

**April 2010**



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### PRSA APRIL LUNCHEON

### FTC Regulations: Dispelling the Myths

**When:** 11:30 AM  
May 20,  
2010

**Where:** Citrus Club,  
Downtown Orlando



In December, the FTC updated its Guides Concerning the Use of Endorsements and Testimonials in Advertising, which

## Talking Points

### A newsletter for PRSA Orlando Members

#### Dear PR Professional:

Whenever we survey our membership, one of the things we regularly hear is a desire for the Chapter to enhance how it shares news and events. With that, we set out this year to improve upon the various ways that we communicate with you.

One of the first things that you may have noticed is improvements with this very e-newsletter. Thanks to our Vice President of Communications, Tongelia Milton, it features an all-new look and most importantly, improved functionality and great content.

We've also established an increased presence in the social media world thanks to our President-Elect, Pete Scott, APR. If you aren't already, be sure to follow us on Twitter, Facebook and LinkedIn.

Last on the communications front, but possibly the most exciting is the upcoming launch of the all-new Chapter website. If you attended our April luncheon program, you got a sneak peek at what the new site will look like. Our Web Chairperson, Dawn Henry, and her colleagues at Solodev have put in a lot of hard work to create the new site. Our goal is for PRSAOrlando.org to become your go-to source for the latest news from PRSA and the public relations industry. Be on the lookout for an announcement regarding the official launch of our new website very soon.

All of these tools are for you, our members and industry colleagues. If you have any suggestions or questions about how we communicate with you, please don't hesitate to contact us. We place a great value on your needs and feedback.

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

### Media Spotlight

**DAVE WAHL**  
WDBO Radio 580

**Describe your job?** Afternoon news anchor and reporter. That means I work with reporters on what stories they'll cover and leave for the next



address testimonial advertisements, bloggers and celebrity endorsements. While the revised guidelines were released several months ago, there still are many myths surrounding the use of the guidelines and how they are enforced.

Join serial entrepreneur **Ted Murphy, Founder and CEO of IZEA Inc.**, and a leading pioneer of social media sponsorships, for a look at how these changes affect you and who is doing it right.

**Register today at [PRSAOrlando.org](http://PRSAOrlando.org)**

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

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morning. It's a partnership. Most reporters are self-starters, but if they need story ideas, I'm all ears.

**What time/day is best to call?** We'd like folks to call the WDBO newsroom anytime at 407-297-6397, or fire off an email to [news@wdbo.com](mailto:news@wdbo.com). An on-call reporter will be contacted.

**Which topics are hot right now?** We get big response to the case regarding Casey Anthony, Tiger Woods and economic issues.

**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](http://www.wdbo.com).


**How did you start out in news?** Liked to say I started delivering the news as a newsboy in the early '60s, but my first reporting job was in 1973 at WDRQ-FM in Detroit. I've been with WDBO since 1988.

**What's your most memorable experience with a PR person?** Not my first, but Joe Brown who worked for ORMC helped me with a story of a young boy who had his legs cut and lengthened, so he would be taller when he grew up.

**Anything else you'd like PRSA Orlando members to know?** Times have changed much in the almost 40 years I've been a reporter. Mainly computer resources help with the timely release of information. Photos of crime suspects or background information is so much easier to gather online. Most information specialists are more prompt to respond no matter what time of day, and the top down management style in public agencies has diminished, making timely information gathering easier. (Try getting that suspect's name at 4 a.m. in the past and it would have been a chore.)

## PRSA Sunshine District Conference





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.



[Click here for more information or to register.](#)

### 10 MINUTES ... 10 QUESTIONS

#### Jarrod Cady

Public Relations Manager for Nemours

PRSA Involvement: Board of Directors, Professional Development Chair

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

"Do, or do not. There is no try." - *Master Yoda*

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

The person that influenced my life the most was my grandmother. She owned and operated a small motel in Illinois while taking care of my grandfather who was incapacitated by multiple sclerosis. I saw first hand the importance of hard work and determination in the face of adversity and loneliness. The motel itself was a true piece of Americana which taught me to respect all people, regardless of their status in life.



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

I found that the public relations profession best suited my personality. Also, my ability to analyze situations and understand different points of view has always been a great asset that helps me tell a company's story.

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

You should always be prepared for any circumstance that could present itself.

**Greatest accomplishment business and personal:**

The greatest accomplishment in my professional life was the successful campaign to build Nemours Children's Hospital as part of Orlando's emerging medical city in Lake Nona. It is a wonderful feeling to know that your work will benefit chronically ill and medically complex children for generations to come.

In my personal life, I have written and recorded two albums/CDs and am working on a third.

**What are you working on now?**

Nemours Children's Hospital.

**Recommended reading or online resource:**

Mashable, [socialmediatoday.com](http://socialmediatoday.com), CNET, [poynter.org](http://poynter.org)

**Favorite public relations campaign:**

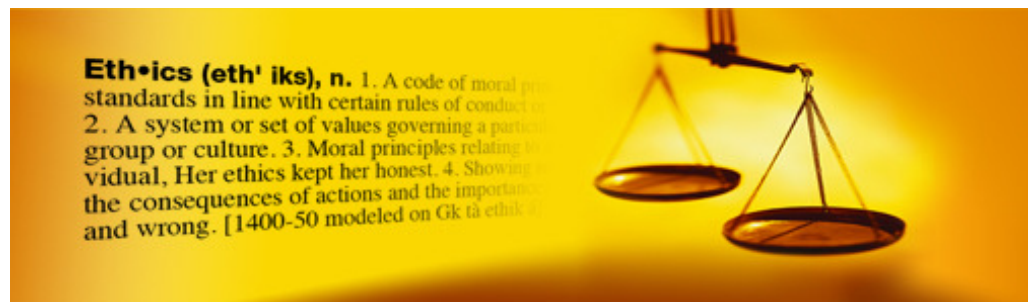
Apple's Mac vs. PC

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

Play the guitar, record and ride my motorcycle.

**Something nobody really knows about you:**

I am a certified diver.

**PRSA Code of Ethics**

## Protecting Our Profession's Creative Ideas from Expropriation

In February, PRSA issued a Professional Standards Advisory (PSA) that cautions client-side PR practitioners against the expropriation of intellectual property contained in new business proposals without compensating or getting permission from the proposing consultant or agency. PRSA reports that this situation is made worse by the increasing use of blanket confidentiality agreements that state all ideas shared, shown or suggested become the property of the soliciting party simply by responding to a Request for Proposal (RFP).

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

1. Competition. The need to promote healthy and fair competition among professionals and to serve the public interest by preserving and protecting intellectual property rights in the marketplace.

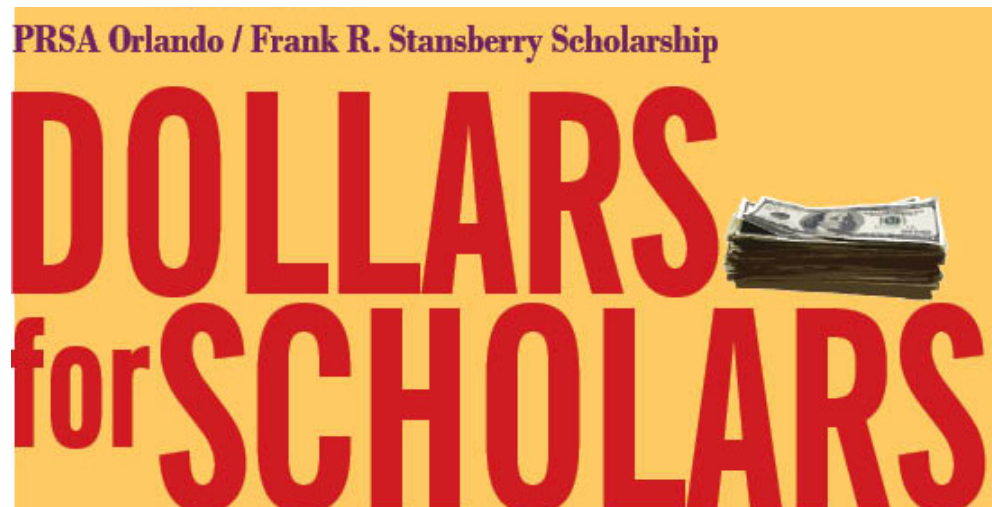
2. Disclosure of Information. PRSA members are obligated to avoid deceptive practices.
3. Enhancing the Profession. To build respect and credibility with the public for the profession of public relations.

"Sharing ideas with anyone is risky because the protection and proper use of those ideas depends on the integrity of the recipients," the PSA states. It encourages client-side practitioners: (1) not to include language in RFPs that expropriates the intellectual content of the proposers and (2) establish notification procedures when similar or identical concepts and ideas are proposed by different responders. For practitioners who respond to RFPs, the PSA encourages posting a copyright notice on all presentation and creative materials along with "Notice of Proprietary and Confidential Content" language on every page of a proposal.

The entire PSA can be viewed at [Expropriation of the Intellectual Property of Others](#).

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

### 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](mailto: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>.

## April Membership Promotion

# FREE Chapter Membership

Interested in joining PRSA? Been inactive for a while? Join PRSA National during 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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