

November 2010



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PRSA NOVEMBER LUNCHEON

When:

November 18, 2010

Where:

Citrus Club
Downtown Orlando
255 S. Orange Avenue

Cost:

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

Get more information at
prsaorlando.org

WELCOME NEW MEMBERS

Elizabeth Hutchison
Public Relations Manager
Wyndham Vacation
Ownership

Luis M. Martinez
Director
Marketing & Public Relations
Ana G. Mendez University

Talking Points

A newsletter for PRSA Orlando Members

Dear PR Professional:

As I began to think about what to report for this month's newsletter, it struck me that after this one, I'll have only two more President's Reports to write. Where has 2010 gone? It's been a fast and furious year to say the least.

Just this week, the [2010 PRSA International Conference](#) in Washington D.C. wrapped up. From all reports, it was a fabulous conference. The Orlando Chapter and Sunshine District were well represented as you might expect. I'd like to thank Heather Morgan, APR, and Jennifer Wakefield, APR, for representing the Chapter as Assembly Delegates. This year's assembly featured some highly debated topics and issues and we were fortunate to have two tremendous professionals representing us. In addition, a special thanks goes out to Lorelie Johnson, APR, former Orlando Chapter President and current Sunshine District Chairperson, and longtime Chapter member Laura Richeson, APR, for their leadership in promoting next year's International Conference which happens to take place right here in Orlando. We couldn't have had two better advocates (and cheerleaders) to spread the word on why 2011's conference will be the best ever.



Lastly, I'd like to congratulate Melissa Franks who was recently selected to be the recipient of the [PRSA Orlando Frank R. Stansberry Scholarship](#) which provides financial assistance to a University of Central Florida student majoring in public relations. We received a large number of applications and Melissa's classroom performance, portfolio and community service stood out from the rest. I'd also like to thank this year's review panel and Preston Mack Photography for their time and support of the scholarship. Most importantly, I'd like to thank everyone who has contributed to the scholarship fund...you are helping build the future of our profession.

Thanks again for your continued support of PRSA Orlando!
Sincerely,

Mason Moore
President
PRSA Central Florida Chapter

System

Kayla Marie Harris Mitchell
Marketing Coordinator
Turnstile
Publishing Company

Elizabeth Minn Hawkins
Marketing Director
Turnstile Publishing
Company

Laverne McGee

Julie Antos

Our Sponsors

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

[Join Our Mailing List!](#)

2011 PRSA Orlando Leadership Team

Be a part of our team

The 2011 PRSA Orlando Leadership Team is being assembled and we would love to have your help! The Leadership Team includes both board and committee positions and is a great way to give back to your profession and network with other leading practitioners in Central Florida.

If you are interested in being a part of the 2011 PRSA Orlando Leadership Team, please contact Peter Scott, APR at peter@izea.com.

Media Spotlight

MARK BOYLE

Reporter
WFTV-Channel 9
The Orlando Sentinel

DESCRIBE YOUR JOB?

I'm a Nightside reporter for WFTV. I work 2:30 p.m. - 11:30 p.m. Monday through Friday and focus on Eyewitness News at 10 p.m. and 11 p.m. I work with Public Information Officers, Police, and Local and State officials often.



WHAT IS THE BEST TIME/DAY?

I'm always available. Sleep with the phone next to my ear.

HOW DO YOU LIKE TO BE CONTACTED?

Email (mark.boyle@wftv.com) then cell phone (321-356-7475). If I'm stuck in a courtroom or somewhere I can't talk, email seems to be the easiest and fastest way to get a response.

WHICH TOPICS ARE HOT RIGHT NOW? WHICH ARE NOT?

I mainly focus on spot news and news of the night. Crime and weather are always hot topics.

HOW DID YOU START OUT IN NEWS?

My mom and dad bought a "Shadow A Local News Anchor Day" at my middle school auction. That was 6th grade. I was hooked and since then, I knew local TV news was where I wanted to be.

WHAT IS YOUR MOST MEMORABLE EXPERIENCE WITH A PR PERSON?

They're all memorable. I can't really recall one that sticks out above the rest.

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

We tell people stories. Example: If a PR person for a hospital pitches a story about a new heart treatment, please be able to have a user of that new treatment ready to go on-camera. We like to talk to the people who have been

impacted by the issue being pitched.

Twitter: @markboyletv

10 MINUTES ... 10 QUESTIONS

Elizabeth Hawkins

Marketing Director, Turnstile Publishing Company
PRSA Involvement: New Member

Quotes to live by

"Fortune favors the bold."

- Virgil

What made you choose public relations as a profession?

I didn't really choose public relations; public relations chose me.

Person who has most influenced your life (other than parents):

John Galt. Even though he's a fictional character, his ideals are pervasive.

Best public relations advice you ever received:

Whatever you say, keep it short.

Greatest accomplishment business and personal:

Climbing my way up the corporate ladder from copywriter to director in only three years. While the experience really gave me the freedom to grow and shine as an individual, it has also allowed me to mentor others and give my team of young up-and-comers the opportunity to make a name for themselves as well. As far as personal accomplishments go: learning to be fearless.

Greatest changes in public relations since you began your career:

Technology has pretty much changed our entire approach to public relations. The speed, accessibility and anonymity that comes with advancing technology has forced all of us to not only reprioritize our communication tactics, but also rethink strategy and relevance as a whole.

Recommended reading or online resource:

"The Tipping Point" by Malcolm Gladwell - it's an oldie (kind of), but a goody.

Favorite public relations campaign:

BP's post-oil spill campaign; it's a perfect example of how good commercials and creative are not enough to save a bad overall strategy. I tend to favor poorly executed campaigns, such as this one, because they can teach us just as much - if not more - than the popular, award-winning ones can.

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

I'd definitely be a travel writer ... or a fighter pilot.

Lessons learned and advice for the up and comers:



Plan, plan and then plan some more. And when things don't work out exactly as you planned (which will inevitably happen), always make sure that you've planned well enough to be able to roll with the punches.

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>.

NOVEMBER MEMBERSHIP SPECIAL

Join PRSA in November and first-year Section membership fee is waived for new members or \$20 off for existing PRSA members. Visit prsaorlando.org or contact [Michelle Lynch](#).

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