

imPRESS

newsletter of the Southwest Florida Chapter

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 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

www.fpraswfl.org



November meeting

Turkeys and Triumphs

The good, the bad and the ugly

It's a tradition! Our November luncheon meeting fetes the best and the worst in real life PR experiences as we share Turkeys and Triumphs.

The format will be open mic so bring your stories to share! Increase your PR knowledge, get advice from the pros, great ideas and also learn what not to do.

In honor of Thanksgiving, we are collecting donations to share with those in need during the holidays. If you wish to participate, please bring cash, gift cards or canned food to the meeting.

Tuesday, November 6th, 11:30 a.m. to 1 p.m.

Broadway Palm Dinner Theatre

Register today at www.fpraswfl.org

Coming Soon!

The Southwest Florida Chapter of FPRA is working diligently to bring out the best! Look for a new opportunity to register for monthly meetings and other events online using your credit card.

Special Thanks!

Thank you to Dr. Julia East, CEO of the Southwest Florida Community Foundation for her dynamic presentation on leadership at the October meeting.

From the historians to present day professionals, Dr. East gave a complete look at leadership and all of its meaning including its' relationship with personality, power, management and environment.

Dr. East described the six key traits of leadership according to the most recent era. They are below. If you are in search of excellence, consider focusing on these key characteristics of leadership!

Drive

Desire

Honesty

Integrity

Intelligence

Knowledge of Business



Dr. Julia East (center) poses with fellow PR professionals at the Oct. meeting of the Southwest Florida Chapter of FPRA.

Welcome New Members

Kathryn (Katie) Meckley is the new communications coordinator at the Lee County Visitor & Convention Bureau. Prior to this she worked for Van Gogh Vodka/Luctor International, the Pensacola Sports Association and Pensacola Ice Pilots, ECHL. She graduated magna cum laude from the University of West Florida with a BA in Communication Arts/Public Relations and a minor in Marketing Applications.

Susan Lindenmuth is the public relations and education manager for Estero Fire Rescue. Prior to joining the fire department in August 2004, she worked for Woodward and Curran Water Utility Services and AmericanWater Services, a residual utility services company. She is certified

as a Florida Firefighter, Child Passenger Technician and has a long list of other impressive trainings on her resume. Lindenmuth graduated from Barry University with a Bachelor of Science degree in Professional Administration.

Happy Anniversary

Now 104 members strong, FPRA celebrates the following Nov. membership anniversaries this month:

Crystal Revak, APR.....2000
 Candace Rotolo.....2006
 Samantha Scott.....2006
 Mary Pelak Walsh, Ph.D...2004

President's Message



Barbara-Anne Urrutia SOUTHWEST FLORIDA CHAPTER PRESIDENT

I recently went to a Mary Kay retreat and was inspired by one of the speakers that talked about being an effective leader. He referenced Avery Johnson, a former professional basketball player and very successful coach of the NBA Dallas Mavericks. Johnson gave a speech about effective “E” words to live by in order to be a successful leader and I wanted to share them with you.

- Be Excited and Enthusiastic!
- Expect to win. We were designed to win. Play to win. Do not play, not to lose!
- Exchange negative thoughts. It all starts in the mind.
- Elevate your dreams. If it isn't big enough to make you a little nervous, it isn't big enough.
- Eliminate envy. This means you may have to give up some things in your life or some people.
- Evaluate your gifts, talents and strengths.
- Educate. Continue to learn and grow all the time no matter what age or level.
- Expectations. Be careful what you ask for, because you might just get it.
- Strive for Excellence. Don't settle for mediocre.
- No Excuses. Identify the difference between excuses and reasons.

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President's Message continued ...

- Become an Expert manager.
- Enjoy the Experience. Have fun and enjoy the journey! Appreciate people in your life...love and affirm them.

I hope you employ this simple advice in your daily personal and work life. It is a great time of year to count your blessings and say thank you to people in our lives. As we get closer to Thanksgiving, appreciate organizations like FPRA, the places we work, our colleagues, co-workers, friends and family. Also, think about the leaders who have helped you on your journey – life and professional. Drop them an e-mail or note and let them know you are thankful for their impact on your life.

I like to look at this list and see all of the things you can get out of your membership in FPRA. Please think of ways you can use your gifts and talents and all of the great opportunities for learning and growing that our chapter offers throughout the year. Renew your membership today – make sure to get in the statewide annual membership directory so your friends and colleagues can find you.

I hope the board embodies all of the “E” words this year as we strive to “Bring out the Best” in our chapter. Have a Happy Thanksgiving!!!



SOUTHWEST FLORIDA CHAPTER PRESIDENT

State of the PR Industry: The Best of Times, The Worst of Times

By Pam Cox-Nulman, APR



It is a great time to be a public relations professional. It is also a challenging time for public relations professionals. How is it possible to be both? A basic economic principal - supply and demand.

Consider the demand side. According to the 2006 U.S. Bureau of Labor Statistics Occupational Handbook, public relations employment will grow a robust 18 to 26 percent between 2004 and 2014. The demand for PR professionals is strong and on the rise. Good news for professionals at all levels, from new graduates to senior practitioners.

Now, take a look at the supply side. The number of public relations practitioners is growing exponentially. In the May 2005 AEJMC (Association for Education in Journalism and Mass Communication) Newsletter, 197 universities responding to a state of the industry survey, reported a collective 133 public relations programs and 53 joint advertising-public relations programs. Public Relations undergraduate and graduate programs are churning out new PR professionals by the thousands each year.

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Accreditation Column continued . . .

Our profession also faces serious encroachment by other professions, particularly at the senior level, where marketing, sales and financial functions frequently supplant PR at the management table. Translation – competition for jobs is at an all-time high.

What does this mean to you as a PR professional? It means you have to be the best of the best. A defined competitive edge, regardless of your number of years in the profession, will be essential to long-term professional success. As a PR professional you must be able to be a *strategic advisor*, in addition to a precision tactician.



You can never sit back and rest on the knowledge and skills you currently possess. Our culture, communication network and business environment evolve daily. Lifelong learning is synonymous with professional success. Earning your APR should be just one step in a lifelong commitment to continually upgrade your skills and acquire and apply new knowledge.

Is it time for you to sharpen your competitive edge? Consider earning your APR in 2008. An information session, followed by group study sessions for interested candidates, will be held shortly after the start of the New Year. Contact Pamela Cox-Nulman, APR for more information at (239) 405-0196, or accreditation@fpraswfl.org.

Get the featured APR Question of the month on the next page.

APR Question of the Month

Which of the following statements is true?

- A) If you hire a research firm to conduct intercept interviews on behalf of your organization, it would be considered secondary research because you did not conduct the research yourself.
- B) Analysis of an organization's archives can be considered either primary or secondary research.
- C) You find a consumer-attitude study done by the company three years ago, before you got there, in some old files. It is secondary research by definition because it was done at a previous time.
- D) An analysis of newspaper clippings is always secondary research because it is a study of things from the past.

Answer on page 12

WebLink

Need a great resource geared strictly for PR professionals? Check out PR News online for informative articles on business strategy, crisis communication, research, surveys and much more!

Visit www.PRandMarketing.com today!



Education Corner

By Kris McCoun, education chair

It's only mid-way through the semester and already the student chapter has almost twenty student members. This rapid growth in membership can, in my opinion, be attributed to three key things: 1) the infectious enthusiasm of the student board; 2) the reputation and strength of FPRA, and; 3) the fact that FPRA@FGCU is hosting some really spectacular, interactive workshops that give students the chance to learn from the best.

Attending the Networking Workshop on September 27th, and participating in one of the most involved Q & A sessions I've ever seen, were professional members: Heidi Davis, Pam Cox-Nulman, APR, Karen Ryan, APR, Lynn Schneider, APR, CPRC and Barbara-Anne Urrutia. These PR pros gave solid tips and insights on everything from how to get your foot in the door in a big-city market, to how to handle being the "newbie" at professional events and meetings.

Anyone interested in getting involved with our student chapter, finding a qualified intern or developing partnerships in the classroom, can email me at kmccoun@fgcu.edu.

And make sure to mark **November 15th** on your calendar. This next student workshop will focus on the ins and outs of taking PR pix that pop.

Media Directory

Now Available!

The Southwest Florida Chapter of the Florida Public Relations Association (FPRA) 2007-2008 Media Directory is now available to the public for sale.

This newly updated directory includes print and broadcast media from Lee and Collier counties, as well as Sarasota, Manatee and Charlotte counties. The new directory also lists contacts at new publications, as well as area chambers of commerce and visitor & convention bureaus.

This comprehensive directory is the perfect and NECESSARY addition to any business, organization or PR practitioner's toolbox, and provides easy access to hundreds of media personnel and other area officials with regular mail, phone and email. This tool can help reach your targeted audiences easily and efficiently.

This minimal investment is just \$35 for Florida Public Relations Association (FPRA) members and \$50 for non-members, plus tax.

To order your Southwest Florida **Media Directory** please email your request to: media@fpraswfl.org, or contact Roger at (239) 461-6110.

APR TIPS Answer: B)

About FPRA

An opportunity to grow!

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. The Southwest Florida Chapter of FPRA serves Lee, Collier, Charlotte, Hendry and Glades counties.

Southwest Florida Chapter Officers:

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Secretary: [Laura Zocki](#)

Past-President: [Olivia Orth](#)

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FPRA

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