



President's Word: When putting it off is no longer an option

Jun 29, 2010 09:29 am | FPRA SWFL Chapter



By: Kathleen Taylor

FPRA SWFL Chapter President

As the sun streamed through the afternoon rain, Josie the PR gal gazed out the window, ignoring the afternoon deluge of email. "I'll deal with that tomorrow," she said.

Josie sank in her chair and bemoaned the mound of work looming over her left shoulder. The contents of far too many individually labeled ivory manila envelopes bulged from all of the clippings and notebook papers full of scratch drawings and notes stuffed inside. She pulled out a folder from the back labeled "great ideas" and sighed at the irony of all those shiny new thoughts crammed in a dusty, forgotten folder. "When am I ever going to find the time to get to this?" she cried. "I'm so booked up with meetings and phone calls and daily duties that I'm too exhausted to actually go through all those ideas or even think about adding another project."

Josie felt so overwhelmed with possibilities that even simple routines had begun to feel monumental. She yearned for inspiration, yet dreaded the day a new project would come along. Her headache throbbed in her temples like a skipping CD track as a reminder of all the other things that she hadn't finished. This pile

of work is taking over my life, she thought. My husband jokes that he should send out missing-wife flyers, my dog barks at me when I walk in the house, and my mom keeps waiting for me to call her back. I wish I had the first thought on how to balance all this.

Sound familiar? Josie's story is one that you may have shared time and again with an empathetic friend. Sometimes in our efforts to do it all, we get into this self denial-driven, vicious cycle of the I-would-if-I-coulds, and it can hold us back from getting anything done.

Delaying that phone call you keep meaning to make or holding back on delving into a new exciting project can be so easy when we're already overwhelmed. The good news is that sometimes it only takes a single line through a to-do list item to start a new rhythm.

When we buckle down and focus on one task, finish it, then pick up the next piece and repeat, we can boost ourselves back into a cycle of accomplishment. As we struggle to make it in this multi-task-oriented world, we can lose both our focus and our motivation. Putting off big tasks or delaying new challenges just makes the stack bigger for tomorrow. As Josie might say, who has time for that? Finding time to realize your passions means deciding that putting it off is no longer an option.

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[Whoa! Totally rad, BIG 80s Sunset Social planning gets a move on](#)

Jun 29, 2010 09:21 am | FPRA SWFL Chapter



Like we are SO sure, that you will want to be in the mix for all the adventures in FPRA at the Sunset Social at Annual Conference this year. Our version of the Breakfast Club amped up at First Watch in June to divvy up duties and brainstorm bombdiggity details for this year's event. The Sunset Social (formerly known as the Scholarship Fundraiser) is where FPRA conference attendees chill out from business duties to have dinner, mingle with colleagues and friends, and have some wicked fun bidding on silent and live auction items.

The 2010 Sunset Social is going to be a blast from the past, 80s style, with totally rad costumes, games of awesomeness and, like, fantabulous prizes.

Here are the dude-licious deets (you know, the details?):

What: BIG 80s Sunset Social

Where: FPRA Annual Conference, Naples Grande Resort, ballroom

When: Sunday night, August 8, 5-7 p.m.

Why: Networking and silent/live auction fundraising event for Florida Public Relations Education Foundation (FPREF)

Cost: \$40 (separate from conference registration), includes dinner

Register and pay ahead: <http://www.fpra.org/>

**Conference attendance is not required to attend Sunset Social.*

Whoa! Worried that your kicks aren't rad enough for this bodacious bash? Don't have a cow...check out these 80s flashbacks for ideas: <http://www.inthe80s.com/glossary.shtml>

**Breakfast Club posse above from left front: Tiffany Esposito, Kate Gooderham, APR, CPRC Carla Ulakovic, Event co-chairs Sharon Arnold and Cheryl Garn, APR, and Pam Nulman, APR, CPRC.*

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[What to Do When the Media Call \(And the News Isn't Good\)](#)

Jun 28, 2010 04:20 pm | FPRA SWFL Chapter



Media Training for PR Professionals

Wednesday, July 14

9 a.m. – 4:35 p.m.

A very special opportunity has been brought to FPRA Southwest Florida Chapter members, thanks to Susan Bennett, APR, CPRC! On July 14, spend an action-packed day at The News-Press and Waterman Broadcasting learning hands-on interview techniques that will sharpen your media relations skills. For full details, [click here](#). This is a MEMBERS ONLY event and will be limited to a total of 25 attendees – first come, first served.

You'll spend the morning at The News-Press, where you will:

- Learn effective interview techniques from Susan Bennett, APR, CPRC
- Participate in the morning news meeting with The News-Press editors
- Tour The News-Press
- Discuss ethical dilemmas faced by The News-Press editors and how you would respond to them

Then travel to Waterman Broadcasting to spend the afternoon with NBC-2 and ABC-7 executives, where you will:

- Enjoy a working lunch with NBC-2 Executive News Director and Manager of Marketing and Promotions Darrel Lieze-Adams and Florida Weekly Publisher Pason Gaddis
- Practice what you've learned about effective media techniques in on-camera interviews with NBC-2 Anchor Jamie Yuccas
- Tour NBC-2 and ABC-7 with Waterman Executive Vice President and General Manager Steve Pontius
- Watch the 4 p.m. News live in the NBC-2 Studio

Best of all, you get an entire day of media training for only \$9.25, which includes a boxed lunch from Jason's Deli. We will also offer a Chapter t-shirt at a discount if you purchase in conjunction with this event. Attend the media training day, get lunch and a t-shirt for only \$20! Shirts will be distributed at the event.

Registration for this event is now full, but please email [Angie Strait](#) to join the wait list!

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[2010-2011 Board of Directors Proposed Slate Announced](#)

Jun 28, 2010 04:18 pm | FPRA SWFL Chapter

It is that time of year again when we present to the full membership, a proposed slate of officers for the FPRA Southwest Florida Chapter 2010-2011 Board of Directors.

Listed below you will find the recommended slate for the 2010-2011 Board of Directors. The chapter will officially present this slate for a vote of approval by the membership at the member meeting on July 13, 2010, at the Broadway Palm Dinner Theater at 11:15am. [Register now by clicking here!](#)

The Officers as approved, as well as appointed Committee Chairs on the Leadership Team for 2010-2011, will be officially inducted at our member meeting on September 7, 2010. If you have any questions, please feel free to [Jessica Clark](#).

President: Pam Nulman, APR, CPRC

President Elect/Membership: Carla Ulakovic

Immediate Past President: Kathleen Taylor, APR

Secretary: Laura Puerto

Treasurer: Erin Comerford

VP Member Relations: Julia Babair, APR, CPRC

VP Professional Development: Kate Gooderham, APR, CPRC

VP Communications: Jessica Clark, APR

VP Community Relations: Tiffany Esposito

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[Conference Update](#)

Jun 28, 2010 04:17 pm | FPRA SWFL Chapter



Fantastic New Speaker Joins FPRA's Annual Conference Line-up!

Hear and learn from the Publix Super Markets Media and Community Relations Manager, Shannon Patten as she shares the research and strategies behind building the Publix GreenWise Market Brand

To learn more about this talk and others [click here now!](#)

[read more](#)

[Updated Media List is now available](#)

Jun 28, 2010 04:17 pm | FPRA SWFL Chapter

The FPRA SWFL Chapter's media list has been updated. Members can now download the updated list free of charge. Just register under the Member Access button on the FPRA SWFL Chapter website, (if you haven't already done so) to obtain your member password in order to access the file. [Click here](#) for a direct link to the FPRA SWFL Member Access login page.

[read more](#)

[Southwest Florida Chapter Celebrates 25 Years:](#)

Jun 28, 2010 04:17 pm | FPRA SWFL Chapter

FPRA goes back to the 80s for July meeting

Join us for the July meeting as Lynn Schneider, APR, CPRC, takes us on a trip down memory lane and

reviews the 25-year history of our chapter along with many highlights from its illustrious past. Lynn, who served as president of the chapter in 1990 and president of the state association in 1999, has unlocked the FPRA vault and dug out plenty of photos and videos from the chapter's past including the amazing highlights of each year, the inspiring members who served in chapter leadership and on the board, and some interesting facts about our chapter that you probably don't know!

Will the presentation include plenty of photos of members with hairstyles from the 1980s? Absolutely! Will there be embarrassing video footage of members in various skits and lip synching contests? You bet! Along this stroll down memory lane, we'll highlight some of the news stories and public relations events that made the 1980s a decade worth remembering.

Don't miss this chance to learn more about our chapter and the professionals who have been involved along the way. Join us for the lunch meeting from 11:30 a.m.-1:00 p.m. at the Broadway Palm Dinner Theatre. [Click here to register now!](#)

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[How Competitive Are YOU in Today's Marketplace?](#)

Jun 23, 2010 12:33 pm | FPRA SWFL Chapter

Accreditation in Public Relations (APR) and Certified Public Relations Counselor (CPRC) certification are two proactive, affordable "short term investment/long term benefit" opportunities available to FPRA members. For less than the cost of many one-day seminars, Accreditation and Certification offer credentials that can last a lifetime.

Accreditation is offered through the [Universal Accreditation Board \(UAB\)](#) to members of participating organizations, including FPRA. Though five years of public relations practice was previously required, ALL members are eligible regardless of years of experience. However, the objective, multiple-choice, computer exam does test a variety of knowledge, skills and abilities, so members interested in seeking accreditation need to be prepared in a variety of skill areas.

Certification is a unique, second tier credential offered exclusively to FPRA members. Candidates must have previously earned their APR and have ten or more years experience in the field of public relations. Though it is a second tier credential, it is not APR 2.0. This exam is a subjective exam that requires candidates to draw from their experience to solve problems and present solutions. Earning the CPRC credential involves passing a written exam (16 essay questions) and an oral exam (presentation of a public relations program or project).

For more information on Accreditation and Certification, as well as any available chapter or State Association rebates, please contact [Mary Briggs](#), Accreditation Chair for the Southwest Florida FPRA Chapter.

[read more](#)

Crisis Communication Planning – It Works!

Jun 23, 2010 12:32 pm | FPRA SWFL Chapter



By: Phyllis Ershowsky, APR, CPRC

From the time we take our first steps as PR assistants to the day we become experienced professionals, we are reminded about the importance of cultivating a thorough crisis communication plan. In most cases we file it away, secure in the fact that it's there if we need it. For me, that was yesterday. The beauty of a well thought out crisis communication plan? It actually works.

Leaving out names to protect the innocent, no sooner had I completed a crisis plan for a new client than a crisis occurred: a key employee walked off the job without notice. She was the only full time person licensed to manage one of the major functions of this organization and without a replacement, the regulatory agencies warned they would shut down the business within the next two days. To complicate matters, this same employee called the media about the impending shut down and two TV stations got right on it. We had five hours to get control of the situation until the 6 p.m. news. What to do? Refer to our newly minted, trusty crisis plan, of course.

Within two hours, we appointed a spokesperson, drafted a statement for the media, coached the client, contacted the media with a response and set a time with the reporters for an update. The result? While the news stories ran as scheduled, the facts were presented fairly and the points we made in the statement were mentioned right up front. There was little drama and the impact was minimal.

Here were the lessons learned:

1. By planning calmly and rationally in advance, we were prepared for the worst.
2. We had an immediate plan to put into action – no time was wasted.
3. Because we were so calm and organized, the client was too – and that made a huge difference in the outcome.

I highly recommend preparing a thorough crisis communication plan for your client's or organization's peace of mind – and yours as well!

Phyllis Ershowsky, APR, CPRC and principal of PKE Marketing & PR Solutions, has more than 25 years experience developing creative strategies to help clients establish positive reputations and relationships with their key publics. She is also an adjunct professor at Florida Gulf Coast University and has served as our local FPRA chapter's vice president of member relations for the past two years.

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