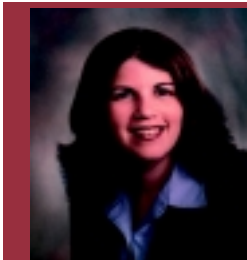




President's Message

It's trite, but true: Time flies when you are having fun! As the 2005/2006 year comes to an end, our chapter has a great deal to celebrate

We began the year with a healthy budget, a can-do attitude and very aggressive goals. Our overall goal was to improve the level of member satisfaction by implementing positive change in programs, communication and special events.



Nancy McCarthy, APR
Southwest Florida

Programs Chair **Karen Sloan, APR**, finalized an excellent lineup of speakers well in advance, allowing us to promote our programs year-round. In addition, our board made the decision to move our monthly luncheons "Back to Broadway," to the Broadway Palm Dinner Theatre. These tactics helped to increase attendance by 8 percent and

increase the number of members who were completely or very satisfied with luncheon topics by 42 percent!

We also invigorated the chapter during the Summer of FPRA! The "summer" began at the Fort Myers Relay for Life. More than 10 members and their families raised \$1,700 for the American Cancer Society's signature event. We toasted the best of the best in Southwest Florida during the 20th annual Image Awards program in May, spearheaded by **Kristine Nystrom**. PR University (PRU) was held at a fabulous new location, International College in Fort Myers. PRU chairperson **Kirsty Whelan** assembled an impressive roster of speakers and did an outstanding job promoting the event. We gave our media relations a boost at the media breakfast held on July 11 at Harborside Event Center. Nine local representatives from the media participated on the panel, with a keynote address from the Executive Editor of The News-Press.

The chapter also added a new professional development opportunity this year – PRU Book Club, organized by Membership Chair/President Elect **Olivia Orth**.

A comprehensive media directory was updated by our dedicated Publicity/Newsletter Chair **Kara Winton, APR**, and was purchased by more than 60 members and nonmembers. Kara also stayed busy designing the monthly newsletters that kept our members informed.

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August Luncheon...

"Professional Tips for Digital Photography"

Professional photographer Sam Johnson, owner of PBS Photography Studio, will give us a crash course in digital photography to help PR professionals improve their skills. Learn the basics about effective photo composition, lighting tips and digital quality control.

Luncheon attendees will be eligible to win a camera bag full of digital photography gadgets donated by the SmartDisk Corporation!

Tuesday, Aug. 22, 2006

11:30 a.m. to 1 p.m.

Broadway Palm Dinner Theatre

RSVP by August 16!

Register online today at
www.fpraswfl.org

Welcome New Members!

Kathleen Moye is publicity/events director for the Alliance for the Arts. Moye is responsible for all publicity and marketing efforts for the Alliance, and for coordinating and staffing all facility rentals and events. She has professional experience as a broadcast producer for WGCU Public Media and as a marketing/acting intern at Florida Repertory Theatre. She holds a bachelor of arts degree in liberal arts/theatre from Florida Gulf Coast University.

Kara Minoui is an account executive with Wragg & Casas Public Relations Inc. in Bonita Springs. In addition to prior account coordination experience, Kara has experience as a writer and editor. She holds a bachelor of arts degree in English with a Writing Emphasis from The Pennsylvania State University in University Park, Penn., and she pursued additional MA studies in corporate communications at Farleigh Dickinson University in Madison, N.J.

President's Message *(Continued from Page 1)*

Past President **Eileyn Sobeck-Bador, APR**, definitely did not rest on her laurels and held study sessions for members interested in earning their accreditation.

Our Web site is now always up-to-date thanks to our Web site chair, **Paul Filla, APR**, who implemented content management software that allows each board member to post information on programs, events, newsletters, photos and other information as soon as it's ready. Employers also have the capability to input job postings via the Web site - a benefit that has been used by more than 10 employers already.

Our Education Liaison **Jessica Doyle** coordinated our annual internship program and helped keep lines of communication open with FGCU. House and Attendance Chair **Laura Zocki's** winning smile greeted members at each monthly luncheon and she participated in virtually every FPRA event. Treasurer **Ria Brown** and Secretary **Cynthia Burgess** worked behind the scenes to tackle the chapter's administrative duties.

The hard work of the board of directors paid off! According to our annual survey, more than 80 percent of members are completely or very satisfied with their membership, an increase of 22 percent! In addition, we were able to increase the chapter's treasury by 46 percent! What does this mean for FPRA members? The financial strength of our chapter will allow us to provide more professional development opportunities to our members. I am forever grateful to the 2005/2006 board of directors and I am confident that we are leaving the board in very capable hands. Thank you for the privilege of serving as your president.

Professionally Yours,
Nancy McCarthy, APR

PRU Book Club

Join us for free monthly book club discussions! The FPRA Book Club meets at Cin Cin, a restaurant located on the corner of McGregor Boulevard and Cypress Lake Drive in Fort Myers.

Find a brief description for this month's book on the Calendar of Events at www.fpraswfl.org. For more info, contact Olivia Orth at Olivia@prioritymarketing.com or (239) 267-2638.

8/30: "The Radical Leap"

9/27: "Blog Marketing"

10/30: "Trillion-Dollar Moms"

Celebrating August Anniversaries:

Now 103 members strong, FPRA celebrates the following membership anniversaries this month:

Chris Bacon (2005)
 Cynthia Burgess (2003)
 Tina Haisman, APR (1997)
 Kaley Miller (2003)
 John Morrill (2005)

Pitfalls to Avoid When Writing Objectives!

By Eileyn Sobeck-Bador, APR

In last month's edition, we covered the ABCD method (Audience, Behavior, Condition, and Degree) of objective writing (Heinrich, et.al. 1996). But, even with the ABCD's included in your objectives, you can still face pitfalls if you don't develop your objective correctly. Common mistakes include:



1. Being too vast or complex. This is a detriment because your objective scope will be broad or could be more than one objective. This is very important because it will affect your measurability.
2. Not including a behavior, condition or degree of change, increaser or action in your objective. Be sure to include the behavior, condition or degree of change. This is the critical part of measuring your success.
3. A false 'given' will include instruction but not conditions. To avoid this, simply use only the ABCDs of objective writing as found in the previous month's article.
4. False performance will omit totally the observable performance. You need to describe what behavior you need to observe or experience. An example of a good and vague objective follows. You determine which is better of the two.
 - A) To encourage 500 potential new customers to sign up for a test drive of the new Kia Sorrento by Dec. 31, 2006.
 - B) New clients will sign up to drive and will purchase a new car before the end of the year.

You can't go wrong if you ensure that the public relations objective is a statement of a clearly defines the outcome desired. This is the specific attitude, or behavior you wish to influence at the end of your public relations campaign.

2006-2007 Board of Directors Elected

On July 11, the FPRA membership elected the following slate of officers to serve as FPRA Southwest Florida Chapter's board of directors for the 2006-2007 term, which begins in September. The official installation of officers will take place at the Aug. 22 lunch meeting.

President:

Olivia Orth

President-Elect:

Barbara-Anne Urrutia

Secretary:

Betsi Jones

Treasurer:

Karen Sloan, APR

House & Attendance Chair:

David Grey

Web site Chair:

Paul Filla, APR

Newsletter Chair:

Kara Winton, APR

Past President/Image Co-

Chair: Nancy McCarthy, APR

Image Co-Chair:

Laura Zocki

Special Projects Chair:

Kirsty Whelan

Programs Co-Chairs:

Vicki Collins and

Roger Sockman

Accreditation Co-Chairs:

Eileyn Sobeck Bador, APR and

Deb Webb, APR

Publicity Chair:

Helena Finnegan

Thank you and congratulations to these outstanding professionals for serving on the FPRA Southwest Florida Chapter Board of Directors!

FPRA Media Breakfast Proves to be an Energy-Packed Event

The Southwest Florida Chapter hosted another successful media breakfast on July 11 at Harborside Event Center. A crowd of more than 100 people attended the event to give their media relations an energy boost! Kate Marymont, Executive Editor of The News-Press, delivered a dynamic keynote address about the opportunities and challenges of on-line news. The informative panel discussion included nine media representatives from local media outlets. Thank you to the panelists, committee members and the FPRA board for making the event a success!

The Buzz about the Media Breakfast:

“...I found your meeting invitation and preparation to be well above average in thoroughness and professionalism ... Thanks for thinking of me, and don't hesitate to call on me again.”

- Forrest Carr; News Director, FOX-4

“Congrats on a great media breakfast everyone! I am so proud that our team was able to organize such a professional and informative event. I heard nothing but lovely things from everyone. Thank you for all the time and effort you put in!”

- Kirsty Whelan, Spiro and Associates

The Media Panel included:

Phil Borchmann, Editor, Gulfshore Business Magazine
 Forrest Carr, News Director, FOX-4
 Valarie Harring, Executive Editor, Breeze Newspapers
 Len Jennings, News Anchor, ABC-7
 Riddhi Trivedi-St. Clair, Business Reporter, Bonita Daily News
 Tony Schall, Assignment Manager, WINK
 Kate Marymont, Executive Editor, The News-Press
 Mitch Stacy, Supervisory Correspondent, AP-Tampa Bureau
 Jeff Woods, Photojournalist, Waterman Broadcasting,
 Jamie Yuccas, Reporter/Anchor, NBC-2

Special Thanks to the Media Breakfast Committee:

Erin Jolley, Priority Marketing
 Nancy McCarthy, APR, LCEC
 Olivia Orth, Priority Marketing
 Karen Sloan, APR, Lee County Libraries
 Roger Sockman, Florida Department of Health
 Laura Zocki, LCEC



Kate Marymont, The News-Press executive editor, discussed the on-line news industry during the keynote address at the Media Breakfast.



Members of the media offered tips for public relations practitioners during the panel discussion. Pictured from left to right are Riddhi Trivedi-St. Clair, Jeff Woods and Jamie Yuccas.

Public Relations Lift-off: Behind the Scenes at the NASA Newsroom

By Karen Sloan, APR

In July, two members of the Southwest Chapter of FPRA volunteered to assist in the Newsroom at NASA for the launch of the Space Shuttle Discovery. This opportunity was offered only to FPRA members, and Helena Finnegan and Heather O'Connell were among the 24 FPRA members statewide who were selected to participate. Finnegan is Public Relations/Marketing Manager for the Southwest Florida Museum of History and O'Connell is Community Relations Coordinator for Lee County Library System.

Find out what NASA does to accommodate the overwhelming number of media representatives that flock to the shuttle launches, what happens when a mission is scrubbed, and much more as Finnegan and O'Connell share their experiences at the FPRA chapter luncheon on Sept. 12.

FPRA Intern Available!

As she settles into her FPRA internship, Ashley Bell is interested in helping FPRA members and their organizations! Ashley is a senior at Florida Gulf Coast University and in addition to helping FPRA Southwest Florida Chapter board members, she is eager to learn from public relations practitioners on the job.

Ashley lives in Fort Myers and is majoring in communication and minoring in advertising. She is looking forward to graduating in December!

If you would love some extra help in your office, contact Jessica Grace at (239) 338-3500 or jgrace@leegov.com.

FPRA Set for 68th Annual Conference

Sunday, Aug. 6-Wednesday, Aug. 9, Ritz Carlton Amelia Island

The Annual Conference is the Florida Public Relations Association's premier professional development event. Each year FPRA members and other PR professionals join together for three days of professional development. The annual conference brings together professionals with a common goal - to enhance their career through professional development seminars, vendor presentations, and networking opportunities. By offering experts on a variety of industry-related topics, FPRA's goal is to present concepts and tactics that members can immediately apply to their own jobs. For more information visit www.fpra.org.

PR Web Link of the Month

You missed the 6 p.m. news and it just so happens it's the same day your organization was featured on the newscast! Don't panic, visit:

www.FlamePro.com

Flame Productions provides complete broadcast media clippings service in the Southwest Florida market.

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

Southwest Florida Chapter Officers:

President:

Nancy McCarthy, APR

President-Elect/Membership:

Olivia Orth

Secretary:

Cynthia Burgess

Treasurer:

Ria Brown

Past-President:

Eileyn Sobeck-Bador, APR

Directors:

Image Awards: Kristine Nystrom

Accreditation: Eileyn Sobeck-Bador, APR

Publicity: Kara Winton, APR

PR University: Kirsty Whelan

Programs: Karen Sloan, APR

House & Attendance: Laura Zocki

Newsletter: Kara Winton, APR

Web Site: Paul Filla, APR

Education: Jessica Doyle