Lopez, Public Information Officer, City of Deltona**

My first shot at PR was in Jacksonville, at the old ABC station—was WJKS, now it's WJWB. I was hired as a Promo Producer, and within a year was promoted to Promotion/Marketing/PR Supervisor. I was in charge of the station's external efforts— all radio, cable, direct mail, print, outdoor advertising... as well as press releases to the different media for station events and projects. I did that from late 1988 until late 1996, and I moved to Orlando to take the Creative Services Director job at WRBW.



### **Bissy Holden, Advertising and PR Manager, Florida Health Care Plans**

My first job in public relations is my current job as Advertising and Public Relations Manager with Florida Health Care Plans.

### **Vickie Pleus, Community Information Specialist, County of Volusia**

My first PR position was as assistant campaign director with United Way in 1997. I lived, breathed, walked and talked my organization, and was aware that everything I communicated about United Way was the only message most people I met had heard about it. PR was everything!