

February 2010



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PRSA FEBRUARY LUNCHEON:

Haiti and the 24/7 News Cycle

When: 11:30 AM

February 18, 2010

Where: Citrus Club,
Downtown Orlando

Register today at
PRSAOrlando.org



Central Florida News 13 Reporter Christine Webb was in Haiti when a 7.0-magnitude earthquake hit on Jan. 12. As the first American Reporter to cover this disaster, Webb will speak on her experience in Haiti and the tools she used to communicate timely and accurate information to the station. In addition, Webb will

Talking Points

A newsletter for PRSA Orlando Members

Dear PR Professional:

In my last President's message, I wrote about how public relations approaches have stepped to the forefront due to many of the high profile issues and situations facing the world today. Many of those that I referred to are still ongoing and how they are being managed is still very much a hot topic. One right here in Central Florida continues as our region's most well known resident golfer has emerged from his hole fewer times than Punxsutawney Phil, leaving us to wonder if we'll endure six more weeks of speculation over his personal and [professional future](#).



One recent situation that has really intrigued me is the Toyota recall. Toyota has spent more than 40 years building a sterling brand based on superior quality. The very cornerstone of their brand took a direct hit with the recall of nearly three million cars in the U.S due to serious safety issues. I assume this would register as a major crisis for Toyota. Yet, they waited four days to publicly address the situation even though they had known about the issues for months. The fallout has led to a 21 percent drop with shoppers who were considering a Toyota according to a recent [Kelley Blue Book](#) survey. As a result, other automobile manufacturers are targeting existing and potential Toyota customers with [attractive incentives](#).

Toyota finally launched an integrated [communications program](#) on February 1 that included traditional media relations, paid advertising and social media outreach. And while the timing, quality and impact of the messaging used are [highly debated](#), it's clear that Toyota could have managed this much better.

The public's insatiable need for instant information and the viral nature of modern communications makes it imperative that every organization has a well thought out plan for addressing crisis situations. The future of your brand may depend on it.

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

provide insight on the 24/7 news cycle and how immediate the media's response has to be in the digital age.

COMING IN MARCH
Crisis Panel

New Members
WELCOME to PRSA
Orlando!

Mark Wesley Hoewing
Manager, Content and Creative
InCharge Debt Solutions

Kate Jolene Carlson
Marketing Supervisor,
Events & PR
FARO

Helen Ehrgott
Voter Outreach Manager
Seminole County
Supervisor of Elections

Lauren Hyer
Monster Media

Success through
Outrageous Trust
Workshop

8 AM-2 PM
February 18, 2010
UCF Downtown, Orlando

Presented by
Roy W. Reid, APR
in conjunction with
UCF College of Business
Administration & UCF Executive
Development Center

Register:
[Outrageous Trust](#)

Discount:
20% Discount for PRSA

PRSA Code of Ethics



2010 Marks the 10th Anniversary
of the Current PRSA Code of Ethics

"The practice of public relations can present unique and challenging ethical issues. At the same time, protecting integrity and the public trust are fundamental to our profession's role and reputation. Bottom line, successful public relations hinges on the ethics of its practitioners." (Source: PRSA)

Each month in 2010, Talking Points will include an ethical topic to help members become more familiar with PRSA's Code of Ethics and professional values, and learn how to apply these to our professional lives. In addition, the national PRSA web site offers a wealth of resources to advance the ethical practice of public relations and help PR professionals grow in their confidence to make good ethical decisions. These resources can be found at [PRSA Ethics Resources](#).

Next month, Talking Points will explore the concerns involving Video News Releases (VNRs), including their distribution to cross-platform media such as newspaper web sites and portals such as YouTube and CNN's iReport.com without clearly identifying the source of the material, who produced it and who paid for it.

Media Spotlight

JACQUELINE FELL
Central Florida News 13



Describe your job? I am a News 13 general assignment reporter with a special focus on covering local court and crime stories. I work closely with Public Information officers from various law enforcement agencies and organizations.

What time/day is best to call? I'm always working.

How do you like to be contacted? (e-mail, phone, fax, mail) I am a mobile journalist. While the phone is a quick and easy way to reach me, I find that I can respond faster through email. jfell@cfnews13.com

Which topics are hot right now? Which are not?

Orlando Members.
Enter Code 081858.

More info:
407-235- 3905

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Hot topics today are emotional stories like the Earthquake that hit Haiti and how it impacted our local viewers as well as high profile crime stories like Casey Anthony, Haleigh Cummings and James Ward.

How did you start out in news? I read newspapers in "a TV voice" when I was in elementary school. Fast forward, I worked three internships at television stations before graduating college and then headed to Upstate New York and Flint, Michigan before landing at News 13.

What's your most memorable experience with a PR person? It's a real partnership. When a reporter and a PR professional understand the good that can come from working together, the public benefits. Time is always an issue in my line of work so being able to communicate with a PR professional is helpful.

Anything else you'd like PRSA Orlando members to know? I am a news junkie- literally... I love new information, I love breaking news stories, and there's yet to be a story I haven't been genuinely interested in covering and finding out more information.

Visit Jacqueline on Twitter: <http://twitter.com/jfellive>

APR Study Workshops Get Underway

PRSA and FPRA will kick off their joint APR study workshop series for those interested in pursuing accreditation at 6 p.m. Feb. 15. The first meeting will be at the office of the Florida Fruit & Vegetable Association, 800 Trafalgar Court, Suite 200, Maitland. No RSVP is necessary. Even if you haven't decided yet to go for your APR, come and learn more about the process and the study program.

PR industry knowledge.
Perspective.
Professional judgment.



The one-hour sessions are led by seasoned APR facilitators to guide a discussion of core topics that will be covered on the APR computerized exam. The workshops are not required classes but rather a professional development networking group of mentors prepared to help you succeed.

APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice. Candidates earn accreditation based on broad knowledge, strategic perspective and sound professional judgment.

For more information, contact Lisa Lochridge, APR, the chapter's vice president for accreditation, at lisa.lochridge@ffva.com or 321.214.5206. Visit the official Web site of the Universal Accreditation Board at www.praccreditation.org.

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**

Resources: Help PR Pros Find a Job

An upcoming Twitter event called [Help a PR Pro Out](#) Day (#HAPPO for short), is a call to Solo PR Pros to help PR job seekers locate the growing number of PR jobs that are finally becoming available.

On Friday, **February 19, from 11 AM - 3 PM** (Eastern Time), PR pros nationwide will be tweeting both job openings and their status as job seekers. Job seekers are encouraged to write a blog post pitching themselves to potential employers and share it on Twitter during the event on Feb. 19 using the hashtag #HAPPO.

Check it out at [Help a PR Pro Out](#).

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>.

February Membership Promotion

**Save
\$65**



**Spark Your Career by Joining PRSA
Join in February and Save!**

Join PRSA in February and your \$65 initiation fee will be waived! For most members, this is the biggest savings of the year.

Offer Ends February 28. Contact [LaShonda Eaddy](#).

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