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Letter from the President

Greetings and congratulations to FPRA Tampa Bay! We again brought home the gold at the 2006 FPRA Annual Conference on Amelia Island in August. As a chapter, we garnered the **Spirit Award**, and the **American Heart Association (Jenny Laws, Chris Vivian, Erica Rogers)** took home a **Golden Image Award in Division A: Public Relations Programs for Tampa Bay Goes Red**, which also garnered an **Award of Distinction** at the Local Image Awards in April.



PRESIDENT
DAN McLEAN, APR

A heartfelt thanks to the 2005-2006 Board for their phenomenal work and commitment to the chapter and the profession. Thank you!

Membership entails being a shareholder and a decision maker. With that said, let me thank everyone for your continued membership and participation in FPRA Tampa Bay.

For those who are not yet members, now is the time to formalize your relationship with FPRA Tampa Bay and reap the benefits.

I am very excited about being your president for the next twelve months. The chapter has a dynamic schedule of events planned including half-day workshops, scholarship fundraisers, socials and monthly programs. In addition, we will roll-out new initiatives to continually increase the value of membership, have some fun, do a little networking and sharpen our skills with some of the most current public relations tools and techniques.

My door is always open and your feedback is welcome. Looking forward to meeting and working with all of you!

Sincerely,

Dan McLean, APR

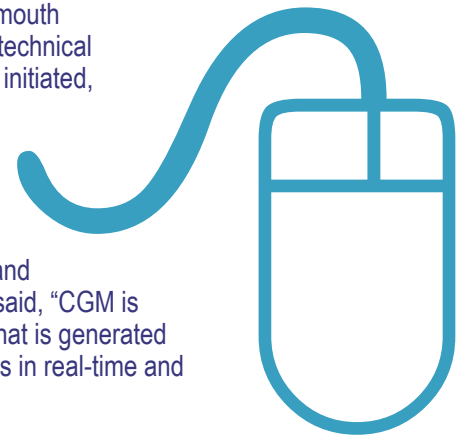
For those who are not yet members, now is the time to formalize your relationship with FPRA Tampa Bay and reap the benefits.



GET PLUGGED INTO TECHNOLOGY

FPRA Tampa Bay VP of Membership, **Jan Luongo, APR**, presented an overview of media trends in technology during the May and July monthly programs. As President of Alliance Communications and having garnered the *Tampa Bay Business Journal's* 2006 Business Woman of the Year, in the Media Services Category, Luongo stays abreast of the latest innovations in public relations.

Consumer Generated Media (CGM) is word of mouth advertising with a technical twist. It is created, initiated, circulated and used by consumers to educate others about products, brands and services. Luongo said, "CGM is the only medium that is generated by the consumer, is in real-time and is free."



CGM is definitely being utilized according to Luongo. She said the, "Number of hosted blogs was 53.4 million in 2005, up from 21 million in 2004." In addition, "23.2% of consumers report relying on blogs for purchasing products/services."

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September Monthly Program



How to Work a Room with Phoenix McKinney, APR

Thursday, September 28
11:30 a.m.

Café Denali - 1327 East Seventh Avenue
Ybor City, Florida 33605

Cost: FPRA Members: \$20
Non-members: \$30 in advance; \$35 at the door
Students: \$15

To register, e-mail Diana Clynes or call (813) 636-8100.

New Member Spotlight

Nancy Johnson



Nancy Johnson serves as new media developer for the H. Lee Moffitt Cancer Center & Research Institute. She is responsible for producing the organization's television and video programs. Johnson also serves as executive producer of Headline MCC, Moffitt's internal newscast and works with the media relations team to place local, statewide and national news stories.

Prior to transitioning to the public relations field, Johnson was a news reporter for WTSP-TV, the CBS affiliate in Tampa Bay. A Chicago native, Johnson is a graduate of Northwestern University in Evanston, Illinois.

Laura Randall Simon

Laura Randall Simon is director of public relations for Applied Media Technologies Corporation and will assume her duties as the new editor of *exPRess* with the October issue.

Randall Simon previously served as manager of government and external relations for NASA's Advanced Communications Technology Satellite Program in Washington, D.C. Subsequent to that, Randall-Simon managed public relations for NASA's ACTS program at the Jet Propulsion Laboratory in Pasadena, California.

Randall Simon is a graduate of Santa Clara University in California and began her career in public relations with the satellite industry in 1986.



FPRA MISSION:

The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.

FPRA VISION:

To be Florida's most respected public relations organization.

Letter from the Editor

It has been my pleasure and a great opportunity to have served as *exPRess* editor for the past two years. FPRA Tampa Bay's ranks are increasing and I will be handing over the reigns with the October issue.

My new role as VP of Communications will include oversight of the communications committee comprised of Webmaster **Missy Hurley**, *exPRess* Designer, **Paula MacDonald**, *exPRess* Editor **Laura Randall Simon** and Media Relations Chair, **Jennie Treby**.

Look for some exciting undertakings by the communications team that will buttress FPRA Tampa Bay's initiatives and programs.

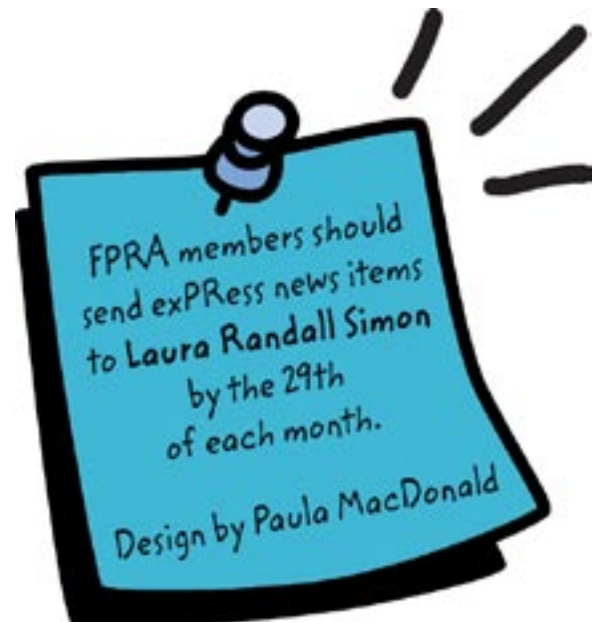
All the best,

Jamie McIver



VP OF COMMUNICATIONS
JAMIE McIVER

"Please continue to submit information to the newsletter and become involved by reporting for the monthly programs in exchange for a byline and waiver of the entrance fee at the program for which you report."



GET PLUGGED INTO TECHNOLOGY

(continued from page 1)

From a public relations standpoint, Luongo outlined several benefits of building a blog including:

- Enhanced customer relationships and feedback;
- Media relations opportunities;
- Knowledge management;
- Improved organization of posting on corporate blogs;
- Crisis management.



NEW MEDIA TECHNOLOGY DEFINED

BLOG OR WEBLOG

An online journal of a writer for public readership. Usually written by one person with postings from any interested party;

MESSAGE BOARDS/FORUMS

Industry- or interest-focused areas that draw consumers based on a particular product, specialty, or niche, (automobiles, computers, electronics, software) or issues (politics, baby/parenting, lifestyle, travel). Social network sites also make ample use of message boards;

RSS (REALLY SIMPLE SYNDICATION)

Web feed formats, specified in XML and used for web syndication. RSS is typically used for news, websites, weblogs and podcasting;

VLOG

Video-based logs or journals;

MBLOG

Mobile-enabled blogs that let users post photos from anywhere. Camera phones play a huge role in mblog growth;

MP3/PODCASTING

A method of distributing multimedia files, such as audio or music videos over the Internet for playback on mobile devices and computers for an audience that wants to listen or watch at their discretion.

WELCOME NEW MEMBERS!

Jane Birkhold-Freeman

Hernando-Pasco Hospice

Diana Clynes

American Association of Kidney Patients

Nancy Johnson

H. Lee Moffitt Cancer Center & Research Institute

Shanda Lee

J.C. Newman Cigar Company

Lex Poppens

Ruth Eckerd Hall

Mai Russell

Tampa Bay Workforce Alliance

Laura Randall Simon

Applied Media Technologies Corporation

Christopher Smith

The Greater Tampa Chamber of Commerce

Jennie Treby

Hidden Resource Group

Laura Turner

WEDU

Kathy Dorf

University of South Florida

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