

June 2010



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Conference

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Register for the Sunshine District Conference

When:

June 17-19, 2
010

Where:

Jupiter Beach Resort
& Spa, Jupiter, Fla.

You'll learn the tactics
and strategies used at
NASA, FPL, the
American Red Cross,
News Service of
Florida, Schipul Web,
Marketing, and more.

| Learn how to make
your Internet
campaign go viral.

| Learn how to
monitor trends and

Talking Points

A newsletter for PRSA Orlando Members

Dear PR Professional:

I don't know about you, but I can't believe it's June already. Where has the year gone? If the first half of the year hasn't been busy enough, things are really picking up over the next few months for our Chapter presenting a variety of fantastic opportunities for you. We just hosted our first professional development workshop of 2010. And it was a great event - lots of information and knowledge sharing.

In a couple of weeks, our good friends from the Palm Beach Chapter will host the 2010 Sunshine District Conference June 17-19 at the beautiful [Jupiter Beach Resort & Spa](#) in Jupiter, Florida. The District Conference is a must attend event for public relations professionals in Florida. Visit www.prsapalmbeach.org for more information and to register.

Then, on July 15, we'll once again partner with the Orlando Chapter of the Florida Public Relations Association for the annual Central Florida Media Roundtable. If you've ever been before, you know this is a great way to learn about what's happening in Central Florida media and make valuable connections. More details for this event will be posted on our [website](#) very soon.

We hope to see you at one, if not both, of these great events.

Sincerely,

[Mason Moore](#)
President
PRSA Central Florida Chapter

Media Spotlight

ADDIEL GOMEZ
WVEN-26 Univision Orlando

Describe your job?

I'm a general assignment reporter and anchor at WVEN Univision Orlando. I cover stories about crime and the courts as well as features about special issues that affect the Hispanic community.

What time/day is best to call? I'm always available via phone, but the easiest way to reach me is through e-mail



topics on Twitter.

agomez@entravision.com.

| Learn the tools you need to get your accreditation.

Which topics are hot right now? There are a lot of controversial stories right now about government corruption and family tragedy. The story that has garnered the most attention over the past two years is the high profile case involving Casey Anthony.

View the speaker line up, scheduled workshops and register today! Also, don't forget to reserve your hotel room using group code PRSA.

Which are not? Most crime stories unless they impact lots of people. The downtown Orlando office shooting last November, for example, generated lots of interest, especially on our website www.wdbo.com.

How did you start out in news?

I worked five internships at television stations, before starting out as a part time reporter at Univision Miami and later joining the WVEN team as sports anchor and currently news anchor/reporter.

Register today at
prsapalmbeach.org

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

Well, I always think maintaining a good working relationship with a PR professional is paramount to getting the information you need in order to complete a story. PR people can grant or deny access to a source that is crucial to a story.

prsapalmbeach.org

Our Sponsors

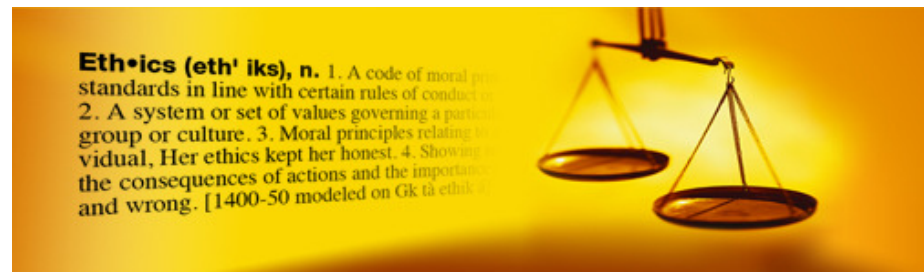
Anything else you'd like PRSA Orlando members to know? I really enjoy being a reporter. I especially enjoy stories about the human experience and the complexities of life. But I also love covering breaking news stories. There's a special drive to it.

Your Company Logo
could be here.

PRSA Code of Ethics

Contact [Christina Morton](#) or [Teresa Donaldson](#) for sponsorship opportunities.

[Join Our Mailing List!](#)



From Gifts to Self-Dealing: Guarding Against Conflicts of Interest

In October 2009, PRSA issued a Professional Standards Advisory (PSA) on conflicts of interest that can compromise the credibility and trustworthiness of a practitioner. "Conflicts of interest situations occur all the time in our personal lives and in our professional lives," the PSA states. "We also live in a very competitive world, where, by definition, individuals, corporate and public interests are in conflict."

Three provisions of the PRSA Code of Ethics relate to this issue. They are:

1. Disclosure of Information - Be honest and accurate in all communications. Avoid deceptive practices.
2. Conflicts of Interests - Avoid actions and circumstances that may appear to compromise good business judgment or create a conflict between personal and professional interests.
3. Enhancing the Profession - Build respect and credibility with the public for the profession of public relations.

The PSA also offers several recommended best practices regarding conflicts of interest. They include using common sense; getting independent, knowledgeable outside help to determine whether you are facing a conflict of interest situation; and dealing with the appearance of a conflict of interest as seriously as you would with a real conflict. It also suggests that "if a situation, relationship or decision takes more than 150 words to explain why an apparent conflict of interest situation is in reality free of conflict, the situation will always have the appearance of conflict."

The entire PSA can be viewed at [Professional Conflicts of Interest](#).

Next month, look for information about submitting nominations for this year's PRSA Orlando Ethics Award.

10 MINUTES ... 10 QUESTIONS

Roger Pynn

President, Curley & Pynn Public Relations & Marketing Communications
PRSA Involvement: Member since the late 70s, Past President of the Orlando Chapter, Served on the Regional Ethics Review Board.

Quote to live by

"You have never really lived until you've done something for somebody who can never repay you."

Person who has most influenced your life:

Dr. Charles Millican, the founding president of the University of Central Florida not only changed my life by encouraging and enabling me to finish my education but has inspired me in too many ways to count. He's a tremendous example of how to live a good life.



What made you choose public relations as a profession?

Working my way through college as a journalist I realized I wanted a career that allowed me to make things happen rather than watch things happen, and this was the field that matched my love of research and writing with an ability to be an involved member of society.

Best public relations advice you ever received:

"Never forget that you are first and foremost your client's advocate." The late Don McAllister, APR, founder of McAllister-Barker Associates, my mentor and first employer in public relations.

Greatest accomplishment business and personal:

Business: helping shape the careers of many great young professionals who have gone on to stellar careers. Personal: Convincing the most wonderful woman in the world to marry me ... and keeping her for more than 30 years.

Greatest changes in public relations since you began your career: There is no question that today savvy executives more often than not seek out public relations counsel before they have a problem instead of thinking of us as a corporate fire department ... and the truly enlightened leader sees what we do as an essential tool of management that contributes to good will with engaged stakeholders.

Recommended reading or online resource:

The Five Temptations of a CEO by Patrick Lencioni

Favorite public relations campaign:

I will always love the Oscar Mayer Weinermobile ... the whole campaign from the vehicles launched back in the thirties and which are still roaming the country today, to the OM Weiner song, little toy Weiner Whistles: who doesn't know the words? There are few programs with more last results.

If you were not a public relations practitioner, what would be your dream job:

I'd love to be a grant maker for a donor foundation? Philanthropy is terribly important to me and since I'm not rich, I'd have to give away other people's money, but helping worthy causes ... particularly those that deal with relieving the pain of homelessness and hunger ... would be very rewarding.

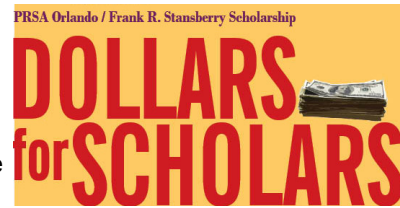
Lessons learned and advice for the up and comers:

You'll never know as much as the young person who is coming up behind you, but you'll always be able to learn from those that came before you.

Scholarship

We Need Your Help

Let's add value to the PRSA Orlando annual Dollars for Scholars campaign and help a UCF public relations student enter the workforce with more than just a check. We are asking PRSA Orlando members to donate items or services that a new graduate would find useful to enhance the 2010 UCF Frank R. Stansberry \$1,000 Scholarship. For instance:



A photographer could donate a professional headshot



A printer could donate portfolio printing



A retailer could donate a gift certificate for a business suit



A restaurant could donate lunch with a public relations professional



A member could donate their time for Lunch with a Mentor



A firm could donate a job shadow day

Contact Lorie Matejowsky at lorenasue@yahoo.com with your donation ideas.

The Job Bank

Find or Post Job Openings

Looking for the best talent for your company? Or looking for the right job for you? Be sure to check out The Job Bank for the latest openings in Central Florida.

Send to new job postings to [Meredith De La Cruz](#), PRSA Orlando's Job Bank coordinator.

- **PRSA Orlando JOB BANK**
- **PRSA Orlando JOB BANK Submissions**

News to Share? Moved? Changed Jobs?

Send us your noteworthy news and contact information

If you have news to share with the chapter, we want to hear from you. Or if you've recently changed jobs, retired or won the lottery, let us know. Our e-mail database isn't tied to PRSA National, so unless you tell us, we won't know how to reach you.

To ensure you receive local chapter mailings, e-mail your updated information and news to [Tongelia Milton](#), VP of Communications.

To find out more about PRSA Orlando Chapter, go to <http://www.prsaorlando.org>.

JOIN PRSA TODAY

Been inactive for a while? Interested in joining PRSA?
Visit prsaorlando.org or contact [Michelle Lynch](#).

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