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Getting a Hit

by Lindsey Nickel

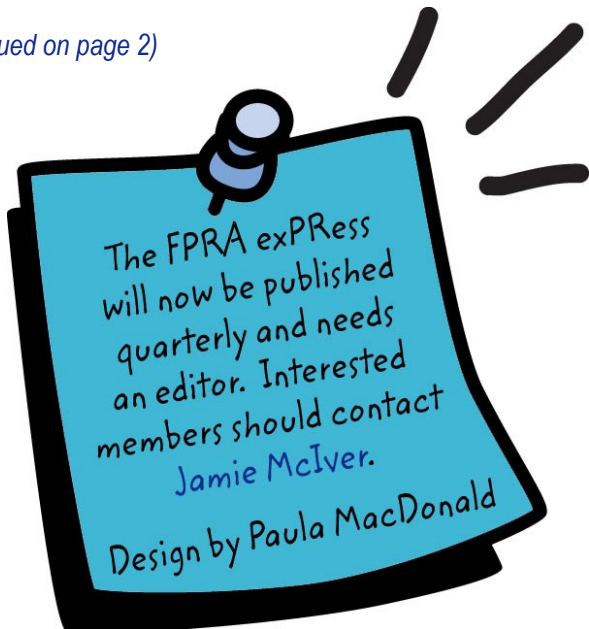


L-R: DON NORTH, KEN KOEHN, TRACEY SIEVERTSON, VIDISHA PRIYANKA, JOE GUIDRY, AND DAN McLEAN, APR.

The Tampa Bay Chapter of FPRA enjoyed an excellent tour of Media General in January at a members-only luncheon program sponsored by *Offices on 7th*. The event included a special viewing of WFLA's 11 a.m. newscast and a panel discussion with leaders from WFLA, *The Tampa Tribune* and TBO. Tour guide, **Beth Gaddis**, took the group through every nook and cranny of the media house, filling us in on what happens after we e-mail a press release or call in a pitch.

The luncheon featured a panel discussion with WFLA News Director, **Don North**; *The Tampa Tribune* Deputy Managing Editor, **Ken Koehn**; TBO.com Content Manager, **Vidisha Priyanka**; and *The Tampa Tribune* Deputy Editorial Page Editor, **Joe Guidry**.

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Spring 2007 APR Study Sessions

- DATES:** Saturday, February 10 and 24
Saturday, March 10 and March 24
- TIME:** Noon to 2 p.m.
- LOCATION:** Sandler Sales Institute
4100 W. Kennedy Blvd. Suite 300
Tampa, FL
- COST:** Free to FPRA members; all others welcome, nominal fee TBA.
- SESSION ONE:** Introduction and general overview of universal APR process, Q&A and Readiness Review prep.
- SESSION TWO:** KSAs (knowledge, skills and abilities) for the written exam including: history and current issues in PR, research, planning and evaluation.
- SESSION THREE:** Ethics and law, business literacy, communication theory and models.
- SESSION FOUR:** Crisis communication, management skills and issues, advanced communication skills and information technology.
- QUESTIONS:** Contact Linda C. Kinsey, APR at Linda.Kinsey@stpete.org or 727-893-7039



Getting a Hit

(continued from page 1)

Each medium offered up some tips to take back to the offices, including:

WFLA

- Television coverage requires strong and engaging visuals.
- A specific event might not be newsworthy, but the larger issue/cause that it represents and its impact on a neighborhood, school or business might be.
- The driver for news is what interests the community, not what interests a client or company.
- Provide at least 24 hours notice on a story for information gathering and staff scheduling purposes.

TAMPA TRIBUNE

- Be direct with your contact, don't blanket the newsroom and don't send news releases to the executive editor only.
- Send short and to-the-point news releases, and call to follow up.

TBO

- Always submit your events for coverage online to TBO's events page. If you don't see it listed, make a follow up call.



Save the Dates...

✓ Tuesday, March 13, 2007

WHAT: FPRA Tampa Bay Scholarship Fundraiser
 WHERE: The Tampa Club
 TIME: 11:30 am – 1:30 pm
 COST: TBA

✓ Thursday, April 26, 2007

WHAT: Image Awards
 WHERE: TBA
 TIME: TBA
 COST: TBA

To register, contact [Diana Clynes](#). Space is limited.

MEMBER SPOTLIGHT

Mandelyn Hutcherson



Mandelyn Hutcherson

Mandelyn Hutcherson is the assistant director of development and public relations at the University of South Florida Area Health Education Center (AHEC) Program. Hutcherson is responsible for developing and implementing a comprehensive fundraising and communications plan for the USF AHEC Program and its two centers, Gulfcoast North and Gulfcoast South AHEC, which cover a nine-county area. Hutcherson directs an annual fund campaign, cultivation and solicitation of major gifts as well as promotion of the AHEC program including media relations, marketing and outreach.

Hutcherson recently moved to the Tampa Bay area and has more than five years of experience in development, public relations and government relations. She has held positions at the University of Florida, College of Veterinary Medicine and the University of Florida, George A. Smathers Libraries in Gainesville where she lived for four years.

Hutcherson holds a bachelor's degree in public relations from Texas Tech University and a master's degree in mass communication from the University of Florida. Her master's thesis on how colleges and universities are utilizing the World Wide Web to build relationships was presented at the 2005 Association of Researchers on Nonprofit Organizations and Voluntary Action (ARNOVA) conference in Washington, DC. She was born and raised in West Texas, and she enjoys reading, writing, listening to music and spending time with her family and pets. She has two rambunctious dogs, Tank and Dierks, and two mellow cats, Marianna and Cleo.

Kathy Dorf



Kathy Dorf

University of South Florida (USF) junior **Kathy Dorf** is the student board member for FPRA Tampa Bay and a public relations major. Dorf was born in New Jersey, but raised primarily in Florida.

Dorf looks forward to gaining internship experience and applying to graduate school. She hopes to one day work in the entertainment, fashion or consumer products industry, but is also very interested in cause or issues marketing.

Dorf truly believes in the value and benefit of membership in FPRA Tampa Bay. She is also the president of PRSSA at USF. As the official student liaison for both groups, she would like to bridge the gap between the two groups. Communication is crucial in the PR field and she believes that facilitating it through organizations like FPRA and PRSSA, both professionals and students can learn a great deal from each other.

LIGHTS, CAMERA, AUDITION!

Earn a Star on FPRA Tampa Bay's Walk of Fame

None of us are part of central casting; rather, we're all stars in our own right. "Lights, Camera, Audition" is the theme for our chapter's 2007 Image Awards competition. Get ready to walk the red carpet on Thursday evening, April 26 in Tampa (location TBA) for an unforgettable awards dinner. To ensure that you make the "A" list, watch for your Call for Entries this month.

The Call for Entries will contain all the specifics that are needed to complete an award-winning application. Judging is based primarily on the following:

- *research/situation analysis;*
- *objectives;*
- *implementation;*
- *evaluation;*
- *budget.*

The FPRA Image Awards have become a standard for public relations excellence. There are four submission categories: programs, printed tools, audio/visual and student projects. FPRA Tampa Bay will exchange entries with the Gainesville FPRA chapter and only Accredited Public Relations professionals will judge the entries. While the competition is open to all chapter members, entries are encouraged from members of other local professional organizations, such as the Public Relations Society of America (PRSA) and the International Association of Business Communicators (IABC).

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- objectives;
- implementation;
- evaluation;
- budget.

Volunteers are being actively recruited to serve as Image Awards' production crew members. Contact Jane Birkhold-Freeman, chairperson, with questions at jbirkhold@hphospice.net or call 727-863-7971, ext. 1200.

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.

WELCOME NEW MEMBERS!

Tom Damico

BICSI

Brenda Martin

Crisis Center of Tampa Bay

Lindsey Nickel

City of St. Petersburg

Kitty Rawson

Prevent Blindness Florida

Wendolyn Quigley

FWC Fish and Wildlife Research Institute

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Join FPRA Tampa Bay today...