

**September 2010**



### In This Issue

[September Luncheon](#)

[APR Study Workshops](#)

[Media Spotlight](#)

[PRSA Code of Ethics](#)

[10 Minutes ... 10 Questions](#)

### PRSA SEPTEMBER MEETING

Social Media  
Ethics & the  
Modern Day  
PR Pro



**JOE CHERNOV**  
Director of Content  
Eloqua

Join us for our next luncheon as we announce the winner of the **2010 Frank R. Stansberry Ethics Award**. September

## Talking Points

### A newsletter for PRSA Orlando Members

Dear PR Professional:

School is in session, football season has begun and hurricane season is in full swing...it must be September. It's hard to believe that we are three-quarters of the way through 2010.

Since I last checked in, we've enjoyed one of the hallmark events of our calendar each year. In late August, we participated in another hugely successful Sunshine District Quick Start Conference. As always, the conference provided a great opportunity for sharing best practices, discussing issues pertinent to our field and networking. I'd like to thank our very own Assembly Delegate, Heather Morgan, APR, for her leadership in serving as Co-Chair for this year's conference. It may have been the best one yet.

We also have a few great opportunities coming up just around the corner. In just a few days, we'll hold our annual Ethics program highlighted by the announcement of the winner of our [Frank R. Stansberry Ethics Award](#). This year, we received a record number of nominations thanks to the tireless efforts of our Ethics Chairperson, Carolyn Reis, APR. Be sure to join us. Check below for more details.

Next month, the [PRSA International Conference](#) takes place in our nation's capitol. As always, the folks involved with planning the conference have put together a stellar lineup of events and speakers. If you've never attended an International Conference, you should definitely look into it. Almost immediately following the conclusion of the conference, planning will begin for the 2011 PRSA International Conference which will take place right here in Orlando. Stay tuned for more details on this exciting opportunity.

Thanks again for your continued support of PRSA Orlando!

Sincerely,

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

**2011 PRSA Orlando Leadership Team**



Luncheon **Guest speaker Joe Chernov, Director of Content for Eloqua**, will provide an engaging session on social media marketing ethics and the role of the modern day PR professional.

**When:**

September 16, 2010

**Where:**

Citrus Club  
Downtown Orlando  
255 S. Orange Avenue

**Cost:**

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

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

**JOE CHERNOV BIO**

Joe is the Director of Content for Eloqua, a marketing automation SaaS company, and he co-chairs the Word of Mouth Marketing Association's member ethics panel. He is responsible for the creation of all of Eloqua's market-facing content and the distribution of that material throughout the social Web. Joe oversees public relations, analyst relations and social media.

Before joining Eloqua, Joe was VP of Communications and Associate VP of Marketing for word-of-mouth media firm, BzzAgent. He has presented to the FTC about the Commission's "Endorsement

## 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](mailto:peter@izea.com).

### APR Accreditation

## APR Study Workshops Begin

The Orlando area chapters of PRSA and FPRA will hold an overview session for PR professionals interested in earning their APR at **6 p.m. Monday, Sept. 13**, at the offices of the Florida Fruit & Vegetable Association, 800 Trafalgar Court, Suite 200, Maitland.

Weekly study sessions will begin the following week on **Monday, Sept. 20**, and follow an eight-session syllabus designed around the Universal Accreditation Board's APR Study Guide. Participants will complete the Readiness Review in November and can take the computer-based exam anytime before September 2011. **The study sessions are free for active PRSA and FPRA members.**

Visit the UAB's website at [www.praccreditation.org](http://www.praccreditation.org) for the Candidate's Process Chart and to find more information about the accreditation process. PRSA members are eligible for a \$110 accreditation rebate upon completion of the exam.

The local PRSA and FPRA chapters team up twice a year to offer this series of free APR study workshops, once in the fall and once in the spring. If you have questions or to RSVP, please contact Lisa Lochridge, APR at [lisa.lochridge@ffva.com](mailto:lisa.lochridge@ffva.com) or (321) 214-5206. Lochridge is the chapter's vice president of accreditation.

### Media Spotlight

#### SARAH LUNDY

Tech/Social Media Reporter  
The Orlando Sentinel

#### DESCRIBE YOUR JOB?

I'm the social media/tech reporter for the Orlando Sentinel. That means I write about how social media and technology is impacting the Central Florida community. I'm still new on this beat so I'm learning a lot about Central Florida's tech personality. I write for the print edition, online and the Tech for the Rest of Us blog.

#### WHAT IS THE BEST TIME/DAY?

Anytime.



Guidelines" and has lectured on marketing ethics at universities and international marketing conferences. Joe serves on the board of advisors for hyper-local search firm CitySquares.com.

## Our Sponsors



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

[Join Our Mailing List!](#)

## HOW DO YOU LIKE TO BE CONTACTED?

E-mail is best, especially if you are pitching story ideas. If you call me on the phone first, I usually ask you to send me an e-mail - [slundy@orlandosentinel.com](mailto:slundy@orlandosentinel.com).

## WHICH TOPICS ARE HOT RIGHT NOW? WHICH ARE NOT?

Facebook, Twitter, Foursquare and other social media networks are hot topics. I'm looking for new and interesting ways our community is using these networks. I'm also want to hear about the different ways people are using technology (such as iPads, Foursquare etc.) and how it's impacting our daily lives and businesses. For example, how teachers are using social media in the classrooms or patients use computers to visit their doctors instead of going to the office. I also want to know about tech companies that are doing something cool.

## HOW DID YOU START OUT IN NEWS?

I read All the President's Men (the story behind the Watergate scandal) in high school. I thought being a reporter sounded cool. I majored in journalism in college, interned at several papers and landed my first full-time gig in the Palm Beach County bureau at the South Florida Sun-Sentinel.

## WHAT IS YOUR MOST MEMORABLE EXPERIENCE WITH A PR PERSON?

One incident doesn't stand out. However, it's clear early on in the relationship which PR people know how to assist reporters and which ones have no clue. I like it when PR people know what they are talking about or can quickly connect me to the person who does. I often write about trends so it's great if they know of any studies that back up the story they are pitching. For the type of stories I write about, I will almost always need a real-life example, such as teacher using Twitter in the classroom or a patient who visits the doctor via his computer. Press releases need to be concise and clear enough that anyone would understand the business, product or service being pitched.

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

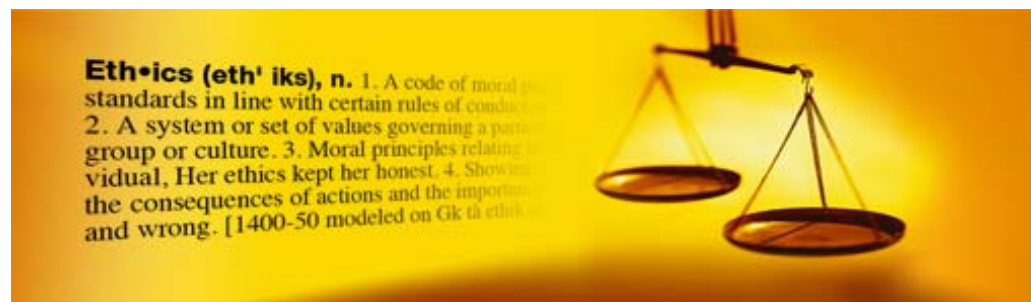
I'm always looking for story ideas that deal with social media/tech. Even if it has nothing to do with your PR firm, please fill free to send me story ideas or interesting stories you have read about social media/tech. I have a blog so I'm always looking for content.

Twitter: @OSSarahlundy

Facebook: [www.facebook.com/slundy3](http://www.facebook.com/slundy3)

Tech for the Rest of Us blog: [www.orlandosentinel.com/techblog](http://www.orlandosentinel.com/techblog)

## PRSA Code of Ethics



## Should PR Leaders serve as the conscience of an organization?

September is PRSA's annual Ethics Month. To mark the occasion, the current issue of Public Relations Tactics includes the edited version of a roundtable discussion by

members of PRSA's Board of Ethics and Professional Standards (BEPS) on the role of PR as the conscience of an organization. Thomas Eppes, APR, Fellow PRSA, calls it "very similar to the age-old issue of whether PR leaders should be at the board table."

A BEPS survey of 500 PRSA members in 2009 revealed that the majority felt strongly that PR professionals should play an important role in acting as the ethical conscience of the organization, according to Patricia Whalen, Ph.D., APR. "Another interesting finding was that when we asked them how comfortable they were in that role, those who were more experienced or had the Accreditation in Public Relations (APR) with PRSA were far more comfortable with their own knowledge and skill set in acting in that role," she added.

Read more about this conversation at [Public Relations Tactics](#).

## 10 MINUTES ... 10 QUESTIONS

### Kayla Mitchell

Marketing Coordinator, Golfweek  
PRSA Involvement: New Member

#### **Quotes to live by**

"You get out what you put in."

- Aristotle



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

I wanted to write, but I needed more creativity than straight journalism provided; public relations fit the bill. However, the deeper I got into the field, the more I became enthralled by the strategy behind our profession.

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

Public relations doesn't exist in a vacuum; it takes marketing, advertising and business sensibilities to make everything come together. Integrated communications is - and should always be - a key part of any PR plan.

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

Although I am still pretty new to the field, I have been fortunate enough to work with inspiring and talented professionals who have not only given me the opportunity to bring my ideas to life, but also allowed me to take ownership of those ideas and execute them in my own unique way. My greatest personal accomplishment: finding balance.

#### **Greatest changes in public relations since you began your career:**

Social media is without a doubt the greatest change I've seen in the industry, and I think as practitioners, we need to be careful about relying too heavily on this shiny new medium.

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

Besides Golfweek? (C'mon, I had to plug my publication.) But aside from golf's No. 1 weekly (Sorry, I can't help myself), I'd have to say Brandweek.

#### **Favorite public relations campaign:**

The Dove Campaign for Real Beauty. It's simple, impactful and inspirational.

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

A food critic and restaurateur.

**Lessons learned and advice for the up and comers:**

If you get into public relations for glitz and glamour, you will be sorely disappointed. Look past PR's flashy stereotype, and learn to strategize, think on your feet and, most importantly, write well.

**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](http://prsaorlando.org) or contact [Michelle Lynch](#).

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to [mmoore@fhnnet.com](mailto:mmoore@fhnnet.com) by [tmilton@cfymca.org](mailto:tmilton@cfymca.org).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

PRSA | P.O. Box 1212 | Orlando | FL | 32802-1212