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Feb. 13 Breakfast Meeting

Longtime TV newswoman **Claire Metz of WESH 2 News** will be the speaker at the **Tuesday morning (Feb. 13)** meeting of the Volusia County Chapter of the Florida Public Relations Association.

Metz will share tips for PR professionals in a talk titled "Made for TV: Getting Your Feel-Good Stories on the Air." Metz is Volusia and Flagler County WESH 2 News bureau chief.

The meeting will be held at the Volusia Room on the second floor of Daytona Beach International Airport. Sign-in and networking will begin at 8 a.m.; the breakfast meeting will begin at 8:30 a.m.

The cost is \$20 for members, \$25 for non-members and guests; \$15 for students. For reservations, please contact Karen Chrapek at (386) 523-1440, ext. 124, or via e-mail at Karen.chrapek@ntf.org **by noon today, Friday, Feb. 9.** (Please call Karen if you don't receive confirmation that your e-mail was received.) Cancellations received after noon Monday, Feb. 12, will be billed.

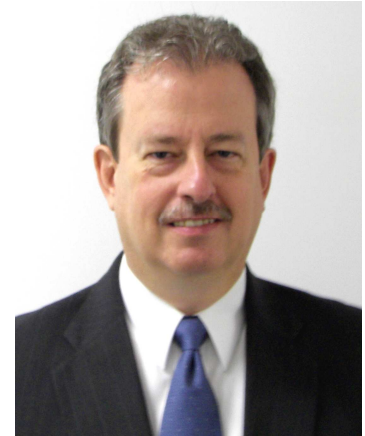
Welcome to new members:

- Meredith Brodeur, Flagler County Chamber of Commerce, Meredith@flaglerchamber.org
- Ted Nikolla, Community Legal Services of Mid-Florida, Tedn@clsmf.org

Presidential PR

Putting Your Membership to Work in 2007

I hope everyone survived the holidays, with your available credit intact, and have renewed your health club membership for the new year. I might even use mine this year!



Joe Radcliffe, APR, president

Speaking of membership, hopefully all of you will put your FPRA membership to good use this year. We need your monthly involvement at our luncheons, your expertise, experience, input and mentorship.

We are the only organization in Volusia and Flagler counties that is dedicated solely to the public relations and communications profession. The more involvement we receive from our members, the more resources and benefits we can provide.

We are doing more to lure some of our longtime members back to the luncheons. This is an issue in all of the state's chapters, and those with a more active membership are able to provide more special programs, a local Image Award, scholarships to the FPRA state convention and more.

We are one of the smaller chapters in the state, but we hold our own with our annual Great Communicator Award, a Media Day program and other special events, an expanded Web site and job listing, an active student chapter and a great partnership with

Presidential PR *continued*

the Orlando FPRA Image Awards.

We are trying something new with our next program on Tuesday, Feb. 13, by presenting a breakfast meeting featuring WESH 2's Claire Metz, one of the most experienced and knowledgeable journalists in the region and Channel 2's new Volusia-Flagler bureau chief.

Expect and lively and humorous presentation from Claire, who will cover, "Made for TV: Getting Your Feel-Good Stories on the Air." I'm sure she will include some funny examples of what *not* to do as well.

At our January meeting, two members won free entry fees for the upcoming Image Awards, and we are hoping to get another 10 members submit entries as well.

Whether you are a recent graduate and are looking to meet new colleagues, or an experienced PR practitioner who wants to make a difference as a mentor – we need your ideas and enthusiasm. Hope to see you Tuesday!

Enter Image Awards Now

The Volusia County Chapter is partnering with the Orlando Chapter to sponsor the local Image Awards competition to recognize outstanding public relations programs in Central Florida.

We encourage you to submit your entries and earn recognition for yourself, your employer, and your chapter. Entries must be submitted by Friday, March 16. The fee for FPRA members is \$50 each, or \$45 each for three or more entries.

All awards will be announced and presented at the Image Awards ceremony on April 19 at the Grand Bohemian Hotel in Orlando.

More information is available online at:
www.fpra-orlando.org/events/image_awards.asp



Joe Radcliffe, APR, thanks Karen Plunkett, APR

Stage events that create media buzz, get recognition for your good work

The chapter hosted great speakers in December and January! Trista Wallace, APR, a senior account executive for the Dalton Agency in Jacksonville and past board member of FPRA, outlined the trials and tribulations in staging events that create media buzz at the December luncheon. In January, Karen Plunkett, APR, ABC, CFRE, presented "All That Glitters IS Gold: Getting Image Recognition for Your Clients/Companies."

Wallace presented case studies of two PR campaigns that utilized events to generate media attention. The agency held public events for a new POD-like product called SAM in high-traffic locations such as a McDonalds and the Jacksonville Art Walk. For a Bealls Department Store opening, they gave away a \$1,000 shopping spree drawing, along with gift cards worth up to \$15 for everyone who attended. The winner of the shopping spree had prayed she would win so she could get clothes for her daughter who was fighting cancer.

Plunkett, who does professional services marketing for the Lowndes Drosdick law firm in Orlando and is past president of FPRA, gave tips on winning awards.

To prepare for entering the Image Awards (hosted by the Orlando Chapter, open to Volusia) or Golden Image (statewide), keep records, including support material, four-step files (research, planning, implementation, evaluation) on each project, or "scrounge up" old records, she said. Include specific objectives and follow entry directions carefully. She also suggested looking at past winners' entries. That will help in preparation for the two-page summary, which is 70 percent of the score.

Volusia County Chapter members Kent Donahue and Dai Durrance won door prizes of free Image award entries, donated by the chapter, at the meeting.

FPRA Member Spotlight

Pam Hamlin

**Director of
Public Affairs,
Florida's Coast
to Coast
Chapter,
American Red
Cross**



Recently . . . I served as a workshop facilitator for public relations students attending the 12th Annual Mass Communications Conference at Bethune-Cookman College.

Benefits of joining FPRA . . . Attending the luncheon programs enhances my professional growth from hearing experts in the PR profession share their knowledge on how to manage issues and develop relationships with the media.

Hometown . . . Richmond, Va. (I moved to Daytona Beach in 1992.)

Education . . . B.S., Interdisciplinary Studies (focus track, Public Relations), Virginia Commonwealth University, Richmond, Va.; and M.S., Community Leadership, Duquesne University, Pittsburgh, Pa.

How I de-stress . . . Walking, reading a great book, having lunch/dinner with friends.

Welcome babies!!!

FPRA Volusia County Chapter board members Melissa Sheets and Chantel Nel are the proud mothers of beautiful baby girls! Melissa, husband John, and 2-year-old son John welcomed baby Riley on Nov. 20. Chantel and husband Travis welcomed twins Arianna and Mackenzie on Jan. 26. Congratulations to both FPRA families!

FPRA Volusia County Chapter Officers and Board of Directors 2006-07

President – Joe Radcliffe, APR, Neighbor to Family, (386) 523-1440, ext. 128, jradcliffe@ntf.org

President-Elect – Pat Kuehn, APR, Volusia County Government, (386) 239-7756, ext. 2934, pkuehn@co.volusia.fl.us

Immediate Past President – Molly Justice, Seventh Judicial Circuit, (386) 239-7837, mjustice@circuit7.org

Secretary – Karen Chrapek, Neighbor to Family, (386) 523-1440, ext. 124, Karen.chrapek@ntf.org

VP-Finance – Chantel Nel, Tavern and Chapel in the Garden, (386) 451-5137, sagirl@msn.com

VP-Membership – Andrew Booth, Daytona International Speedway, (386) 947-6714, abooth@daytonainternationalspeedway.com

VP-Programs – Melissa Sheets, Flagler County Government, (386) 313-4040, msheets@fcbcc.org

VP-Chapter Communications – Cindi Brownfield, Stetson University, (386) 822-7214, cbrownfi@stetson.edu

VP-Public Relations – Dai Durrance, Halifax Community Health System, (386) 226-4523, dai.durrance@halifax.org

VP-Web Services – Mary Dorn, APR, (386) 672-9152, prexpert@earthlink.net

VP-Accreditation/Certification – Susan McLain, APR, smclain@ucnsb.net

VP-Special Events – Kent Donahue, City of Port Orange, (386) 756-5201, kdonahue@port-orange.org

Why go for accreditation?

By Kathleen M. Giery, APR, CPRC, 2001 state president

Why sit for accreditation? If you ask Martha Stewart, she might say because "it's a good thing." And she'd be right on the mark, as usual. But if you ask me, I'll say because it's the *right* thing to do.

As professionals, there are certain defining moments that we can all look back upon as the events that changed the path of our careers, that changed us. For some it might be landing a coveted client or being awarded a huge contract. Perhaps it's winning a Golden Image Award, opening your own firm... or getting professional accreditation.

For me, one thing stands out above all others. It was becoming accredited, and not just the day I passed the exam and earned the credential, but the process of getting there.

I attended my first FPRA Annual Conference in 1994; paid my own way, in fact. As a member for only slightly more than a year, I didn't know an APR from an EIEIO. But when I saw more than a dozen people march up to the podium to receive these wonderful certificates of accreditation and pose for a group photo with the association president to a thunderous standing ovation, I was enthralled. I remember thinking that I had no idea what those people did to get that certificate, but I was going to figure it out, do whatever it would take, and be up there the next year myself.

I did find out what accreditation was all about and what one had to do to earn those credentials. For the next several months I flipped pages off my calendar, just chaffing at the bit until I had the five required years of practicing public relations under my belt and could actually sit for the exam.

Meanwhile, I bought the study tapes from the Nature Coast Chapter and listened to them in the car each day. I joined the Gainesville Chapter's evening study group session. I met with my colleagues in the Ocala Chapter who also were sitting for the exam. We quizzed one another in preparation for the oral component of the test. I read and read and read the Cutlip, Center and Broom textbook until I could practically recite entire pages. And then, finally, I sat for the exam and passed it.

I drove to Boca Raton for the 1995 Annual Conference, just to attend the Presidents' Luncheon, have my name called, march up to the front of the room, be presented with a certificate of accreditation and get my picture taken with then-State President Ginnie Duffey, APR, CPRC, and the other candidates. It was as exciting as I had imagined it would be. Why bore you with the spectacular details of my experience? To make a bigger point, of course.

While I set out to get accredited for the glory and excitement of being recognized in front of so many people, I had come to realize that getting the certificate was not what it was all about. It was what happened to me in the process, and it was that process, not the presentation, that proved to be one of the most defining events in my career.

I studied our profession to learn more than my BA in communications taught me about public relations. I learned the significance of following the PR formula as I conduct my business. I learned the importance of evaluation and documenting the results of my work and establishing a benchmark for what it is I do each day. I learned about the history of our field, and why we are bound to a code of ethics. And by learning all of this, I came to realize and understand the power of the credential and the value of earning it.

I believe that I became an accredited professional not just by sitting for and passing an exam but by proving to myself that I understood the process and the profession. And by earning those credentials, I had also demonstrated to my colleagues that I had arrived at the point where *I got it*.

So, is accreditation worth it? Is it a good thing? Is it the right thing for professionals to do? Yes, you absolutely bet that it is the right thing to do. Earning professional accreditation is one of the few things we can do in our careers that we will undeniably never regret.

For more information on accreditation, including free access to the Volusia County Chapter's Accreditation Resource Library, visit www.fpravolusia.com/pages/accreditation.htm.