

**March 2010**



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## **PRSA MARCH LUNCHEON**

### **Collaboration in a Crisis**

**When:** 11:30 AM  
March 18, 2010  
**Where:** Citrus Club,  
Downtown Orlando

Join us for a moderated panel discussion on how the organizations collaborated in the face of a crisis when a gunman threatened a downtown Orlando office complex, as well as the importance of aligning communication with the public and media from discovery of the event to the time of the suspect's capture.



#### Panelists:

**Sgt. Barbara Jones**  
Orlando Police  
Department Public  
Information Officer

## **Talking Points**

### **A newsletter for PRSA Orlando Members**

#### **Dear PR Professional:**

In each of my previous President's Messages, one common topic has been touched on - the many high profile crisis situations and various scandals that have captivated us all. Some have come and gone, others continue to linger and new ones have come to the forefront. In many cases, issues like ethics, response and approach have been at the center of discussion. Since this continues to be such a large part of the public relations world, our Chapter is excited to offer two new opportunities this month for you learn from some of the best in the business.



First, we are pleased to be hosting a stellar panel of local crisis responders and public information professionals for our March luncheon program. The panel will talk about their roles and how they teamed up to manage a very serious crisis that occurred right here in Orlando. Check out the details below and be sure to register as soon as you can.

Second, this month's newsletter includes the first of an ongoing series of articles on ethics in public relations from our very own Ethics Chairperson, Carolyn Reis, APR. Carolyn will be sharing her expertise along with the latest trends and news related to ethics with us on an ongoing basis.

Thanks again for your continued support of our Chapter. Have a great month!

Sincerely,

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

### **Media Spotlight**

**ERIC VON ANCKEN**  
WKMG Local 6

**Describe your job?** I am a general assignment reporter and weekend anchor for Local 6 WKMG-TV at 11pm, currently the number-one rated newscast in Orlando. At 11pm my role is typically to spotlight the "hard" news of the day.



**Dpty Chief Larry  
Zwieg**  
Orlando Police  
Department

**Heather Allebaugh**  
City of Orlando Press  
Secretary

**Register today at  
PRSAOrlando.org**

**New Members  
WELCOME to PRSA  
Orlando!**

**Douglas James Wise**  
Manager, Content and  
Creative  
InCharge Debt Solutions

**Mark Richard Gary**  
Marketing Supervisor,  
Events & PR  
Crexendo

**Martha L. Grajales**  
Family Services  
Coordinator  
TransLife Organ Tissue  
Donation Services

**Carolyn Marie Smith**  
Communications  
Representative

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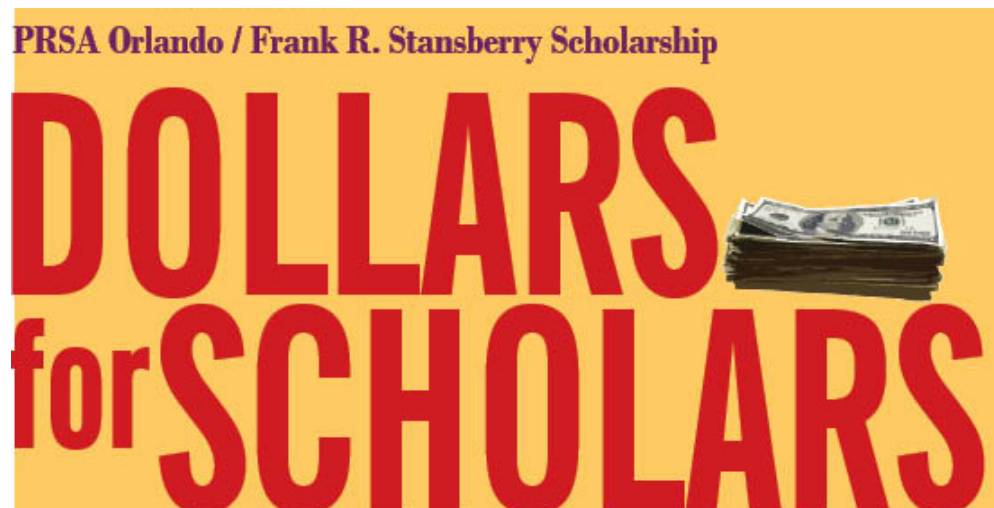
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**Which topics are hot right now? Which are not?** We're always looking for stories that affect people. If it's something you or your family feel passionate about, chances are so do our viewers. Right now our viewers are largely telling us they want to hear about the growing crime problem in Central Florida and more than anything how to protect themselves and their families from crime. If it's new and it's crime-related, we're finding our viewers are interested. Unfortunately given my shift I rarely get a chance to cover the "lighter" stories.

**How did you start out in news?** My career began in college with a whimsical internship application. A local CBS affiliate in Binghamton, NY gave me a chance and my big break. I started with Local 6 in 2002 expecting Orlando to be solely a "stepping-stone"... and I couldn't have been more wrong. I have become entrenched in this community. I've started a family here. Local 6 and Central Florida have become my home and my life.

**What's your most memorable experience with a PR person?** Anytime we work together. That's cliché, I realize, but it's critical. I understand Public Relations professionals have mandates, directives, deadlines, and yes, pressure, as do we in the media. Certainly, both do not always coincide, but essentially our end-goal is the same - to share a new concept with as many people as possible. My news managers ask me the same question almost on a daily basis: what is new and what is newsworthy about the story I'm looking into? They also remind me of the question I need to answer on a daily basis: Why should people care?

### **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.

Join Our Mailing List!

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](mailto:lorenasue@yahoo.com) with your donation ideas.

## 10 MINUTES ... 10 QUESTIONS

### Steve Triggs

Orange County Communications Division Manager  
PRSA Involvement: Member Since 2008

#### **Quote to live by:**

"People who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents." - *Andrew Carnegie*

#### **Person who has most influenced your life:**

Mrs. Frances Fink, my 9th grade English teacher who convinced my parents that I was not being challenged by my small town (Lewiston, Maine) public school system. That conversation triggered a life-changing series of events that led me to a scholarship to a top New England prep school (Choate) and opened my eyes to a whole new world of possibilities.



#### **What made you choose public relations as a profession?**

Actually, it chose me. I was a journalist for 24 years before Mayor Crotty asked me to join his team as Orange County's Communications Division Manager. That gave me a much greater appreciation for the value of all facets of effective public relations.

#### **Best public relations advice you ever received:**

Be open. Be honest. Be responsive. Always tell the truth. Don't be afraid to tell the boss something he or she does not want to hear.

#### **Greatest accomplishment business and personal:**

My greatest business accomplishment has been to build a team made up of talented individuals who love what they do, encourage them to follow their dreams and to equip them (to the best of my ability) with the tools they need to do a superior job.

#### **What are you working on now?**

The most difficult belt-tightening budget I have ever had to propose.

#### **Recommended reading or online resource:**

Winning with the News Media - Clarence Jones

**Favorite public relations campaign:**

Johnson & Johnson Tylenol Crisis Campaign (the antithesis of the Toyota debacle)

**Favorite thing to do on the weekend:**

Ride my bike and rock out with my guitar collection.

**Something nobody really knows about you:**

French was my first language.

**PRSA Code of Ethics**

## Use of Video News Releases as a Public Relations Tool

*When issues arise relating to the practice of public relations, the PRSA Board of Ethics and Professional Standards (BEPS) provides guidance in the form of Professional Standards Advisories (PSAs).*

Video News Releases (VNRs) have been valuable public relations tools for almost 40 years. However, in 2005 and 2006, studies released by the Center for Media and Democracy brought VNRs to the attention of both Congress and the Federal Communications Commission (FCC) resulting in an advisory from the FCC that requires TV stations to disclose the sources of VNRs whenever they broadcast the material on public airwaves. As web-based and cross-platform media become more prevalent, VNR use is likely to expand along with increased scrutiny by the FCC, Congress and interest groups.

In October 2009, the BEPS issued a PSA on the distribution of VNRs, urging public relations professionals to make full disclosure of sources in all VNRs and accompanying material, and to include contact information. At least three provisions of the *PRSA Code of Ethics* relate to this issue. They are:

1. **Free Flow of Information.** Protecting and advancing the free flow of accurate and truthful information is essential to serving the public interest and contributing to informed decision making in a democratic society. The intent is to maintain the integrity of relationships with the media, government officials and the public.
2. **Disclosure of Information.** Open communication fosters informed decision making in a democratic society. The intent is to build trust with the public by releasing all information needed for responsible decision making. A member shall be honest and accurate in all communications and reveal the sponsors for causes and interests represented.
3. **Enhancing the Profession.** Work to strengthen the public's trust in the profession.



The intent is to build respect and credibility with the public for the profession of public relations.

In addition, the PSA recommends that PR professionals avoid use of the word "reporting" in VNRs and encourage TV stations, networks, cross-platform media and other venues to clearly identify the VNR source.

The entire PSA on the use of VNRs can be found at <http://www.prsa.org/AboutPRSA/Ethics/ProfessionalStandardsAdvisories/PS1309.pdf>.

Next month, *Talking Points* will explore another PSA on protecting your creative ideas from expropriation.

## PRSA Code of Ethics

PRSA and Public Relations Professionals...

## Be a PR Star!

Mark your 2010 calendars to visit the Jupiter Beach Resort, to unwind, network and get a stellar amount of great ideas for advancing your communications career.

If you want to stroll on the beach while learning the best techniques, then be a PR Star at the 2010 PRSA Sunshine District Conference.

**WHEN:** Thursday – Saturday, June 17-19, 2010  
**WHERE:** Right on the beach – at the Jupiter Beach Resort, Jupiter, Fla.  
**WHY:** Situated along one of the richest coastlines in the country, Jupiter is steep in history from the pirates of the 1700s to the local celebrities who call it their home.

You'll be steps away from the shoreline and the treasures of the ocean while learning from nationally-renown speakers about and experts in the profession.

**ATTENDEES:** The PRSA Sunshine District Conference is hosted annually by one of the District's seven chapters. Though hosted by a PRSA chapter, membership is not required to attend, and in fact, conferences typically included representation for numerous communications groups, including IABC, FPRA, AIGA and Ad Federations. Approximately 125 to 150 public relations professionals are expected.

Visit [www.prsapalmbeach.org](http://www.prsapalmbeach.org) for more information and to register early.

## 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>.

### March Membership Promotion

## FREE Chapter Membership

Interested in joining PRSA? Been inactive for a while? Join PRSA National during March or April and use **promo code SPRING2010** to receive a *free one-year membership* to the PRSA Orlando Chapter. **PRSA National covers the cost of the first year Chapter dues!** This offer is open to new members and reinstating members who have been inactive for at least one year and rejoin as regular members. Associate members are not eligible.

Offer Ends April 30. Contact [Michelle Lynch](#) for more information.

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