

Volusia/Flagler Chapter

PR *pulse*

THE MONTHLY NEWSLETTER OF THE VOLUSIA/FLAGLER CHAPTER
OF THE FLORIDA PUBLIC RELATIONS ASSOCIATION
WWW.FPRAVF.ORG

June 10 luncheon: Using MySpace and Facebook for public relations and marketing

The Volusia/Flagler Chapter of FPRA will host "Marketing and Communicating through Facebook, MySpace and Other Social Networking Web Sites" at its June 10 luncheon. The speakers will be Stetson University's Savannah-Jane Atkins, community engagement specialist, and Jeannie Dellutro, assistant director of student activities for involvement and diversity programs.

Atkins and Dellutro will explain how and why MySpace and Facebook can be used effectively for public relations purposes, especially with young audiences. They will demonstrate how to promote events and groups on free social networking Web sites available to anyone.

Check-in and networking will begin at 11:30 a.m., and lunch will be at noon in the Volusia Room of Daytona Beach International Airport. Registration must be made by 4 p.m. Friday, June 6. Cancellations made after 10 a.m. Monday, June 9, will be billed. You may register online at www.fpravolusia.org or by contacting Karen Chrapek at (386) 523-1440, ext. 124, or Karen.chrapek@ntf.org. Cost is \$20 for members, \$25 for nonmembers and walk-ins, and \$18 for students.

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Atkins



Dellutro

Sponsorships available!

You can sponsor the June 10 FPRA meeting for just \$125. Sponsorships include promotion on the chapter Web site, in our PR Pulse newsletter and e-mail invitations. You'll also get to set up a sponsor table display and enjoy lunch with the area's top PR professionals. For more information, contact Joe Radcliffe, APR, at radcom@bellsouth.net

Spokesperson Training prepares PIOs to inform public during hard times

What is newsworthy? It could be something new, timely or timeless, but essentially it is whatever a reporter or editor decides is news, according to John Babinchak II, former business editor/bureau chief of the Orlando Sentinel and managing director of Carlman Booker Reis (CBR) Public Relations in Maitland.



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"News can happen if the timing is right," Babinchak said. The reason items that seem newsworthy can be bumped to a small blurb is that news changes constantly. Many editors notice news ideas on the drive to work, he added.

Lori Booker, APR, founder/CEO of CBR made an impressive promise Friday, May 2, at the start of a spokesperson training seminar that the audience will be itching to talk to members of the media when they leave. The extra training came in handy later that day for at least one of the 49 public relations practitioners and emergency services public information officers (PIOs).

The Volusia/Flagler Chapter of the Florida Public Relations Association hosted the five-hour WCBR Executive Media Training seminar and luncheon, which provided hands-on print and broadcast training to members and guests who talk to the media as part of their jobs. The Museum of Arts and Sciences provided the training ground where communicators learned to re-think their typical messages to the public during a crisis.



"What people want to know first is, they're safe," said Booker. "That's your job as a PIO, to tell them that they're safe or how to get safe."

Babinchek, center right, held a roundtable discussion with Spokesperson Training attendees and gave insight into handling print media interviews.

She cautioned the audience to respond to media inquiries after they themselves are informed about a situation. PIOs definitely should not say "no comment," but should inform themselves before informing others.



FPRM Member Susan Cerbone was in the hot seat as Lori Booker, APR, acted the part of a tough reporter.

Babinchak presented the journalist's or editor's perspective. Florida is a "dream state" for journalists due to the open records laws, he said. Despite the ease of information flow these laws provide, public relations specialists should work to educate reporters about the information they seek, such as technical abbreviations.

In addition to putting participants on the spot with microphones and cameras, Booker and Babinchak gave tips on the best times to reach various media, and provided handouts detailing "21 Steps to a Great Interview" and "Media Readiness Audits" for interview preparation. Most importantly, they promised that the participants could call CBR for advice when a public information crisis erupts.

Thanks to the committee, led by Chapter President-elect Melissa Sheets, to Booker and Babinchak for donating their time and Spokesperson Training sponsors: the Daytona Beach Museum of Arts and Sciences, Florida Hospital, Radcliffe Communications and Far Reach Technologies.

Thank you to our Spokesperson Training sponsors:



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News from FPRA Volusia/Flagler and the state association

- **FPRA's 70th annual Conference** is the Florida Public Relations Association's premier professional development event. This year's event is **Aug. 3 - 6 at Gaylord Palms Resort & Convention Center**. Learn more at www.fpra.org.
- People now have access to so much content, and have so many ways to gather news and information, that the likelihood of your corporate message penetrating through the clutter is virtually nothing. In the latest **FPRA White Paper**, you'll learn more about social media relations and how to measure the effectiveness of your communications. Click on the link below and log into the member section of FPRA Online, www.fpra.org.
- FPRA Volusia/Flagler's **April financial report** showed chapter in the black for another month. As of March 24, the Chapter balance was \$5,037.04.
- Need to upgrade your skills through short-term training, but your company doesn't have the funds? The **Center for Business Excellence** may be able to assist, but time is limited. Funding is available to assist your employer or you (for those with established consulting firms). For details and criteria, please contact FPRA Volusia County Chapter member Lori Stone Maushund, APR, at (386) 323-7087 or loristonemaushund@cbe-fvc.org today.
- The Volusia/Flagler chapter of FPRA presented the first-ever **Bethune-Cookman University Scholarship Fundraiser** at the university's performing arts center March 11. Chapter members and students solicited more than \$800 in scholarships, and the net profit, estimated at \$1,000, will be given to the FPRA/Bethune-Cookman University Public Relations Scholarship Fund.
- Have you visited www.fpravf.org lately? Kudos to **Mary Dorn, APR**, our VP of Technology, who recently added the following new features to the Volusia/Flagler FPRA Web site: a PayPal option and registration system, student resource page, calendar page listing local and state events. Check it out!
- Anastasia Shaw Bucksath has decided to step down from her position as student chapter liaison/historian on the Chapter board to pursue other professional goals. The board thanks her for her energy and efforts in serving on the Chapter board, and wishes her the best in the future. **Thanks, Anastasia!**
- FPRA Volusia/Flagler is delighted to welcome **Kent Donahue**, PIO and grants writer for the City of Port Orange, back to our chapter! Glad to have you back, Kent!

Volusia/Flagler Chapter of FPRA: 2007-'08 Board of Directors

Pat Kuehn, APR, President
pkuehn@co.volusia.fl.us

Joe Radcliffe, APR, Immediate Past President
radcom@bellsouth.net

Melissa Sheets, President-Elect
msheets@flaglercounty.org

Cindi Brownfield, VP of Programs
cbrownfi@stetson.edu

Pam Hamlin, VP of Membership
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Chantel Roy, VP of Finance
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Vickie Pleus, APR, VP of Chapter Communications
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Debi McNabb, APR, VP of Accreditation and Certification
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Mary Dorn, APR, VP of Web Services
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Sharon Warriner, VP of Public Relations
sharonwarriner@cbe-fvc.org

Karen Chrapek, Secretary
Karen.chrapek@ntf.org

Halifax Health trio joins FPRA

Please join us in welcoming **John Gonda**, **Salina Wang** and **Dai Durrance** to the Volusia/Flagler Chapter of the FPRA. All three are employed by Halifax Health and are familiar faces at FPRA meetings.



Gonda

The oft-quoted Gonda is the health system's public relations director and primary spokesperson. He develops communications campaigns, leads media training for system executives and physicians, and handles crisis communications. Previously, he was director of marketing and planning at a 119-bed hospital in Chelsea, Mich.; and director of marketing and public relations for Forum Health, an integrated health system in Youngstown, Ohio. Gonda has a bachelor's degree in professional writing from Youngstown State University.

As public relations manager for Halifax Health, Wang is a PIO/PR hybrid, serving as the health system's public information officer and overseeing internal communica-



Wang

tions. She also assists with media relations and manages the production of a quarterly external newsletter. Before joining the health system in 2006, she was Stetson University's assistant director of sports information. Wang has a bachelor's degree in communications from the University of Alabama and a master's degree in sports management from Troy University.



Durrance

Durrance is a returning chapter member, having served as vice president of public relations from 2006 to 2007. Before joining Halifax Health as a marketing/communications coordinator last year, she was a communications coordinator for the U.S. Tennis Association Florida. At Halifax, she writes news releases, works with the media, and coordinates special events. She has a bachelor's degree in public relations from the University of Florida.



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Chapter nominating committee announces 2008-09 slate of officers



Radcliffe

On behalf of the 2008-2009 Nominating Committee, I am pleased to present the proposed slate of officers for the year starting Sept. 1. My thanks to Melissa Sheets and Karen Chrapek for their assistance in putting together an impressive slate of nominees.

Additional nominations may be made by written petition signed by at least 15 percent of the qualified voting membership of the chapter and filed with Chapter Secretary Karen Chrapek (karen.chrapek@ntf.org) before the June 5 board meeting. If additional nominations are made, they shall be included on the ballot, which shall be e-mailed to members immediately following the June board meeting.

Chapter members in attendance at the June 10 monthly luncheon will vote on the slate of nominees for the new board of directors. The new board will be installed at the August luncheon.

- Joe Radcliffe, APR

2008-2009 FPRA Volusia/Flagler Proposed Slate of Officers

President:

Melissa Sheets, Flagler County

Immediate Past President:

Pat Kuehn, APR, Volusia County

President-Elect:

Mary Dorn, APR, PR Consultant

Vice President of Finance:

John Gonda, Halifax Health

Secretary:

Charlann Wrlak, Conklin Center

Vice President of Membership:

Pam Hamlin, American Red Cross

Vice President of Communications:

Vickie Pleus, APR, Volusia County

Vice President of Programs:

Marisol Moreno, Homewood Suites by Hilton

Student Chapter Liaison:

Victoria McGuirk, APR, PACE Center for Girls

Vice President of Public Relations:

Ted Nikolla, Palmer College of Chiropractic

Vice President of Accreditation:

Debi McNabb, APR, Florida Hospital Fish Memorial

Vice President of Technology:

Wendi Jackson, City of Deltona



Volusia/Flagler Chapter



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