

August 2010



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PRSA AUGUST MEETING:

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When:

11:30 AM Thursday,
August 19, 2010

Where:

Citrus Club
Downtown Orlando
255 S. Orange
Avenue

Cost:

\$25 Members
\$40 Non-Members
\$15 Students

Register today at
prsaorlando.org

Talking Points

A newsletter for PRSA Orlando Members

Dear PR Professional:

As always, there's never a dull moment in the world of PRSA. It seems each month, I have more great news and opportunities to report on than my allotted space allows. That said, let's get to it.

As I've mentioned in previous President's Messages, ethics in our field have been a hot topic this year. If you know a PR practitioner that you feel embodies the best in ethical standards and practices, you'll want to nominate them for our annual [Frank R. Stansberry Ethics Award](#). The nomination process is easier than ever thanks to our new online nomination form. See below for more details.

If you've ever considered taking on a leadership position with your local PRSA chapter, you won't want to miss the 2010 Sunshine District Quick Start Conference August 27-28 right here in Orlando. Current and future chapter leaders from across the state will gather to share best practices and network in preparation for 2011. If you're interested in attending, details are below.

I'd like to thank our friends with the [Orlando Chapter](#) of the Florida Public Relations Association for their partnership for the recent Central Florida Media Roundtable. The more than 120 communications professionals in attendance had the opportunity to speak with a stellar group of journalists and enjoyed a terrific keynote presentation by Jason Sadler of iwearyourshirt.com fame. If you weren't able to attend this year's event, you won't want to miss it in 2011.

Lastly, I'd like to thank our Chapter's Board of Directors and various committee members for a hugely successful first half of the year. We accomplished a number of great things during the first six months of the year thanks to their tireless efforts. I suspect the second half of the year will be even better.

Sincerely,

[Mason Moore](#)

President

PRSA Central Florida Chapter



Media Spotlight

BLAINE TOLISON





Everything you do delivers a message. How do you know if you're sending the wrong one? What are the signs that you're turning people off and they're tuning you out?

Learn:

- How to position yourself as an expert
- How to make a 1-minute presentation with NO preparation!
- The 4 'languages' of communication
- Body language do's and don'ts
- How to handle aggressive or negative audiences

Join us August 19 for an interactive workshop with strategies for success from nationally-renowned communications coach **Annetta**

WRDQ-TV 27

DESCRIBE YOUR JOB?

My job constantly keeps me on my toes, which I enjoy. I am always moving as a general assignment reporter for Channel 9 Eyewitness News and Eyewitness News on Central Florida's TV 27. I try to dig up and cover any major story anywhere that is current and important to our viewers.

WHAT IS THE BEST TIME/DAY?

My schedule changes often, but that usually does not matter. Anytime is good and if I don't answer, I will still check my phone frequently to see if someone called.

HOW DO YOU LIKE TO BE CONTACTED?

Email, phone...in that order - blaine.tolison@wftv.com or 407.919.9332.

WHICH TOPICS ARE HOT RIGHT NOW? WHICH ARE NOT?

The oil spill in the gulf is a dire situation right now that has touched almost every Floridian, but I believe people are getting exhausted by their own frustration and are anxiously waiting for the leak to finally stop. Any old news is not hot, but it should not be discounted because news can still break on some old stories and there could always be a significant update.

HOW DID YOU START OUT IN NEWS?

I began shooting video for sports at Florida State University and that turned into sports journalism. I did a little reporting for Sun Sports and then worked my way up to a full time reporting position at WCTV, a local station in Tallahassee.

WHAT IS YOUR MOST MEMORABLE EXPERIENCE WITH A PR PERSON?

During the height of Tropical Storm Fay, I was covering some flooding and windy conditions at Alligator Point, a coastal area on the gulf in the area they call Florida's big bend. A State Trooper was passing by and despite terrible conditions, he did an interview with rain pelting him in the face. Although he was not a "PR professional," he was dedicated to delivering information on behalf of his agency and recognized the importance of using the news to give that important information out to protect the people living in that area.

ANYTHING ELSE YOU'D LIKE PRSA ORLANDO MEMBERS TO KNOW?

The work done by PR professionals helps me do my job better and I appreciate when they understand the urgency and demands of the media. Sometimes we're rushing too much to let them know, but it is something I think about. Also, communication is key and I like having open lines on both ends.

PRSA Code of Ethics



Wilson to help you and your clients put your best foot forward with your audiences.



Now Accepting Nominations for the 2010 Stansberry Ethics Award

Our Sponsors

Your Company Logo could be here.

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

[Join Our Mailing List!](#)

Ron Culp, a managing director at Ketchum, recently posted the following on his blog: "PR icon Dan Edelman turns 90 this weekend, and his son, Richard, paid tribute ... by listing the 10 reasons for his father's success." Coming in at #8 is ethics. "Internalize the Mark Twain comment, 'Always do right. This will gratify some people and astonish the rest.'" You were once approached by a consultant for a country tourism board who requested a 'commission' for delivering the business to Edelman. Your immediate reaction was to throw him out of your office. You were the first and only one to speak out when one of our competitors took on the Church of Scientology - you said that PR is not the law and that not every client deserved representation." You can read the rest of the list at [Dan Edelman's 10 Principles for Success](#).

Do you know a PR professional with a similar ethical compass? If so, the PRSA Orlando Regional Chapter is now accepting nominations for the 2010 Frank R. Stansberry Ethics Award. The deadline is August 6. [Click here](#) for more information and to submit your nomination.

10 MINUTES ... 10 QUESTIONS

Jennifer Wakefield, APR

Director, Public Relations, Metro Orlando Economic Development Commission (EDC)
PRSA Involvement: PRSA Board of Directors, Assembly Delegate.

Quotes to live by

Never put passion before principle. Even if you win, you lose.
- Mr. Miyagi, *Karate Kid II*

"Dance as if no one were watching,
Sing as if no one were listening,
And live every day as if it were your last."
- Irish saying

Person who has most influenced your life:

My husband, David. He is the yang to my ying.



What made you choose public relations as a profession?

I was trying to decide between majoring in journalism or marketing. I found public relations to be the perfect mix of both. And in my junior year, I spent a day job shadowing a journalist in my hometown (who just happened to be my current boss' brother!) who convinced me to major in PR.

Best public relations advice you ever received:

Don't lie. Ever. Period. - Bob O'Malley, APR

Greatest accomplishment business and personal:

Business - Earning my APR...and being part of an amazing team at the EDC promoting the awesome region we live in!

Personal - Entering the adoption process last year. While my husband and I are still waiting to be "picked" by an expectant parent, we've both grown so much in faith throughout this process.

Greatest changes in public relations since you began your career:

Hmm...let's see...when I started, we blindly sent out press releases by fax machines and called to ensure journalists received our release! Ha! Newer technologies have enabled PR professionals to do their jobs better and target, target, target!

Recommended reading or online resource:

Definitely all of PRSA's publications - Issues & Trends daily e-mails, Tactics and The Strategist. Also, I start each morning reading Ragan's PR Daily newsletter, Bulldog Reporter's Daily Dog, Media Bistro, Mashable, Social Media Examiner and I follow several helpful Twitter handles. And I regularly read a ton of PR related and other business books. Did I mention I'm a nerd?

Favorite public relations campaign:

The recent Old Spice guy real-time YouTube video responses from Twitter, Facebook: <http://www.youtube.com/oldspice>.

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

I wanted to be part of The Rockettes (New York City dancers)...however, they have a height requirement that I fall short of by several inches.

Lessons learned and advice for the up and comers:

Pay careful attention to what you say and do - both online and in real life. Someone is always watching. And, unfortunately, sometimes other people take advantage of this.

Scholarship

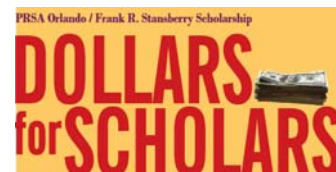
Summer Scholarship Challenge

We've just added an easy online giving link to our UCF Scholarship page.

On that note, I'd like to challenge our PRSA Orlando members to try it out this month and see how easy it is to donate to the Frank R. Stansberry Scholarship for public relations students at UCF. All monies go directly to an endowed fund that generates a \$1,000 scholarship to a deserving student each year. PRSA Orlando reached a scholarship funding goal this summer and was able to endow (invest) the scholarship thanks to previous donations. We will award the 2010 scholarship this fall.

Please **DONATE ONLINE** today!

- 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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