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Dec. 12 Lunch Meeting

Trista Wallace, APR, a senior account executive in the PR Plus department of the Dalton Agency in Jacksonville, will talk about "Staging Events to Create Media Buzz" at the Tuesday, Dec. 12, meeting of the Volusia County Chapter of FPRA.

Wallace specializes in writing strategic PR plans, media relations, event planning and community relations, and recently became the strategic events director in charge of producing special events for the agency's clients.

Networking/sign-in will begin at 11:30 a.m. in the Volusia Room of Daytona Beach International Airport, with lunch starting at noon.

Make your reservation today! The cost is \$20 for members; \$25 for non-members and guests; \$15 for students.

For reservations, please contact **Karen Chrapek**, at (386) 523-1440, ext. 124, or via e-mail at Karen.chrapek@ntf.org by noon Friday, Dec. 8. Cancellations received after 9 a.m. Dec. 11 will be billed.

See you Dec. 12!

Presidential PR

Post-election analysis: Are we Spin Doctors or PR Pros?

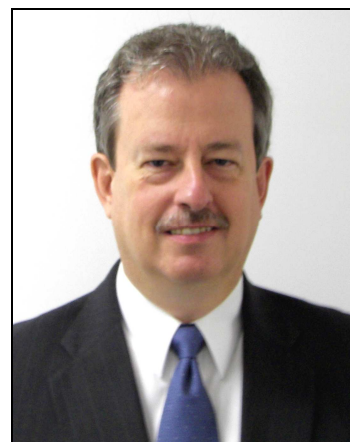
The November elections were a good reminder of how much of an impact our profession can have on society – right or wrong.

As public relations professionals, and FPRA members, our responsibilities are to foster ethical and truthful public dialogue. The media and the overall public rely on us to get them the facts about the issues. At the same time, PR professionals are expected to represent and be an advocate for their organization.

If that organization is in a campaign battle, we are expected to find a way to win. Sometimes that puts us in a position of choosing between our ethics and our jobs, but hopefully we are able to convince our superiors the value of not spinning the truth.

To me, elections are tough on our profession, because people associate the national spin doctors and the producers of those sinister negative ads with the PR profession as a whole. They know they are being lied to, or at least getting "spun," so they may come to think of all PR pros as professional liars.

Hopefully, people are learning the difference between a true PR professional and a campaign spin doctor. Voters are also learning that the reason they keep seeing negative ads at all is because they work. We have started seeing a backlash against negative ads



Joe Radcliffe, APR, president

Presidential PR *continued*

and more of an effort by the media to sort the facts from the fiction.

Our local elections included several very important county charter amendments, as well as an Ormond Beach charter amendment on height limits. As the public information officer for Ormond Beach, I can say our city information materials, like the county's, had to be neutral and factual. It was difficult to cut through the big money campaigns to get the basic facts out there, but we tried.

It was gratifying when citizens called me or other staffers to find out the "truth" about the height limits issue. Sometimes they were in favor, sometimes against, but they appreciated someone who could summarize both sides of the issue, and sift out the facts from the opinions.

In the end, the only vote we really need to worry about is whether we have maintained our credibility with the people we serve.

FPRA kicks off new membership year

Thirty-five members of the Volusia Chapter of FPRA renewed their memberships by Nov. 1, and will receive a voucher for one free regular luncheon meeting. Vouchers can be picked up at the December meeting, and can be redeemed for that meeting or any other meeting (except the Great Communicator Award luncheon) now through June.

There are 1,462 members statewide. There are 15 chapters, with membership ranging from 28 (Nature Coast Chapter) to 145 (Orlando Chapter).

You must renew by Dec. 31 to be included in the state directory. **QUESTIONS?** Contact Andrew Booth, v/p membership, at (386) 947-6714 or abooth@daytonainternationalspeedway.com.

Welcome to new members:

- Patricia Friend, MASCO Contractor Services
Patricia.friend@mascocs.com
- Anastasia Shaw Bucksath, student, Rollins College
sashaw@rollins.edu



Dave Byron, APR

Time to prepare for PR crises is now!

Your agency's CEO is arrested. Your office overlooks a required advertisement that jeopardizes an election. A thousand reporters show up in the middle of a natural disaster.

Crisis is inevitable in public relations.

The time to prepare is now! Advance planning, including a detailed, written plan, is critical in crisis communications, said Dave Byron, APR, longtime community information director for Volusia County government. In the midst of an emergency, there's no time to hunt down phone numbers or look for biographies and maps.

Byron presented, "Crisis Communication – Is Your Organization Prepared?" at the Nov. 14 meeting of the Volusia County Chapter of the Florida Public Relations Association. He shared a list of "rules" to follow when crisis hits.

- 1) Consult your plan, meet quickly with those in charge and get the facts together.
- 2) Name a spokesperson. This should be the best communicator – not necessarily the CEO.
- 3) Rehearse for interviews, anticipating all questions.
- 4) Respond proactively as quickly as possible.
- 5) Be open and honest. Provide a package that documents what occurred. Don't hide

FPRA Member Spotlight

Bob Barker

**Instructor,
Daytona
Beach
Community
College**



Recently . . . I was certified at Daytona Beach Community College in 1994 and teach courses in Marketing, International and Global, Public Relations, Advertising, Retailing, Sales and Quality Service Management, having close to 1,000 students take the courses. I developed the PR course at DBCC from the same textbook used at Michigan State University and also modeled the course from the one at the University of Florida. However, I have 25-30 students at DBCC, compared to 600 in a class at UF!

I was VP/Membership for the chapter and served on the board during the presidencies of Cathie Kershaw and Lori Campbell Baker. We had the highest percentage of new members on my watch.

Benefits of joining FPRA . . . When I first joined a PR chapter and AdFed around 1978 in Detroit, it had mostly advertising types in it. But PR chapters have been the greatest way to meet people on the same wavelength as me and have been a source for networking for me within the industry.

Hometown . . . Wyandotte and Dearborn, Mich.

Education . . . Degrees in Communication Sciences and Arts and Law, attending Michigan State, LaSalle, UF and the University of Wisconsin.

How I de-stress . . . swimming, watching "24" and teaching at DBCC.

FPRA Volusia County Chapter Officers and Board of Directors 2006-07

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

President-Elect – Pat Kuehn, APR, Volusia County Government, (386) 239-7756, ext. 2934, pkuehn@co.volusia.fl.us

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

Secretary – Karen Chrapek, Neighbor to Family, (386) 523-1440, ext. 124, Karen.chrapek@ntf.org

VP-Finance – Chantel Nel, Tavern and Chapel in the Garden, (386) 451-5137, sagirl@msn.com

VP-Membership – Andrew Booth, Daytona International Speedway, (386) 947-6714, abooth@daytonainternationalspeedway.com

VP-Programs – Melissa Sheets, Flagler County Government, (386) 437-7480, ext. 227, msheets@fcbcc.org

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

VP-Public Relations – Dai Durrance, U.S. Tennis Association, Florida Section, (386) 671-8930, durrance@florida.usta.com

VP-Web Services – Mary Dorn, APR, (386) 672-9152, prexpert@earthlink.net

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

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

Save the Date(s)

The **69th Annual Conference of the Florida Public Relations Association** will be held **Aug. 5-8, 2007**, at the Ritz-Carlton Sarasota. The Annual Conference is FPRA's premier professional development event. So save the date and plan for conference in your budget!

The Counselor's Network will have its Mid-Year Meeting Feb. 8-10, 2007, at White Oak Plantation in Yulee. Membership in the Counselor's Network is open to any universally accredited member in good standing of FPRA who is actively engaged in providing counseling service, as an employee of a PR firm, corporation, organization or agency, and who has been engaged in a counseling capacity for at least three years. Information on membership and the conferences is available on the state Web site: www.fpra.org.

Crisis Communication *continued*

- anything or spin the facts.
- 6) Admit mistakes and apologize; humanize the problem; globalize the problem (put it into perspective).
 - 7) Explain in detail how the problem occurred.
 - 8) State a corrective course of action.
 - 9) Post materials on your Web site.
 - 10) Restore credibility and reputation when the crisis is over.

All businesses, non-profit agencies and governments should have a crisis communication plan, approved by the head of the organization, in place at all times, Byron said. Information that should be covered includes contact information for key people, biographies on key people, facility fact sheets for major buildings, a biography about the company/agency, locator maps and personnel assignments. The plan should include a checklist of items that might be needed to handle press inquiries during an emergency – and where to find those items quickly.

B-CC's Vision Student Chapter offers Mass Communications Conference

The Vision Student Chapter of FPRA at Bethune-Cookman College recently put on the 12th annual Mass Communications Conference at B-CC. The theme was "No Limits: New Jobs With Old Purposes." Among the speakers was FPRA Volusia member Tony Welch, general manager of WROD radio.

FPRA Orlando conducts workshop

The Orlando Chapter hosted a Professional Development Workshop this fall, and some of the presentations are available through the state FPRA blog, at www.fprablog.com.

Keynote speaker John Moore gave a presentation titled "Tribal Knowledge: Lessons Learned From Working Inside Starbucks." He talked about the Starbucks brand, with emphasis on "tribal knowledge," which is the information you learn while you work for a company that is never written down, but simply becomes common knowledge among those inside.

Scott Allen of MindComet did a presentation on viral marketing. "Viral" refers to how the message spreads, not what sort of message you deliver, he explained. So anything can be viral, whether it's a blog, a video or anything else. As long as people spread it, it can be viral. According to Allen, viral marketing can be used for several purposes. Internal communications, community tools, downloadable resources, promotions, brand awareness, and sales drives are all purposes that can be served with viral marketing.

www.fprablog.com includes information on a variety of other PR subjects from around Florida.