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January 10 Luncheon

Dana Chitwood, a highly sought-after presenter in the One-Stop Career System, will offer an entertaining workshop on how to create and maintain a positive work environment to the Volusia County Chapter of FPRA on Tuesday, Jan. 10, at the Daytona Beach International Airport.

The January meeting will begin in the Volusia Room promptly at 11:45 a.m. – rather than the usual meeting time of noon – so please plan to arrive by 11:30 a.m.

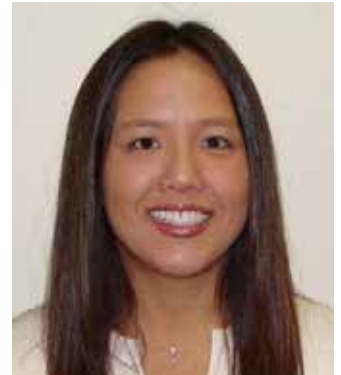
Tickets are \$15 for FPRA members, \$10 for students and \$17 guests (walk-ins pay an additional \$2). For reservations, please contact **Pat Kuehn**, APR, by Jan. 6 at (386) 763-2630 or pat.kuehn@palmer.edu

Welcome New Members

- Nancy Norman, Atlantic Center for the Arts, nlowden@atlanticcenterforthearts.org
- Charlann Wrlak, Conklin Center for the Blind, cwrlak@conklincenter.org

Presidential PR

Now that the holiday season is behind us, it's time to look ahead to what's in store for 2006. As you begin to evaluate your personal and professional goals for the new year, I'd like to ask you to add FPRA to the list.



Molly Justice, President

Is there more FPRA can do for you? Or is there more you can do for FPRA?

Everyone has different reasons for joining FPRA. I would guess that networking and professional development are most members' top reasons. The board of directors works hard behind the scenes to provide members with strong programming and professional development opportunities. But to maintain the value of FPRA to you and your employer, we need your help.

In the next few months, Immediate Past President **Greg Milliken** will be developing a slate of officers for the 2006-07 chapter year. I'd like each member to consider seeking an office or getting involved on a committee. You don't have to be a seasoned PR professional or longtime FPRA member to serve on the board. There are many opportunities for service – no matter what your strengths and talents are. Please feel free to contact me or Greg with any questions regarding board service or committee work.

Presidential PR *continued*

Not only will the chapter benefit from your service. You, too, will gain personal and professional rewards from FPRA board involvement. There's no better way to get better acquainted with chapter members and FPRA members across the state than board service. You'll also gain leadership skills while having increased visibility among public relations professionals in our community. Your ideas and contributions are critical to the success of this chapter.

Lastly, I'd like to thank the Media Day committee for putting on a great event in November. Strong representation from local media organizations combined with an engaged group of members and guests made for a morning of enlightening conversation. More details about Media Day can be found on page 5 of this issue of PR Waves.

Best wishes to all of you for a safe and prosperous 2006!

Save The Date: Upcoming FPRA Monthly Luncheons

- JANUARY 10
- FEBRUARY 14
- MARCH 14
- APRIL 11
- MAY 9
- JUNE 13

FPRA Volusia County Chapter

Treasury Balance \$5,776.97

(as of Jan. 5, 2006)

Volusia County Community Information Earns Awards

The Community Information Division of Volusia County Government recently was recognized at the Florida Government Communicators Association (FGCA) annual conference, held in St. Petersburg, for excellence in public information.

Community Information garnered a first-place Crystal Award for the "County Line" employee newsletter; a second-place award for "Leisurely Times" annual Leisure Services publication, a third-place award for the "Vote Early" campaign; second- and third-place awards for a pre-hurricane season "Media Day," and a third-place award for the county's Web site, www.volusia.org.

The Crystal Awards distinguish public information projects based on project impact, budget, research of needs, audience, goals and effective implementation.

Membership in FGCA is open to any government communicator in Florida, including those working for city, county, school board, public utility, water district and state agencies. FGCA became an official organization in 1989 and is an affiliate of the Florida Association of Counties.

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.

FPRA Member Spotlight

Kent Donahue
Public Information
Officer/Grants
Coordinator
City of Port Orange



Recently . . . Besides my normal public relations and grant responsibilities, I recently was assigned the wonderful task of running and programming Port Orange's Government Access TV station, pogTV Channel 99. What makes this responsibility enjoyable is that the video production and development of content for the station draws upon my art background.

Benefits of joining FPRA . . . FPRA offers me benefits in terms of professional development opportunities and learning from other professionals in the business. I would also add that developing friendships as another benefit. Our chapter has tremendous members.

Hometown . . . Kissimmee, Fla. Although my hometown has changed a great deal since Disney arrived, it still is the largest cow producing county east of the Mississippi River. Kissimmee holds many great memories, however, I will always remember playing baseball all day long during the summer months and being chased by a neighboring rancher's bulls.

Education . . . Undergraduate (Art) and graduate (Public Administration) degrees from the University of Central Florida.

How I de-stress . . . I enjoy spending time with my wife (we have been married 11 years) and our two kids. In addition, I read history books and when I get a chance -- play a little golf.

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

President-Elect – Melaney Nelson, Halifax Community Health System, (386) 254-4033, melaney.nelson@halifax.org

Immediate Past President – Greg Milliken, Neighbor To Family Inc., (386) 248-0712, Ext. 37, Gregory.Milliken@neighbortofamily.org

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, abooth@daytonainternationalspeedway.com

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

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

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

Secretary – Pat Kuehn, APR, Palmer College of Chiropractic Florida, (386) 763-2630, pat.kuehn@palmer.edu

Resource Library Now Available To Members

The Volusia Chapter of FPRA now has a resource library available to its members. The library consists of seven titles which can be used to expand your PR knowledge base and/or assist you in preparing for the accreditation exam.

If studying for the exam, please note competencies that are covered by each book as listed below. 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 **Susan McLain**, accreditation/certification vice president at smclain@ucnsb.net.

Public Relations Resource Library FPRA-Volusia Chapter

Advertising and Public Relations Law

By Roy Moore
Erlbaum, 1998

KSAs/Competencies Covered: History of and current issues in public relations; Business literacy; Ethics and law; Management skills and issues; Crisis communication management.

Effective Public Relations

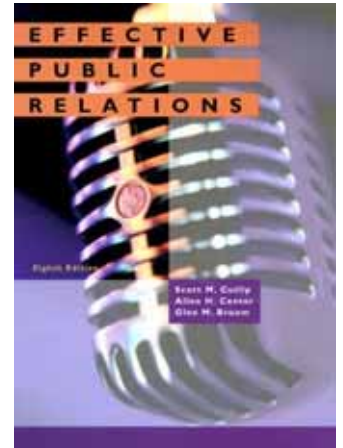
By Cutlip, Center and Broom
Prentice-Hall, 1999

KSAs/Competencies Covered: All

Primer of Public Relations Research

By Don Stacks
Guilford Press, 2002

KSAs/Competencies Covered: Researching, planning, implementing and evaluating campaigns; Management skills and issues.



The Volusia Chapter of FPRA now has a resource library available to its members that consists of seven titles which can be used to expand your PR knowledge base and/or assist you in preparing for the accreditation exam.

Public Relations: Strategies and Tactics

By Dennis Wilcox, et. al.
Longman, 2000

KSAs/Competencies Covered: All

The Handbook of Strategic Public Relations and Integrated Communications

Clarke Caywood, Editor
McGraw-Hill, 1997

KSAs/Competencies Covered: All

The Practice of Public Relations

By Fraser Seitel
Prentice-Hall, 2000

KSAs/Competencies Covered: All

This is PR: The Realities of Public Relations

By Doug Newsom, et. Al.
Wadsworth, 1999

KSAs/Competencies Covered: All

Media Day 2005

Media Day 2005 at Stetson University gave members and guests of the Volusia County Chapter of FPRA a chance to meet with reporters and editors, one-on-one, for a series of roundtable discussions and hear about the future of journalism and how new technologies have and will affect the work of public relations professionals from guest speaker **David Carlson**.



David Carlson speaks about the future of journalism and how new technologies have and will affect the work of public relations professionals.



Molly Justice, President of the Volusia Chapter of FPRA, delivers the welcome message during November's Media Day 2005 at Stetson University.



Guests at Media Day 2005 participate in roundtable discussions with local media.