

[<Back](#) [Print](#)Having trouble viewing this email? [Click here](#)**January 2010**

## *Talking Points*

**A Newsletter for PRSA Orlando Members**

### **President's Message**



It is truly an honor to serve as president of the Orlando Regional PRSA Chapter for 2010. Through my involvement with the chapter over the years, I've been able to enhance my skills as a PR practitioner and develop great relationships with many tremendous communications professionals. It's rewarding to be able to lead our chapter to ensure these opportunities continue.

Last year was very challenging and interesting to say the least. From the continued economic struggles to what seemed to be an endless array of worldwide scandals (some in our very own backyard), 2009 gave us a lot to ponder and discuss. In many cases, public relations approaches were at the forefront of these issues. Combined with the continued transition of communications and media, this has, in my opinion, heightened the value of sound public relations practices and those who provide them.

While many argue that we are still in the midst of a deep recession, there appears to be a glimmer of optimism for the New Year. While 2010 will most certainly provide its own challenges, I feel a slow and steady turnaround is in the making. Thanks to hard work, innovation and creativity, progress is being made and you need look no further than PRSA.

Our friends and colleagues at PRSA national closed 2009 with a number of accomplishments. Whether it was the launch of a new and improved [Web site](#), creation of our industry advocacy campaign, "[The Business Case for Public Relations](#)," or continued leadership in examining the blending of social media with traditional communications, our leaders from the national offices ensure that PRSA continues to be the preeminent resource and thought leader in our field.

Right here at home, we have some exciting new things happening as well. Following national's lead, we will launch an all-new [chapter Web site](#) this spring that will be your source for local news and information related to our industry. Staying with all things digital, we also will increase our presence in social media to better

communicate chapter happenings, share insight and gather feedback from our members. Lastly, we plan to have an increased focus on advocacy for our profession on a local level. And of course, we'll continue to provide all that you've already come to expect.

To wrap things up, I, along with our Board of Directors, am here for you, our members. If you ever have a question or suggestion related to the chapter or our industry, don't hesitate to call on us. We greatly appreciate your feedback and support. Here's to a great 2010!

Mason Moore  
President, PRSA Orlando Regional Chapter

## January Luncheon: Commuter Rail & Corporate Advocacy

### *How Our Region Finally Completed The SunRail Initiative*



Bob O'Malley, APR, and Roy Reid, APR, will walk attendees through the complex communication challenges and programs that brought the final votes to the Florida Senate to pass statewide passenger rail legislation in a recent special session.

Additionally, they'll provide insight and a special look at how CSX will move forward to develop the next stages of its corporate advocacy program in light of its evolving role in Florida.

**WHEN:** Thurs., January 21, 2010

**TIME:** Networking/Registration: 11:30 a.m., Luncheon: Noon

**WHERE:** Citrus Club, Downtown Orlando

**COST:** \$25, PRSA members, \$40, nonmembers, \$15, students

For more information and to register, visit [PRSA Orlando](#).

To learn how your organization can sponsor a PRSA Orlando event, e-mail [Teresa Donaldson](#) or [Christina Morton](#) or visit [PRSA Orlando](#).

## Welcome!

- Mark S. Bubriski, Director of Media Relations, FPL Group
- Kathleen Kuhnen, Marketing Communications Specialist, Raydon Corporation

## Are You Ready For APR?

Looking to take your professional development to the next level? APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and its ethical practice. Candidates earn accreditation based on broad knowledge, strategic perspective and sound professional judgment.



A series of APR study workshops will begin February 15, and all interested candidates are invited to attend. The first one-hour workshop will be an overview of the APR process and the study program.

Monday, February 15, 6 p.m.  
Florida Fruit & Vegetable Association  
800 Trafalgar Court, Suite 200  
Maitland, FL 32751  
321.214.5206

Visit the official [Universal Accreditation Board Web site](#) for the Candidate's Process Chart for the Examination for Accreditation in Public Relations and the Eligibility Form.

### **About APR Workshops**

APR workshops are free to active PRSA or FPRA members and will be held weekly from February 15 through April 12 at a convenient time and location for participating candidates. Led by seasoned APR facilitators, the one-hour sessions include discussions of core topics covered on the APR computerized exam. While the workshops are not required, they provide professional development networking with a group of mentors prepared to help you succeed.

### **Questions?**

If you're interested in starting the APR process, please contact: [Lisa Lochridge](#), APR (PRSA) - 321.214.5206 or [Stefanie Macfarlane](#), APR (FPRA) - 321.578.1722.

## **PRSA Orlando Seeks To Make A Difference**

Do you know a charitable organization in Central Florida that could benefit from PRSA Orlando members volunteering their time and efforts?

We are seeking nominations from small charitable organizations unable to retain a public relations firm or hire a practitioner.

Please submit your nominations to [Scott Toncray](#) with a brief description of your organization and why PRSA should select you.

## **Media Spotlight**

**Anjali Fluker, Orlando Business Journal**



### **Describe your job:**

I write about business transactional news in the Orlando market related to real estate, retail, restaurants and minority business. The stories we run are required to offer our readers opportunities in the market or ideas to grow their own businesses.

### **How do you like to be contacted?**

E-mail me at [afluker@bizjournals.com](mailto:afluker@bizjournals.com).

### **Which topics are hot right now? Which are not?**

Anything that relates to new development or redevelopment -- including federal stimulus-backed projects -- and companies that plan to offer new jobs are the hottest

topics out there on my beats. Most of our readers are tired of hearing about businesses shutting down or laying people off, unless that means there may be available properties in key areas on the market.

### **How did you start out in news?**

I started out as a sports reporter for a small Gannett newspaper in Port Huron, Michigan, which is about 60 miles northeast of Detroit. I loved sports, but the nights and weekends were hard to manage. So, I switched to covering community news, which led me into covering new development. That's what launched me into the business publication world, where I've been the happiest yet.

### **What's your most memorable experience with a PR person?**

One agent had me meet a client to try to generate some story ideas, but nothing came of that meeting. When I told the agent and his client to keep me informed on any potential news items, the agent agreed. About a month later, the same agent e-mailed me and copied the client, saying that the client had been reading the paper every day, waiting for "the story" to run, when no news had been discussed at all.

But I also have great relationships with a few PR people and meet with them on a regular basis, not only to discuss potential story ideas, but to even help them try to figure out ways their clients can be more valuable as resources.

### **Anything else you'd like PRSA Orlando members to know?**

Most in the Orlando market seem to know how we as a publication operate, but there are some who continue to offer stories that have nothing to do with business or Central Florida. It would be nice if those newer to the industry would do a little more research on the publications they are pitching, as well as know a little more about the client and topic before picking up the phone. I know that billable hours are important these days, but there's nothing worse than listening to someone read a company slogan or mission statement over the phone and then give a long pause when I ask a question about the actual news itself.

## **Moved? Changed Jobs?**

### **Send Your Contact Information To Us**

If you've recently changed jobs, retired or won the lottery, let us know! Our e-mail database isn't tied to national's, so unless you tell us we won't know how to reach you. To ensure you receive local chapter mailings, e-mail your changes to [Tongelia Milton](mailto:TongeliaMilton).

## **Post Your Openings On The Job Bank**

Are you looking for the best talent for your company? Then be sure to send your job openings to [Meredith De La Cruz](mailto:Meredith De La Cruz), PRSA Orlando's Job Bank coordinator.

PRSA Orlando's up-to-date job bank features the latest openings in Central Florida. Make sure it features your openings too!

- [PRSA Orlando Job Bank](#)
- [Submit an opening to the Job Bank](#)

e-mail: [tmilton@cfymca.org](mailto:tmilton@cfymca.org)

Web: <http://www.prsaorlando.org>

Do you have news to share with the chapter?

E-mail [Tongelia Milton](#), VP, Communications.

[Forward e-mail](#)

 **SafeUnsubscribe®**

This email was sent to mmoore@fhnnet.com by [tmilton@cfymca.org](mailto:tmilton@cfymca.org).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

PRSA Orlando Regional Chapter | P.O. Box 1212 | Orlando | FL | 32802-1212