

Beta
intersectTM

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Storylines

& Intersections

of time and place



intersect:

why this great new gadget belongs
in your social media toolbox *page 3*

Intersect is a place to celebrate and share stories of all kinds from throughout our lives past, present, and future. It's also a place for exploring where you've gone and where you want to go – and discovering who else has been there.

If you just want to browse:

- Explore the storylines of people you find interesting, using the time selector to scroll through time.
- Discover stories at intersections of time and place and consider adding your own.

find us on

The Tampa Bay Chapter of the Public Relations Society of America (PRSA) was chartered in 1964. We are one of the state's largest professional organizations for public relations practitioners, serving more than 160 members across West Central Florida.



NEW! facebook fan page

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To enjoy the interactive content of our newsletters, install the latest version of Adobe Acrobat Reader. *Hilited copy* indicates a live link.



President's Message

Another Year, Many Opportunities
 by Missy Hurley

I promised myself I won't write one of those "wow, the year has flown by" notes. But, it seems like yesterday that I was congratulating and supporting 2010 president Nicole Andriso on leadership of the chapter. In a flash, 2010 has flown by and now a new set of leaders is guiding the chapter.

Please join me in congratulating Mike Flanagan, Senior VP of Weber Shandwick Worldwide, on joining the Board of Directors, this year and thanking Lisa Braswell, APR, for filling the role of Treasurer. The Board has already been hard at work planning member favorites and brainstorming new ideas to provide value to members.

A few member favorites are already in the works. Mark January 27 for the Ultimate Mixer at Green Iguana – Stadium in Tampa. The Tampa Bay Advertising Federation has taken the lead in planning the event with FPRA, Legal Marketing Association, International Association of Business Communicators, and many more. Just bring non-perishable good or \$5 and enjoy complimentary appetizers and one free drink.



Be Seen as an Industry Expert

PRSA has opened its call for intriguing, educational and insightful presentations for the 2011 International Conference (<http://www.prsa.org/conferences/internationalconference/index.html>) in Orlando, October 15 - 18.

The next APR mixer will be held on February 1, 2011 to introduce members to process and knowledge needed to pursue the APR. The popular media roundtable breakfast with FPRA Tampa Bay is slated for June 2011 (date TBD). The half-day professional development seminar will be held in July 2011. The chapter is seeking volunteers to help with these annual programs.

Beyond the annual favorites, PRSA will be hosting the international conference in Orlando in mid-October. The New Professionals section kicks off on February 23, 2010, and chairs Jesse Landis, APR, principal of Bayview PR, and Carissa Caricato, Crisis Center of Tampa Bay's director of marketing, will lead a discussion each month on topics relevant to professionals with less than two years of experience.

The chapter is also in the beginning stages of planning the 2012 Sunshine District conference, which will include guests from the other six chapters around the state, in June 2012.

Many more new ideas are being considered and discussed. If you have an idea you'd like the chapter to consider, please contact me at Missy@BayviewPR.com or 727.895.5030 x 103.

Stay tuned for chapter event announcements in 2011!



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Got News? Please Share

newsletter@prsatampabay.org

We need your PR themed information — personnel changes, client news, firm or professional awards, contact changes, openings, new business wins — to keep our chapter informed about members activity and the community informed about PRSA.

Chapter Web Site

Visit PRSATampaBay.org for events, chapter information, job listings and more.

 Built with Adobe Creative Suite.
Best enjoyed with [Adobe Reader](#).

Intersect: Storylines In 2D

John Siebenthaler

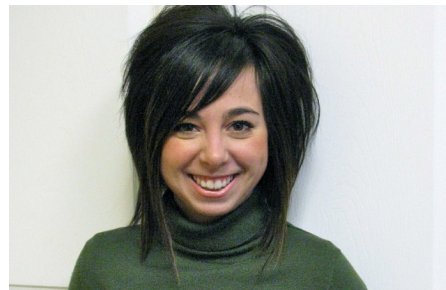
SEATTLE, WA One of the fledgling success stories to emerge from 2009's media meltdown headlined by the collapse of the Seattle Post-Intelligencer's 140-plus year-old daily was the launch of [intersect](#), the latest entry in the hotly contested social media sweepstakes.



I'm just now grasping intersect's potential as more than a storyteller site.

Money/CNN described it as, "The showcase of 27 startup companies..."

PRSA Tampa Bay Rolls Out New Media Manager Post



Dana Blickensderfer, a recent USF graduate and public relations specialist at Blick Law Firm in Tampa, is the first member to head the chapter's newly created post of New Media Manager.

Her position, one of the first at the chapter level, will figure prominently as PRSA Tampa continues exploring the increasingly critical components of social media and other online driven activities.

Dana's core responsibility is media strategy fulfillment, accomplished

(one of the) the five most promising startups," at last fall's Web 2.0 Expo. Promoted as a "storytelling" site with journalists the preferred demographic, the increasingly popular site packs a lot of SEO value into an interface that's all about likeability.

For PR practitioners, intersect offers a unique and very efficient method for sharing content across channels. Signup is quick and easy, privacy settings fast and intuitive. And the vibe overall is familiar and friendly.

You won't find the staccato like pace of twitter, or the hammer-fisted authoritarian oversight of facebook. What you get is a hugely versatile on-ramp with limited html styling, super easy feeds from media sites like YouTube and flickr, and upfront tagging. And so far it looks like Google likes it. And likes it a lot.

Got a story to tell? If you're in PR you do. And attracting listeners just got a lot easier.

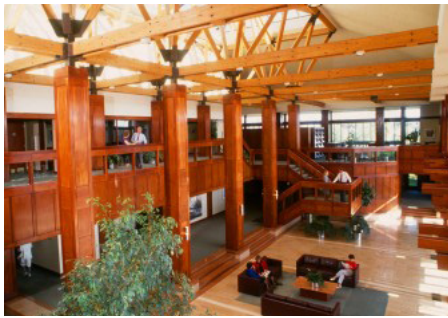
by managing the chapter's growing exposure on social sites like LinkedIn, twitter and facebook, as well as media sites like Flickr and YouTube. She'll work with content providers, board members and committee chairs to synchronize and update chapter news, beginning with the [new facebook fan page](#).

As the online community grows, and as new technology emerges, Dana's role will be to strategically deploy content to the various channels on a timely and coordinated basis, ensuring an accurate and consistent product.

In addition to her new duties, Dana also serves on the chapter Membership Committee.

We're looking forward to a vibrant and engaged online chapter presence, one that will take advantage of new and emerging media in a style and manner that fulfills the definition of professional public relations.

PRSA Tampa Bay And Poynter: Professionals Growing Together



ST. PETERSBURG, FL Many of us tend to think of the Poynter Institute as something of a post grad J-school, catering mainly to print editorial.

In fact, Poynter's an internationally recognized resource for cutting edge media communications, most recently expanding their mission into print journalism's successor, social media.

During a recent meeting with Poynter leadership, PRSA Tampa Bay confirmed the institute's desire to expand their role to include influencers, and affirmed our mission to acquaint membership with their world class coursework available for professional growth and education.

Our board is now moving to define a relationship with this renowned communications resource. Readers can look forward to continuing coverage of Poynter events, classes, short courses and conferences.

In the meantime, members are encouraged to explore the many learning opportunities offered by Poynter, both online and in person at their elegant campus on St. Petersburg's beautiful waterfront.



Introducing the New Professionals Committee

Jesse Landis, APR

The goal of the New Pros committee is to create opportunities for new professionals to learn, connect, and grow their careers. New professionals are loosely defined as those with up to two years of professional experience, and college seniors.

The primary function of the committee, to start, will be to host monthly gatherings, coffee/breakfast, open to new professionals - sort of a New Professionals Support Group.

Two or three established professionals (including at least one committee chair) will address a monthly topic regularly encountered by new pros and offer general advice, perspective, recommendations, perhaps contacts, all intended to help budding professionals build their careers.

The first breakfast gathering will be Tuesday, February 22, from 8 to 9am, at Panera Bread on Westshore and Kennedy. Please help us spread the word. If you're interested in participating, contact Carissa Caricato (CCaricato@CrisisCenter.com) or Jesse Landis, APR (Jesse@Bayview-PR.com).



The Ultimate Mixer — Be There Or Be Square. Really.

Tampa Bay's first Ultimate Mixer of 2011 is Thursday, January 27, from 5:30-8:00 p.m. at the Dale Mabry Green Iguana in Tampa.

Co-sponsored by Tampa Bay's marketing, communications, advertising, and creative communities, it's how we network and do something good for the community at the same time. Admission: five bucks or a food item to get in. All money and food raised will be going to Feeding America. Raffle tickets available throughout the evening for a buck a piece.

What kind of food? Skip the sushi. The top five items always needed are:

1. peanut butter (no glass jars please)
2. canned/pouch tuna
3. canned veggies
4. canned fruits
5. breakfast cereal

Other non-perishables: meals in a can (w/pop top), canned meats, poultry, fish, dried beans; non-fat dry milk, evaporated milk; pasta products, mac & cheese (box), Ramen, rice, oatmeal, crackers; canned stew, spaghetti sauce w/meat, canned soups, canned chili / sloppy joe



February Program

*Guest Presenter: Mark Regan
Wednesday, February 16th*

Integrating Video Into Your Communications Plan

Learn how to integrate video into your communications plan and get tips, tricks and pointers on how to use a flip cam and create the next YouTube sensation.

Mark Regan is the Associate Director of Internet Marketing at Inteligent Solutions and a marketing technologist with a deep background in software development from the early days of the Internet at IBM and Cisco.

Professional Development

Elida Rodriguez

Want to push your professional development skills to the next level? We're looking for volunteer committee members to participate in the planning and execution of two professional development activities next July.

Our first goal is to develop a committee of new professionals, independent practitioners, and masters or senior practitioners. If you have experience, passion, and a willingness to contribute your thoughts and ideas, I hope you will consider being part of the Professional Development Committee.

To learn more, please contact Elida Rodriguez at erodriguez@transitions.com or 863-206-5842.

Ethics Under The Microscope

Dr. Beth Eschenfelder

The University of Tampa needs volunteers for the Ethics Narrative Project, in which students interview PR professionals about ethical challenges they've encountered.

Some of the most important ethical decisions we face are not big, corporate crisis management situations, but the internal challenges dealt with on a daily basis. Big or small, any experience you can share will provide a valuable learning opportunity for our students.

The student will tell your story in narrative form, so feel free to have fun and elaborate. Time required is approximately one hour in February.

To volunteer contact Dr. Beth Eschenfelder at (727)403-4110, beschenfelder@ut.edu or beschenfelder@msn.com by February 4.

New APR Accreditation Program

Karen Frashier, APR

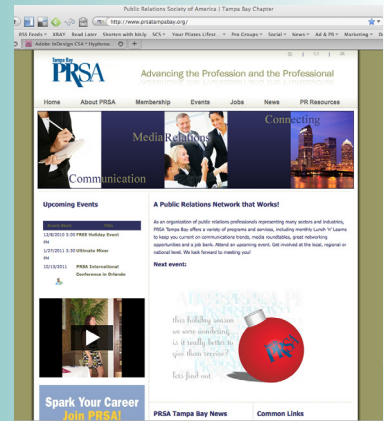
Our chapter now has 15 newly accredited members because they studied hard and followed the program. What program? Our chapter PRSA accreditation committee has created a mentor and study program for members and non-members (additional fee) who want to become APRs.

If you've considered taking the universal accreditation examination for public relations, come to Tampa's Centre Club for an APR Mixer Tuesday, Feb. 1, 5:30 to 6:30 p.m. All APRs are also invited to attend.

You'll learn how to register for the exam and about our free mentoring and study course, and talk with newly accredited members about how they achieved their APR.

Thanks to Noelle Anderson, APR, for arranging our meeting space at the Centre Club. RSVP to accreditation chair Karen Frashier, APR, by Friday, Jan. 28, at 813-375-2663 or kmf@AdvocateMarketingPR.com.

Surf On Over — Find Out What's New



Need find out about the latest meeting, chapter project, or job postings? Just point your mouse to prsatampabay.org. We also update on facebook, LinkedIn and twitter to best meet our members needs for staying connected.





Send us your PR-themed names, news, pics and links.

Syniverse Adds Mktg. VP



TAMPA, FL John E. Walker has joined Syniverse Technologies, Inc. as vice president of marketing communications, responsible for global marketing and com-

munications for the mobile tech company.

Leveraging more than 15 years of corporate B2B and telecommunications marketing experience, the former Edelman executive headed their global telecommunications practice from 2007 to 2010.

Walker will be responsible for Syniverse's brand, core value proposition and executive thought leadership among mobile operators, cable operators, brand marketers, retailers, financial institutions and industry organizations around the world. He will also oversee all external positioning, branding and digital marketing initiatives, as well as internal and external communications, and special events.

John received a bachelor's of professional accountancy from Mississippi State University. He is the former president of the Georgia Chapter of the Public Relations Society of America and is on the board of Georgia FIRST, a non-profit committed to inspiring students to discover the potential of science and technology, and ToolBank USA, a national movement that provides high-quality tools to non-profits and their volunteers.



Caponigro PR Adds VP

TAMPA, FL Deg'er Saner, a veteran public relations professional with 20 years of PR/marketing experience, joins Tampa-based public relations firm Caponigro Public Relations as Vice President, where her responsibilities will include media relations and counseling the agency's clients.

Ms. Saner previously held a marketing position at the St. Petersburg Times and, before that had her own public relations firm – On Dee Air Productions, based in Brandon – for 10 years.

“Deg'er is an outstanding public relations professional,” said firm President Jeff Caponigro, APR, Fellow PRSA. “Everyone at here is thrilled to have her on our team, and our clients will benefit greatly from her experience and expertise.”

Saner lives in Brandon and is actively involved in a number of community organizations, including her role as a board member on the Brandon Community Foundation.

Caponigro Public Relations, which specializes in media relations, branding, crisis communications and planning, media and public-speaking training, and marketing communications, also has an office in a Detroit suburb. For more information go to www.PRinFlorida.com or www.Caponigro.com.

Welcome New Members

Joe Chabus, APR
Communications Mgr.
McDonald's Corporation

Amanda Drake

Varuni Jaipershad
Account Coordinator
Fry Hammond Barr

Segundo Receives LEED Green Certification



LARGO, FL PRSA Member and Diversity Committee Chair, Marissa Segundo, LEED GA has received an environmental accreditation for sustainability.

The Leadership in Energy and Environmental Design (LEED) is a third-party certification program and the nationally accepted benchmark for the design, construction and operation of high-performance green buildings by the United States Green Building Council.

Individuals receiving this accreditation are tested on knowledge of energy efficiency, water conservation, sustainable sites, materials/resources, indoor environmental quality, and transportation.

Marissa is the Recycling Coordinator for the City of Largo. She has earned Bachelors degrees in Public Relations and Spanish. She is responsible for marketing, public relations, media relations and educational outreach of Largo's recycling program.

The LEED accreditation will aid her in promoting sustainability and waste reduction throughout the community.