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April 11 Luncheon

The next monthly luncheon of the Volusia County Chapter of FPR will be Tuesday, April 11, at the Daytona Beach International Airport.

Angela Cameron, director of advertising at the Hilton Daytona Beach Oceanfront Resort, will present the program "National Exposure: Extreme Makeover-Style." Cameron will present a case study of the Hilton's involvement in getting national television exposure for Daytona Beach through the TV show, "Extreme Makeover: Home Edition."

The Hilton and Daytona Beach hosted the Novak family for a fun-filled vacation while their home in Ohio was repaired and updated. Cameron will share what it took to convince Hilton corporate to select Daytona Beach as the destination, what went into the preparation and the actual event, and the results for Daytona Beach.

The April meeting will begin in the Volusia Room at 11:30 with the program beginning at noon. Tickets are \$20 for FPR members, \$15 for students and \$25 guests (walk-ins pay an additional \$5). For reservations, please contact **Pat Kuehn**, APR, by April 10 at pkuehn@co.volusia.fl.us

Presidential PR

The FPR State Office recently distributed a White Paper written by **Joe Curley, APR**, about the value of your FPR membership. If you haven't already done so, I urge you to read the paper and pass it along to your supervisor and other practitioners who aren't familiar with the organization. Many of the benefits included in the piece are hard to realize unless you experience them first hand.



Molly Justice, President

I attended my first FPR meeting on the second day of my new public relations career. I quickly became involved with the board while assisting my boss, the VP of programs at the time. Through the years, I've served the chapter in several positions including VP of membership and chapter communications. I've met many wonderful people through FPR and look forward to developing more personal and professional relationships in the future. If you're new to FPR, I encourage you to involve yourself in the chapter. Many members have formed friendships, obtained new jobs and discovered new talents and skills through FPR.

The state association was recently recognized in The Daytona Beach News-Journal's Sunshine Week coverage about public information officers. State president **Adrienne Moore, APR, CPRC**, did a great job in communicating the responsibilities of PR professionals and public information officers and served as a united "voice" for our profession. You see the value of PIOs daily if you're a consumer of print or electronic media. In this issue of PR Waves, you'll find valuable advice about crisis communications written by longtime member **Dave Byron, APR**. This piece was inspired by January's West Virginia coal miner tragedy.

If you're new to FPR, I encourage you to involve yourself in the chapter. Many members have formed friendships, obtained new jobs and discovered new talents and skills through FPR.

On a final note, the board of directors has approved an increase in our monthly luncheon costs. The chapter has not raised its meeting costs for quite some time, and this decision was not taken lightly. The chapter has faced rising food costs in the past

Presidential PR *continued Page 2*

**Don't Forget:
Go Online And Visit
www.fpravolusia.com**

The Volusia County Chapter of FPRA is online at www.fpravolusia.com

Members are encouraged to visit and bookmark www.fpravolusia.com to get the latest chapter information on upcoming luncheons, job opportunities, accreditation, membership, student chapters, links and much much more.

Member News



Kuehn

Congratulations to **Pat Kuehn, APR**, who has joined Volusia County Government as a Community Information Specialist. Kuehn previously served as the communications manager at Palmer College of Chiropractic Florida.

If you have news that you would like to share with the Chapter, please e-mail **Andrew Booth** at aboath@daytonainternationalspeedway.com or call (386) 947-6714.

FPRA Mission:

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

FPRA Vision:

To be Florida's most respected public relations organization.

Save The Date: Upcoming FPRA Monthly Luncheons

- APRIL 11
- MAY 9
- JUNE 13

Lessons To Be Learned

Editor's note: Shortly after the coal mine tragedy in West Virginia in January, Dave Byron, APR, Director of Volusia County Community Information, sent a note to the Public Information Network on some lessons that we need to remember. We thought this information would be useful to all of our members and appreciate Dave sharing it with us.

It's elementary, I know, but during a crisis it's absolutely essential only factual, confirmed information be released. This especially is true when it comes to injuries and fatalities and the numbers of them.

We must always remember the impact information has (good or bad) on family members and others close to a situation.

We again learn the lesson that affected family members want to be given straightforward, unfiltered information as quickly as possible, again either good or bad news. They do not want their emotions to be toyed with.

We learn that the Governor's Office may or may not have all the straight information. Local PIOs must take control and rise and fall with their own abilities. We cannot rely on outside agencies.

We learn from the company's actions that being defensive about a bad situation only creates the perception that there's something to hide.

We again confirm the fact that speaking with one voice during a tragedy is essential.

We also learn that if we are an agency with inspection/oversight responsibility, we will be held accountable if we do not follow through with corrective action before a tragedy occurs. Burying the head in the sand hardly ever brings good.

We also learn that once a tragedy occurs, we cannot knee jerk react from emotion. This investigation will take months. It's important to allow the authorities/agencies the time it takes to get to the bottom of the cause/solution, etc.

Presidential PR *continued*

year or so since airport's catering service changed hands. Because we know many members pay for lunch out of their own pocket, we wanted to delay an increase as long as possible.

However, the board feels the increase is now necessary to maintain the quality of our meetings while being fiscally responsible. As of April, the cost for members will be \$20, guests \$25 and students \$15. Walk-ins will pay an additional \$5 fee. We appreciate your understanding and look forward to your continued attendance.

FPRA Member Spotlight

Melissa Sheets
Community
Relations Liaison
Flagler County



Recently . . . Most recently I won the Flagler County Award of Excellence, the second highest honor awarded annually at our Employee Appreciation Day ceremonies.

Benefits of joining FPRA . . . After a year hiatus, I've rejoined FPRA because of the tremendous value of its membership. Networking and monthly programs are extremely beneficial and help keep my skills fresh.

Hometown . . . I'm originally from Baltimore, Md. – a wonderful place to grow up due to its proximity to historical and national treasures.

Education . . . I earned my B.A. from the University of North Florida. I'm currently pursuing an M.B.A. with emphasis in Public Administration.

How I de-stress . . . Don't laugh but I'm a soap opera addict. I can't miss a day of All My Children. I also enjoy spending time with my husband John and my 2-year-old son, also named John.

FPRA Volusia County Chapter **Officers and Board of Directors** **2005-06**

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

VP-Web Services, President-Elect – Joe Radcliffe, APR, City of Ormond Beach, (386) 615-7021, radcliffe@ormondbeach.org

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

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

VP-Chapter Communications – Andrew Booth, Daytona International Speedway, (386) 947-6714, aboath@daytonainternationalspeedway.com

VP-Public Relations – Lori Stone Maushund, APR, Workforce Development Board Center for Business Excellence, (386) 323-7087, loristonemaushund@wdb-fvc.org

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

Secretary – Pat Kuehn, APR, Volusia County Government, (386) 822-5062, ext. 2934 (from DeLand), (386) 239-7756, ext. 2934 (from Daytona Beach), pkuehn@co.volusia.fl.us

How To Think Like A 'Newsy'

By Joanne Magley
Florida Hospital Memorial System

Before taking the job as Marketing/PR Manager at Florida Hospital Memorial System, I was a TV news producer for seven years. I spent most of my career at TV stations in northeast Ohio, and I spent my last year and two months at WESH 2 News in Orlando, before switching gears and entering the world of Marketing. The main reason my current boss hired me was because I have a background in news media. When it came to marketing the hospital, Florida Hospital Memorial System was looking to spend less money on advertising and more time trying to get free media coverage. As many of you know, trying to get the local newspaper or television station to cover one of your stories can be quite the challenge and for a number of reasons. To better understand those reasons, I want to tell you about what goes on during a typical day at an Orlando TV station:



Joanne Magley, currently the Marketing/PR Manager at Florida Hospital Memorial System, was a TV News Producer and formerly worked at WESH 2 News (NBC) in Orlando.

Around 9:30 a.m. the mandatory morning meeting begins. Attendees include the news director, executive producers, line producers and reporters. They get things started by naming the "big stories" of the day. These are the "given" news stories, such as a bombing in Iraq, record low or high temperatures, the Texas mom who killed her five children, or the busiest shopping day of the year. Then, the producers chime in with their suggestions for stories they think should be covered that day. For example, one of them may have received a call about a dangerous intersection, or local scam artists who are targeting senior citizens.

After that, each reporter has to pitch at least three story ideas. Many times, no matter how hard a reporter fights for one of their stories, they lose, and are assigned another story to report on. That last point is very important for PR professionals to keep in mind. If

reporters have to fight to get their own stories on the evening news, PR professionals are really in for a battle.

That's why the way we pitch our stories is crucial. Here are some things to keep in mind:

1. Make personal connections with your contacts. If you're new to the area, call up the local reporters or assignment editors and make appointments to meet them. It's more likely your name (and story ideas) will stick with them if they've made a personal connection with you. If you're not new, make it a point to attend community functions, in which you know the local media will be present, and then introduce yourself.

2. Is your story idea newsworthy? A story about a new high-tech medical procedure for treating clogged arteries is definitely newsworthy, and worth pitching to the local media, if your hospital is the first hospital to do the procedure. What if your hospital is the first and only hospital in Volusia or Flagler counties to offer the procedure? It could still be a valuable story for readers in that area, but most likely, the Orlando TV stations and newspapers wouldn't care. It's not new or news to them, so don't waste your media contact's time by sending them a press release. More importantly, don't give them reason to think you have poor news judgment.

3. Does your story have a hook? What is it about your press release that would make a reporter or producer say, "That's a great story"? You have to have a hook. In November of 2005, the American Heart Association came out with results of a new study that showed the health benefits of pet therapy for people with heart disease. I wanted to try and localized this story, but I had to come up with a hook, since pet therapy isn't a new concept. As luck would have it, one of the dogs used in the pet therapy program at Florida Hospital Oceanside, was himself a disabled dog, which used a sort of doggie wheelchair to get around. Imagine those priceless pictures! All the local newspapers and two of the Orlando TV stations covered the story. But it gets better. The Today show got wind of the story, sent a crew to the hospital to get their own interviews and b-roll, and then flew the dog and its owner to New York, for a live appearance on the Today show.

So, the next time you're trying to pitch a story to the local media, ask yourself, "Why would the paper or TV station want to run this story?" Better yet, ask yourself, "Would I stop to watch this story on the news or read about it in the paper?"

March 14 Luncheon: 'No Spin. No Hype. Just Mad As Hell'



From left to right, Volusia Chapter President Molly Justice, FPRA President and guest speaker Adrienne Moore, APR, CPRC, and Immediate Past President Greg Milliken chat during the March monthly luncheon at Daytona Beach International Airport. Moore explained how she responded to recent attacks on the PR profession from reporters and columnists who considered PR professionals merely 'spin doctors.'



The Orlando Area Chapter of the Florida Public Relations Association is hosting the first-ever FPRA Blog Week.

The online event will run April 10-14 at www.FPRAblog.com and will showcase Florida-based public relations practitioners and vital topics to the public relations industry.

A schedule of topics and authors is already listed on the site. Make sure to visit www.FPRAblog.com and take advantage of this great professional development opportunity for members.

New Monthly Luncheon Fees

FPRA Members: \$20

Guests: \$25

Students: \$15

Walk-Ins will pay an additional \$5 fee.

A promotional poster for the Florida Public Relations Association's 68th Annual Conference. The left side features a stylized illustration of a three-masted sailing ship on a map of the world, set against a sunset background. The right side has a dark purple background with the text "August 6 - 9, 2006" in gold, followed by "discover the POWER of FPRA" in a large, white, cursive font. At the bottom right, the text "Florida Public Relations Association's 68th Annual Conference at the Ritz-Carlton on Amelia Island" is displayed in white. The FPRA logo, consisting of two overlapping speech bubbles, is positioned at the bottom left of the purple section, with the text "FLORIDA PUBLIC RELATIONS ASSOCIATION" to its right.