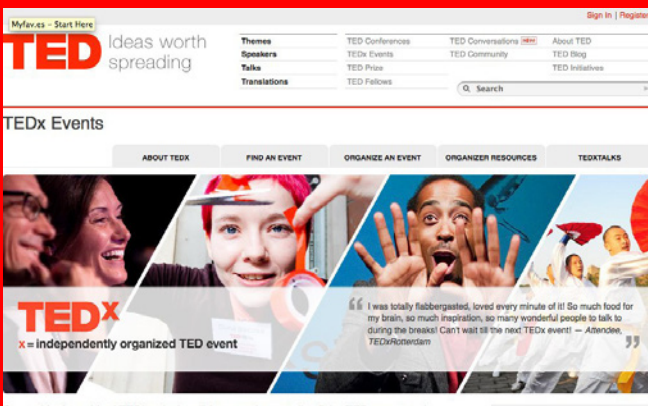


Tampa Bay PRSA Gulf to Bay

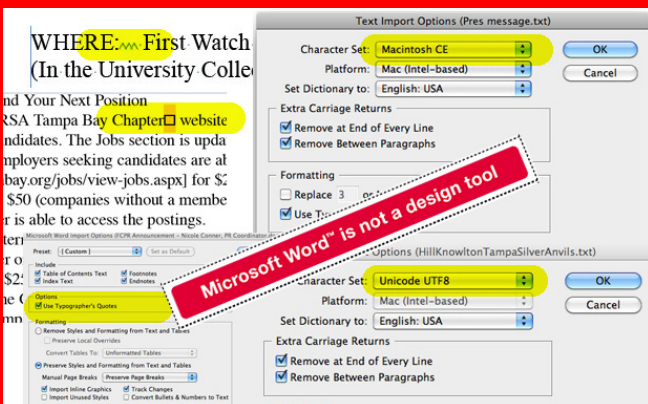
JUL
AUG
2011



MARK YOUR CALENDAR: PRO DEV DAY



TEDx AT POYNTER: STAND BY FOR WOW



ABOUT WORD: HANDS OFF THE CONTROLS

*public relations
professional
tactics
trends
practices*



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.



President's Message

by Missy MacFarlane, APR



Tampa skyline © Lars Allebrink

NEW! **facebook fan page**

In This Issue

2011 Pro Dev Day.....	3
TEDx At Poynter	4
Diversity Tips.....	5
In The Beginning, Word.....	7
QuickStart 2011	8
Independent Practitioners Meet	9
New Chapter Webmaster	9
Chapter Leadership	11
Membership Update.....	11
Meeting Roundup.....	12
2011 PRSA Int. Conference.....	13
Calling All Sponsors	13
Press Release SEO.....	14

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

After the 2010 MTV Video Music Awards, Florence + The Machine's performance of "Dog Days Are Over" captivates me. It floats into my head anyone mentions the dog days of summer or laments about the economy.

The dog days of summer are definitely NOT over, instead they're just heating up, but I'm starting to think the lowest lows of the economic downturn are behind us.

PR is an industry that is accustomed to interpreting market trends, interpreting accordingly and adjusting quickly. However, many companies are not as nimble as their public relations departments. Budgets froze and professional association fees often didn't make the budget cuts.

Your PRSA Chapter was adjusted too. In planning for 2011, the Board had lengthy discussions on essential expenses and quality member benefits. PRSA at a national level continues to have similar discussions.

At the chapter level, we've seen an uptick in the number of new chapter members and new job opportunities on our website. Our LinkedIn group is fostering discussion online, and the Facebook page is growing. The attendance at monthly events has been strong - the venue for the Media Roundtable in June hit capacity. PRSA is thriving in Tampa Bay.

As an all-volunteer organization, this chapter wouldn't exist without its dedicated and passionate volunteers. If you're thinking about getting more involved, please email me at President@PRSATampaBay.org.

I'd love to help you find a volunteer position that matches your interest and available time.

on the cover:

This month we're featuring events and insight that can help you make the most of your practice.



Officers

President Missy MacFarlane, APR
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Stay Connected

Reading someone else's copy? You can [signup here](#) for your own sub.


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](#).



(LtoR): Al Frederick, Giovanni Gutierrez, Inga Starrett, Mikowsky Jennifer, Manuel Solis

Public Relations: Changing with the Times

2011 PRSA Tampa Bay Professional Development Day

Wednesday, July 20, 2011
Registration/Breakfast - 8:00 a.m.
Presentation: 8:30 a.m. – 12:30 p.m.

Are the PR trends moving faster than you can keep up? Find out what you need to know today – about proving ROI, the Hispanic market and managing clients - and learn what will be happening tomorrow, taking your career to the next level.

Morning Presenters: Hispanic Consumer Insights Panel Discussion

- CBS Radio, Maxima 92.5 FM - Gretchien Pujals, Sales Manager
- Centro Tampa - Giovanni Gutierrez, Sales/Marketing Manager
- Entravision Communications, Univision- Jeanne McGuinness, Sales Manager
- Transitions Optical - Manuel Solis, Multicultural Marketing Manager, Transitions Optical

The Hispanic market isn't "emerging" anymore... it's here to stay. Hear Hispanic marketing experts on why it's the latest trend, and how to integrate messaging into your communications.

Morning Keynote: "The Art of Adaptation: Staying Relevant in the Evolving Field of Public Relations"

Jennifer Mikosky, Public Relations Director for FKQ Advertising, on adapting to shifts in public attitudes, technology and trends.

Using case studies from The Ritz-Carlton and McDonald's, Jessica's tips will help you make informed PR decisions that reflect your clients' changing needs.

Lunch Keynote: "Trends in Communications Research and Translating Data into PR ROI"

Don't miss Weber Shandwick's VP/ Measurement & Analytics Inga Starrett when she brings her expertise from San Francisco to Tampa. She'll share current trends in communications research including key metrics, tools and dashboards while discussing emerging work showing PR ROI, using data to inform strategy, how to link PR to sales and tying PR campaigns to business outcomes.

Reserve Your Space Now!

Chester R. Ferguson Law Center
1610 North Tampa Street
Tampa, FL 33602

PRSA Members & Students: \$40
Guests: \$50

RSVP: Elida Rodriguez at erodriguez@transitions.com

TEDx At Poynter

by Ellyn Angelotti

This October 28, the Poynter Institute for Media Studies will host TEDx-PoynterInstitute -- a one-day unique interactive experience. The purpose of TEDxPoynterInstitute is to tap into the creativity of influential thought leaders in social media and explore its future possibilities within journalism.

One hundred select participants will have the opportunity to engage with well-known voices from the online world including Graham Sharpe, CEO, Xtranormal; Jesse Thorn, Creator, Sound of Young America; Jason Sadler, Founder, I Wear Your Shirt.com; and Jessica Hagy, Creator, Indexed. They will also join regional voices such as Peter Kageyama, author of *For the Love of Cities*; Eric Deggans, TV/Media Critic, *St. Petersburg Times*; and inspirational speaker Tisse Mallon.

Throughout the day, online participants can watch the talks via a live video stream and online conversations --collaborating with those at the event to complete the sentence: "The future of journalism is ..."

To apply for registration, visit www.poynter.org/11TEDx, or contact seminars@poynter.org if you have any questions.

Training Resources from NewsU

Communications and SocMe Courses
Looking for fresh approaches to help your message stand out? Explore strategies to sharpen your writing, your social media and more with these online courses from Poynter's News University [www.newsu.org].

SEO and Online Headlines

Search engines have the potential to deliver huge traffic to your site. How

do you tap into those tools while still writing engaging headlines and titles? Learn the search engine optimization (SEO) skills that will draw people to your site in this two-course training package. www.newsu.org/courses/online-headlines-seo-training

Poynter's Writing Webinar Series

Teaching the craft of writing is a long tradition of The Poynter Institute [www.poynter.org]. It's who we are and what we do. We have developed a unique Webinar training package that addresses specific communications skills. These Webinars include:

- Writing for your Website: How to Make Readers Stick
- Short Narrative Bursts: Social Media Writing
- Mastering Revision: Polish Your Writing like a Pro

Purchase Webinars in this series individually or an access pass to three, five or all 10 Webinars. www.newsu.org/writing-webinar-series

Cleaning Your Copy:

Grammar, Style and More

Mistakes in grammar, spelling and style are like coffee stains on a shirt. People notice. In this course, you'll focus on the most common mistakes and learn how to avoid them. www.newsu.org/courses/cleaning-your-copy-grammar-style-and-more

Becoming a More Effective Editor:

Strategies for Editing Yourself, Others

In a world where speed is of the essence, there's less time to review and revise your work. In this course, you'll overcome the pitfalls of editing work that you have created and gain the skills you need to polish your own prose. www.newsu.org/effective-editor-october2011

Help! for Writers

Unlock more than 200 solutions to some of the most vexing problems faced by communications professionals across platforms and genres. You'll be able to highlight the ideas that work best for you, creating a personalized list of writing tips. www.newsu.org/courses/help-for-writers

The Writer's Workbench: 50 Tools You Can Use

This course contains essays on 50 writing tools that are essential to everyone who wants to be a better writer. Roy Peter Clark, author of "The Glamour of Grammar" and "Writing Tools," and vice president/senior scholar and reporting, writing & editing faculty at The Poynter Institute, shares with you the writing tools he has compiled from books on writing, writers, journalists, teachers and coaches. www.newsu.org/courses/writers-workbench-50-tools-you-can-use

What is TED?

TED is an acronym representing Technology, Entertainment and Design, and has developed a near cult-like following since its inception in the mid-'80s as a conference devoted to developing ideas that could then be spread to a much wider audience.

Today, TED and its offspring have not so much embraced web culture as defined it – how it works, how it's viewed, how it's leveraged. The online resources and archives are exhaustive, the rich media offered impressive.

TED (and TED activities) should be on the radar of every conversationalist whose goal it to influence, understand, shape and engage audiences, either digitally or traditionally.

Diversity Tips

by Marissa Segundo, LEED GA Diversity Committee Chair

Recently, PRSA's National Diversity Committee had an online forum on translations options. PRSA member posed the question of utilizing an automatic translation service or hiring an in-house staff member to handle the translation. The City's Hispanic community makes up 15-19 percent of the total population.

Many practitioners provided input on their experiences. The following is a brief look at the results of that forum.

Exercise caution when using automatic translation services. These programs translate word for word. Without context, your results can be easily misinterpreted. Sometimes your distorted message could even be offensive.

It's what you say and how you say it. The content is as equally important as the context when translating. Vocabulary varies between Spanish-speaking countries. Know your target audience. Do your research on where your Hispanic community originates. For example, a common word in Argentina could have a completely different meaning in Puerto Rico.

Hiring an in-house translator. This step would depend on your company's short and long term goals, resources and budget. Consider hiring a translator or translation company on contract to start. If your need increases, a staff position may be a consideration but choose wisely.

How diverse is your current staffing? Conduct a diversity audit to find out your current staffing reflects diversity. You may have a strong in-house community that can provide input possibly translation assistance. Though, an in-house diversity or multi-cultural community program can be very effective when reaching out to diverse communities. Campaigns can be focused toward the target community rather than an English message simply translated into Spanish.

Is PR training important in translation? In order to approach multicultural communication from a broad perspective think about hiring someone who speaks multiple languages and is trained in PR. For most PR campaigns, a translator alone is inadequate and possibly counterproductive when framing a PR message.

Find Your Next Position

PRSA Tampa Bay Chapter's website helps connect employers with potential candidates. The Jobs section is updated frequently with new position postings.

Employers seeking candidates are able to post job descriptions here <http://prsatampabay.org/jobs/view-jobs.aspx> for \$25 (for companies with a member on staff) or \$50 (companies without a member on staff). Any public relations practitioner is able to access the postings.

Internship postings are also accepted on the job site. Companies with a member on staff are able to post one

internship per year FREE. Otherwise, the fee is \$25.

The Chapter's website also features an Opportunities section here <http://prsatampabay.org/jobs/opportunities.aspx> to help nonprofits and PR professionals connect with volunteer and pro bono projects. Nonprofits are able to post public relations-related requests for pro bono projects, event committees and other volunteer positions.

For more information, contact Jennifer Medeiros at Jobs@PRSATampaBay.org.

Surf On Over!
Discover What's New



Need find out about the latest meeting, chapter project, or job postings? Just point your mouse to prsatampabay.org. You'll also find us on social media sites facebook, LinkedIn, twitter and Intersect, and visual media sites YouTube and Flickr. At PRSA Tampa Bay, we're online with everyone's favorite flavor!



Sunshine District Soars With National

by Geri Evans

Several of you have asked me to continue to share the many benefits of having a national PRSA. If you recall, my first list included:

- 1) PRSA has become much more visible in the national media, advocating on behalf of the profession. PRSA has had comments, op-eds and letters to the editor appear in the Financial Times, Economist, the Harvard Business Review, PR Week UK, The New York Times, Adweek, AdAge, and on various blogs.
- 2) PRSA has revamped the Chapter Leadership toolkit, updated and enhanced all Chapter landing pages and microsites hosted by National, created and launched a Chapter social media policy, and provided a template for bylaws.
- 3) PRSA provides several free webinars throughout the year and for members provides an “on demand” library of free webinars
- 4) Provides opportunities for significant personal and professional growth and leadership: Three Sunshine District members serve on the national board.

This time I would like to add the following:

- 1) Without PRSA National, there essentially would be 112 regional public relations organizations with
 - *A lack of coherence with respect to Ethics, Advocacy, APR, and other national programs - resulting in diminished impact*
 - *Fewer professional development opportunities*
 - *Increased administrative costs (Would any of you want to do your own membership billing and renewals?)*
 - *No national benefits ranging from a nationwide job bank to publications, news, discounts on services, a unified and active voice*
- 2) With PRSA National, the public relations profession and professionals have
 - *A widely recognized and regularly updated code of ethics.*
 - *An ongoing campaign to inspire and educate on ethical conduct.*
 - *A campaign to make and promote the Business Case for PR - the value of PR.*

- *A strong representative voice on current issues and events of interest and bearing to the public relations industry.*
- *A student society.*
- *Research into not only member wants and needs - and response to that data as much as is fiscally possible.*
- *Highly informative and timely information found in the Strategist, Tactics, and the PR Journal.*
- *National awards programs.*
- *The Accredited in Public Relations (APR) program.*
- 3) With PRSA National, Local Chapters receive
 - *Guidance on running an effective organization*
 - *Leadership development program (Leadership Rally, for example)*
 - *Financial benchmarks with on-demand reporting*
 - *Best practices*
 - *Research into member attitudes and perceptions*
 - *Speaker stipends*
 - *Quarterly membership promotions*
 - *Administrative support*

There’s much more I can add, but let me stop here for now and urge you to reflect on why you are a member of PRSA and what value you receive personally.

Are you taking full advantage of what your local chapter as well as what national has to offer? Opportunities abound - for personal and professional growth, new friendships, leadership skills development, possible business opportunities, a career change, suggestions for working with clients, and increased education and knowledge about a myriad of subjects.

Please take advantage of all that is offered. Participate, read, volunteer, check out the website, get on conference calls, write. Your life, your organization, and your career will be enriched when you do.

Save the dates of Oct. 15-18 in Orlando, for PRSA’s International Conference: Imagine.Create.Inspire - Envisioning the Future of Public Relations. Take advantage of the “Saver Rate” before August 26.

If you have any questions, comments, or concerns, please don’t hesitate to contact me.

Geri A. Evans, APR
National PRSA Board Member
PRSA Director, Sunshine District

International Conference Is Just Around the Corner

The PRSA 2011 International Conference will be held Oct. 15–18, in Orlando, Fla., and will feature keynote addresses from Soledad O’Brien, Chris Brogan and Peter Diamandis

as well as professional development sessions.

Attendees have the opportunity to learn about many topics like “Spectacular Events on a Shoestring Bud-

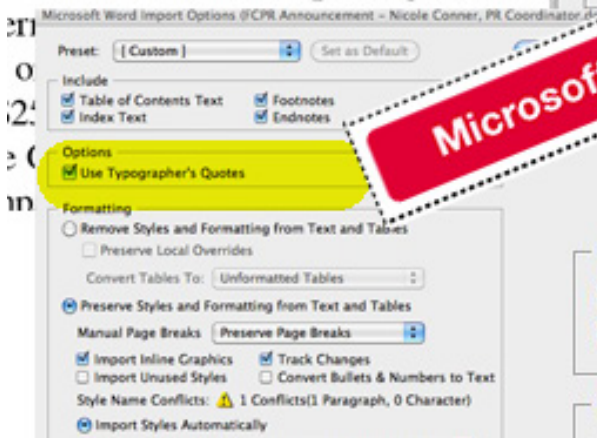
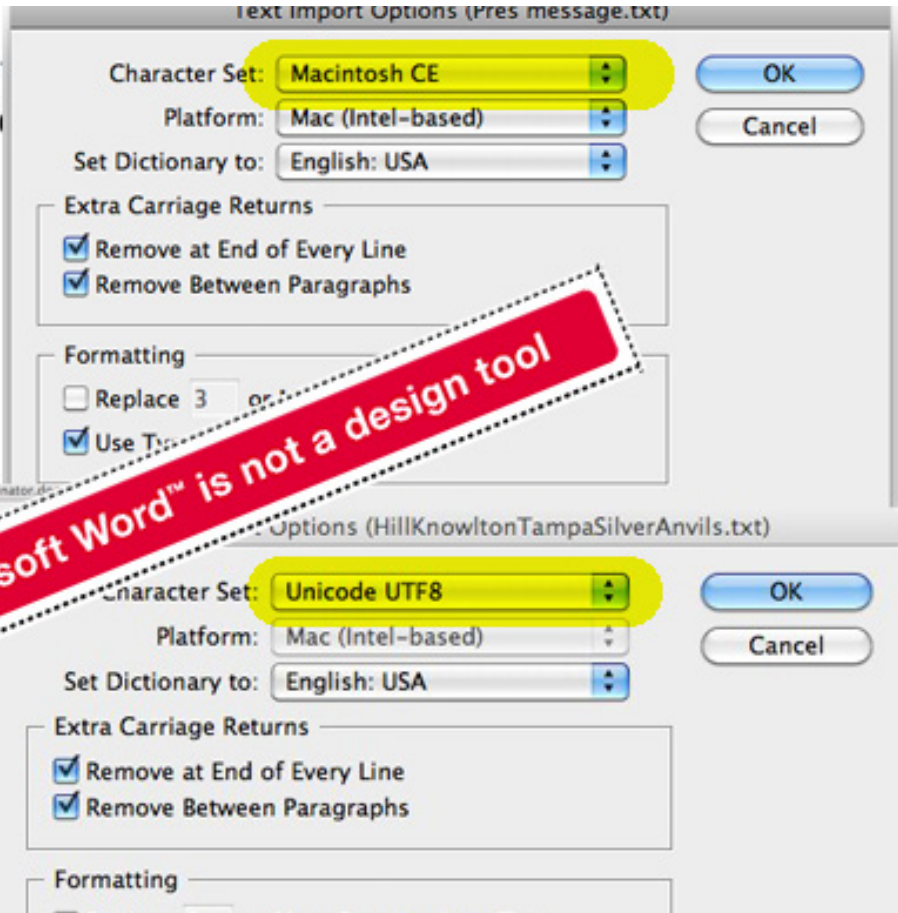
get” and “How to Pitch Overworked Journalists”. Check your mail for the International Conference brochures. Register by Aug. 26 to be eligible for the saver rate.

WHERE: First Watch (In the University Colle

d Your Next Position

SA Tampa Bay Chapter website

updates. The Jobs section is updated by employers seeking candidates are at [http://www.tampabay.com/story/2012/05/01/jobs/view-jobs.aspx] for \$250 (companies without a membership is able to access the postings).



In The Beginning, Word

by John Siebenthaler

Before PageMaker, before InDesign, before Illustrator, Word was the original desktop publisher. Able to justify and center type, it could also perform vector transformations and when combined with the crude bitmap digital imagery of the day could output files

in the Encapsulated Postscript format still in use.

The problem then, as now, is that Word was never designed for styling. That it can bold, italicize and colorize is an add-on that delivers false creative freedom to writers throughout the land.



Reveal and Hide: Why Listening Better May Be Anthony's Weiner's Latest PR Lesson

by Scott Sobel, Media & Communications Strategies

He said that to become a great actor you must be a great listener. That important suggestion also

The technical explanations of character generation of what is usually referred to as ASCII text are mind numbingly arcane and won't be discussed. What I want to get across, particularly with the advent of the .docx format, is that if you want your copy to be accessible across the widest possible (print and digital) spectrum, steer clear of adding personal stylistic flourishes, and leave art direction to the design team responsible for publication.

The most common problem children are smart or curly quotes and apostrophes. My advice is to have as many templates as necessary for formal communications and a bare minimum plain vanilla alternative that includes turning off smart quotes for press releases, features and product pr. True, contemporary page layout and draw-

ing software can strip out most of the troublesome characters on import. But depending on the original prefs used in Word – one offender seems to involve change tracking – it's not automatic that the correct filter will be selected, resulting in tedious manual find and replace.

Avoid using the spaces and tabs to achieve some kind of visual effect. These have to be stripped manually or with a GREP filter or they throw off the sophisticated tracking and spacing of the layout software. The same goes for any built-in styles.

In the end, playing it safe might make your copy appear boring. But it will appear. I recommend Bare Bones Text Wrangler software (free) for trouble-free formatting. < <http://www.barebones.com/products/text-wrangler/>>



What is QuickStart?

The Tampa Bay Chapter of PRSA is very fortunate to have many amazing professionals who have stepped up to the plate and taken leadership roles in our chapter. From committee chairs to Board Members, these people are the reason we have such a successful Chapter. If you are one of these amazing people, or just think you might want to fill one of these important roles in 2011, then QuickStart is for you!

QuickStart is a fun opportunity to gather the tools you will need as you prepare for your leadership role in 2011 and beyond. QuickStart is also the place where you can learn about what opportunities exist not only at the Chapter level, but at the District and National level as well. Presentations from National PRSA Board Members, the sharing of best practices, brainstorming, inspiration, friendships and a bit of fun, Sunshine District Style, are all part of this day and a half.

Quick Start and APR Program

by Georgina Gonzalez-Robiou



Cyndee Wooley, APR and Georgina Gonzalez-Robiou register 2010 QuickStart (above) attendees.

Ready to be a leader? Then don't miss Quick Start 2011, the conference created for current and future PRSA leaders. Learn best practices, network with other leaders throughout the state and leave with energy and inspiration to take your chapter – and the profession – to the next level.

When: August 19 – 20

August 19: Sunshine District Board Meeting, noon to 4 p.m. Dinner, cocktails and networking begin at 7 p.m.

Where: Geri Evans' home.

August 20: Quick Start Conference, 8 a.m. to 4 p.m.

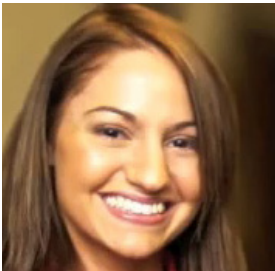
*Where: Hilton Orlando
Altamonte Springs
350 North Lake Blvd.*

Special room rate for conference guests: \$89/night plus tax. Call 407-830-1985 to make your reservation by July 25; mention PRSA Quick Start Conference for the special rate.

QuickStart Scholarships

Scholarships are available to attend QuickStart. Five chapter members have the opportunity to attend this conference for free! Once the five slots filled, additional members may attend for \$75. You may also bring a guest to Friday evening's dinner at Geri's for only \$10.

More info: Contact Quick Start co-chairs Diane Jones diane@djpublicrelations.com or Bryan Campbell bcampbell@aace.com.



Full Circle PR is pleased to announce the promotion of Nicole Conner to the position of Public Relations Coordinator. While she was working as a title agent, Nicole began to take interest in the PR field when she recognized the important role that public relations plays in helping an organization reach its goals. A graduate of the University of South Florida, Nicole received her B.A. in Mass Communication with a concentration in public relations. With the skills acquired by her education and work experience as both a title agent and administrative assistant, Nicole excels at copyrighting marketing collateral pieces and media relations communication tools, such as press releases and media announcements.

Nicole began her career with Full Circle PR as an apprentice. As the Public Relations Coordinator at Full Circle PR, Nicole coordinates account efforts in public relations, media relations, event coordination, social media and overall client account support and copywriting. Nicole's energetic, positive attitude makes her an asset to the team as she continues to evolve in a marketing communications role.

Welcome New Members

Marjorie A. Bulone
Mktg. Dir, Jagged Peak

Sarah Gambino
Mktg./PR, USA Environmental, Inc.

Lauren Gispanski
Assoc Mem PRSSA Grad

Jennifer Hamilton
Acct. Executive Hill & Knowlton

Robert Brandon Moore
Public Affairs, Tampa Bay Water

Kate Sawa
*Communications Dir.,
American Heart Association*

Jeanine Marie Bedell
*Community Relations
Hillsborough Kids Inc.*

Greg Manuel Coya
*Public Relations
Rehab Matters Home Health*

Lawrence Coleman Fletcher
Associate, Booz Allen Hamilton

Erin Hefferan
*Communications Mgr.
American Cancer Soc., Florida Div.*

Anton Krajicek
Associate Member PRSSA Grad

Tara Renee Parker
Assoc Member

Dave Szymanski Sr.
*Public Affairs, Seminole Electric
Cooperative*

Independent Practitioners

Networking Breakfast July 22

Are you an independent practitioner (IP), do you own a small firm (1-3 employees), or are you thinking of becoming an IP in the future? Then you are invited to join us at our next Independent Practitioners Group breakfast to network with other IPs in the Tampa Bay area.

WHEN: Friday, July 22, 2011

WHERE: First Watch restaurant, 2726 E. Fowler Ave., Tampa. (In the University Collection shopping center.)

TIME: 9:15 a.m.

COST: Free ... order off of the menu and pay on your own.

Invite other IPs you know; they don't have to be members of PRSA to join us. However, PRSA membership has its benefits, including a free listing on the Independent Practitioners page on the PRSA-Tampa Bay Chapter website.

Information and RSVP:
contact Cindy Sharpe, APR
President, Sharpe Public Relations
(813) 244-2883
c.sharpePR@verizon.net

We hope to see you there!



New Webmaster Named

by Missy Hurley MacFarlane

Will Also Manage Job Board

We have a new webmaster and job site manager! Jennifer Medeiros managed the Gulf Coast (Naples) Chapter's website and social media before moving here last year, and agreed to help with our chapter's efforts.

I'll be getting her up to speed on updating the website and managing the job site entries. Jennifer will also be attending events to get images for Flickr and the newsletter, and helping to manage the LinkedIn group.

Please join me in welcoming her to the leadership team.

Jennifer Medeiros
Marketing Administrative Assistant
Girl Scouts of West Central Florida
jennrmedeiros@gmail.com

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



Rob Wallace, VP of Communications at Keep America Beautiful, and Lena Davie, vice president of Hill & Knowlton and team lead for the Keep America Beautiful account

Hill & Knowlton Tampa Wins

TAMPA, Fla. The Tampa office of Hill & Knowlton (www.hilland-knowlton.com) has been awarded two Silver Anvil Awards by the Public Relations Society of America (PRSA) for its “Littering Is Wrong Too” (www.LitteringIsWrongToo.org) campaign, a new litter prevention program for national client Keep America Beautiful (KAB).

The Silver Anvil is considered public relations’ highest honor, and the awards recognize and honor the very best public relations programs in the industry each year.

“We are extremely proud to bring home not one but two Silver Anvils,” said Lena Davie, vice president of H&K and team lead for the KAB account. “These awards show that creative thinking, a passion for the cause and a talented team can do great things, and can compete successfully against any team anywhere. This campaign is groundbreaking, and all of Tampa and the region should be proud.”

The Tampa-based H&K team built one of the most successful public relations campaigns of 2010 and won in both the Community Relations and Public Service categories. The team included experts in social/behavior change marketing and was supported by team members in the firm’s Washington, DC office.

Piloted in Cincinnati last year, the campaign utilizes social media, events and viral marketing to engage young adults and increase awareness of the problem of litter.

“H&K put an incredible amount of work behind the strategy, testing and execution of the ‘Littering Is Wrong Too’ campaign,” said Rob Wallace, vice president of communications at Keep America Beautiful, a national non-profit organization based in Stamford, Connecticut. “The two Silver Anvil Awards reiterate what KAB already knew — that we were in excellent hands and that we had a great concept. We are thrilled with the awards, and even more thrilled with the campaign.”

“H&K put an incredible amount of work behind the strategy, testing and execution of the ‘Littering Is Wrong Too’ campaign,” said Rob Wallace, vice president of communications

The “Littering Is Wrong Too” campaign was rolled out nationwide earlier this year and is being executed in hundreds of communities across the country through KAB’s network of affiliates, who will bring the campaign to the streets at public events and through traditional media.

H&K has been working with Keep America Beautiful since late 2008 on recycling and litter prevention issues. The campaign was developed in col-

laboration with creative partner DMC (www.agencyDMC.com, formerly known as DAVIEMCLEAN). DMC has roots in Tampa but is now based in Baltimore, Md.

ABOUT KEEP AMERICA BEAUTIFUL

Keep America Beautiful Inc., established in 1953, is the nation’s largest volunteer-based community action and education organization. With a network of over 1,200 affiliates and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community’s environment. To learn more, visit www.kab.org.

ABOUT HILL & KNOWLTON

Hill & Knowlton Inc. is a leading international communications consultancy, providing services to local, multinational and global clients. The firm is headquartered in New York, with 80 offices in 44 countries, as well as an extensive network.

In Florida, the firm is led by Harry Costello, Executive Vice President, and has offices in Tallahassee, Tampa and Miami. The agency is part of WPP, one of the world’s largest communications services groups.



Chapter Leadership Opportunities

PRSA Tampa Bay Chapter depends on a team of volunteers to function, grow and serve its members. Leadership in PRSA has proven to help public relations professionals develop meaningful relationships with other professionals. These opportunities can help professionals develop new skills and lead to career advancement. Some of the available volunteer positions include:

Programs

The Programs committee plans speakers, logistics and promotions of Chapter events. Immediate needs include a volunteer to shoot and edit video at Chapter events for sharing on YouTube.

New Professionals

The New Professionals committee helps budding PR professionals (loosely defined as pros with less than 3 years of experience) build skills and knowledge to succeed in their careers. Chairs have the opportunity to work with the national New Professional section.

Strategic Planning

The Strategic Planning Committee is responsible for preparing for the Chapter's future. Immediate needs include working with each committee chair to create a guide for committee activities and Standard Operating Procedures.

Officer and Board

positions in 2012 The official Willingness to Serve form for officer and board positions will be distributed to membership in August. Self-nominations are encouraged! The elections occur at the October 2011 meeting.

A full list of volunteer opportunities is available at <http://prsatampabay.org/membership/get-involved.aspx>. Scholarships are available to attend QuickStart in August, a daylong seminar on chapter management and leadership.

Contact Information

If you're thinking about getting more involved, please email me at President@PRSATampaBay.org. I'd love to help you find a volunteer position that matches your interest and available time.

PRSA Jobcenter Better Than Ever

Redesigned to reflect the look and feel of the PRSA website, Jobcenter now provides you with a more user-friendly experience, as well as easier access to robust career resources. New functions include the ability to search thousands of public relations jobs from any page on the site, as well as a new site-wide search function that lets you search career-related resources from Jobcenter and the PRSA website.

Jobcenter continues to offer you:

Industry salary resources.

Job alerts.

Career articles.

Professional advice from "Ask the Experts."

Free and anonymous resume posting.

Even better, your MyPRSA and Jobcenter accounts are now combined. You will now access PRSA Jobcenter with the same username and password that you use for MyPRSA. As a reminder, your MyPRSA account gives you access to:

Articles requiring a "MyPRSA" account.

Social media policy and toolkits.

White papers.

Resources and tools to help you.

Several free webinars.

Early notification of exclusive discounts. If you don't know your MyPRSA username and/or password, visit the PRSA Jobcenter login page, click the "Retrieve" link and enter your email address in the box to have your username sent to you with a link to reset your password.

If you need help accessing your MyPRSA/Jobcenter account, please contact the PRSA Helpdesk.

Thank you for choosing PRSA and Jobcenter for your lifelong career needs.

Membership Update

PRserving America

For those of you who have not heard, PRserving America™ celebrates and supports the ways in which public relations is helping to make the world a better place. Learn more about how your Chapter, District or Section can earn recognition for its community work — and how public relations is helping those in need.

June Prospect Building

This June we will continue to build our prospect database. Non-members who sign up for a non-member account will get a preview of membership by receiving Issues and Trends until June 30. More information and tools can be found online.

July-August Promotion

Next month we will be running our waived initiation fee promotion. For many Chapters this is our biggest savings of the year.

PRSA TAMPA BAY MEETS



Brian Jaeger Bay News 9

June: Annual Media Roundtable *Nearly 100 PR Pros Listen, Learn* *by Mike Flanagan*

The annual Media Roundtable is billed as one of the PR programs of the year in the Tampa Bay area.

Once again, that proved resoundingly true.

Jointly sponsored by the local chapters of PRSA and FPRA, nearly 100 public relations practitioners attended the June 23 event, and had a rare opportunity to meet with journalists from 11 area media outlets. Held at Brio Tuscan Grille at Tampa's International Plaza, the event began with breakfast and a reception from 7:30 to 8, and as attendees began checking in, the room became packed and energized before the 8 o'clock hour.

The roundtable format continued to be successful for both parties. Public relations professionals sat at a table with a handful of colleagues and a



Diane Egner 83 degrees

single journalist for about 10 minutes of informal conversation. Once time was up, the journalist moved to a different table in a form of what some jokingly called PR speed dating.

The format gave everyone a chance to meet each journalist in person, and to obtain insight on how best to work together – a combination that makes the program so valuable and popular. At the same time, it gave the journalists a chance to get to know local public relations professionals and expand their own sources, a dimension that several journalists appreciated. It also gave participants a chance to get to know each other and network.

A major part of the event's appeal is not just a chance to meet local journalists, but to meet journalists from influential local outlets. This year's lineup featured:

Keith Bunce, managing editor, FOX 13
Diane Egner, publisher and managing editor, 83 Degrees
Ginger



Ginger Gasden 10 News

Gadsden, morning and noon anchor, 10 News
Susan Giles-Wantuck, News Host/Florida Stories Producer, WUSF
Brian Jaeger, assignment editor, Bay News 9
Crystal Lauderdale, regional editor, South Florida, Patch.com
Roy LeBlanc, editor, Neighborhood Times, published twice-weekly in St. Petersburg
Times Alexis Muellner, editor, Tampa Bay Business Journal
Mitch Perry, news and politics editor, Creative Loafing
Debbie Swartz, audience editor, Tampa Tribune, TBO.com, NewsChannel 8
Susan Thurston, general assignment reporter, tbt and St. Petersburg Times*

On behalf of FPRA, your local PRSA chapter extends a huge thank you to each of the journalists who participated in the Media Roundtable. We also thank all of the public relations practitioners who took time out of their hectic schedule to join us and support the program.

May: Washington Spin Cycle

John Feehery, president of Quinn Gillespie Communications and former spokesman for former House Speaker Dennis Hastert, discussed the Washington pundit game and how to apply its principles to your own business strategies.

(L to R) Dena Gregory, John Feehery, Missy Hurley MacFarlane



PRSA 2011 International Conference



2011 PRSA International Conference in Orlando...No Excuses Not to Attend

If you have ever wanted to attend a PRSA International Conference, there has never been a better time than 2011. That's because this year's conference is in our own backyard – Orlando!

Join thousands of Public Relations professionals in Orlando from Oct.

15–18, 2011, and experience the best Professional Development sessions, influential speakers and networking opportunities in the industry — become inspired by visionaries in the city where dreams come true!

The **2011 International Conference** will focus on:

Innovative strategies.
Effective tactics and techniques.
Specialization and practice areas.
The Business Case for Public Relations™.

Look forward to seeing you there!



PRSA Tampa Bay Is Social

by Dana Blickensderfer
Social Media Manager

Our social media presence has expanded and now has a greater following than ever before.

With new leadership in place and a heightened focus on social media, the Tampa Chapter has opened more channels for new and established community PR professionals to participate and engage.

Facebook, Twitter and LinkedIn connections have been updated and now offer professionals an efficient and

timely way to connect, get updates on current events, learn about top stories and trends in the field, and converse. You'll also find us on Intersect.com, YouTube and Flickr.

So whether you're searching for a new job, networking, building new business relationships or supporting PRSA – our social media sites have it all! Follow, like and connect with us today!

Calling All Sponsors

Here's your opportunity to reach a select, qualified audience of public relations professionals. Take advantage of our generous sponsorship levels to extend your brand and distribute your message in print, online and at events.

PRSA Tampa Bay has a limited number of sponsor slots available at the following levels. Members, recommend an event sponsor for this year's remaining programs.

Gold Level Sponsor: \$1,500

- Two monthly luncheon sponsorships
- Two free luncheon reservations for each event

- Web banner placement on chapter Web site home page for one year
- Professional Development Conference sponsorship
- Advertisement in bimonthly chapter newsletter, sent to more than 160 members, for one year (total of six)
- Opportunity to address attendees (up to five minutes) at two luncheons

Silver Level Sponsor: \$1,000

- One monthly luncheon sponsorship, with two complimentary registrations
- Web banner placement on chapter Web site for six months

- Professional Development Conference sponsorship
- Advertisement in bimonthly chapter newsletter, sent to more than 160 members, for six months (total of three)
- Opportunity to address attendees (up to five minutes) at one luncheon

Bronze Level Sponsor: \$500

- One monthly luncheon sponsorship
- One advertisement placement in bimonthly chapter newsletter, sent to more than 160 members

Contact Dena Gregory at 863-688-7407, ext. 52943 for more information.

How to Optimize a Press Release for Search

Follow these tips for press release SEO success.

1. Think about two or three keyword phrases you want to target. Consider which search terms people would use to find your release. There are many free sites <<http://blog.businesswire.com/2010/06/18/great-free-keywords-tools-for-your-press-releases/>> available to help you research the most commonly searched for variations of these terms.

2. Write a concise, clear headline under 22 words. Because search engines rely heavily on page titles when determining rankings, the headline of a press release is the single most important factor in press release optimization.

As we noted in our discussion on how to write a press release, search engines don't understand puns or plays on word, so your headline should be straightforward enough to be indexed properly and should contain the keyword phrases most important to the message of your release.

In order to be indexed in Google News, your title should be between 2 and 22 words. Additionally, Google SERPs often limit titles displayed to roughly 67 characters, so your most important news should be in the first 67 letters and spaces of your headline.

3. Consider including a subheadline. While the subhead is not included in the title tag and therefore has a less significant role in press release SEO, its early placement in the body of the release makes it a great place to incorporate additional keyword phrases not included in your headline.

4. Focus your keywords in the first two paragraphs. Search engine place a disproportionate amount of importance on the content early in your release, specifically, in the headline, subhead and first two paragraphs. Make sure to use the two or three keywords you want to target as often as you can within this space.

5. Link early, deeply and descriptively. Hyperlinks and anchor text are the currency of SEO and press release optimization. Links help search engines associate the content of a release to other sites, which helps the ranking of the release.

As with using keywords, linking is most effective in the first few paragraphs, where search engine spiders focus the most. It is also particularly effective to use "deep" links to specific pages in your website, rather than only linking to the homepage. This boosts the ranking of that page as well as the site as a whole. Finally, don't discount the importance of the anchor text you use to link. Descriptive anchor text tells search engines more about what you are linking to and why it is relevant to your news. Try not to settle for text such as "click here" whenever possible.

6. Include multimedia whenever possible. Not only does multimedia make your release stand out to reporters and readers, embedded images increase the reach of your release in search engines.

Google Images receives a massive amount of search traffic and actually drives readers back to your release.

To optimize an image, make sure it has a clear file name which accurately describes the image and incorporates a keyword. Also include a descriptive caption for any multimedia asset you include.

Don't forget to include your logo with your release, as it is the image most likely to come up if someone searches directly for your brand name.

More Tips From Our Experts

Our expert staff serves up insights and best practices based on their years of experience in the industry on the BusinessWired blog <<http://blog.businesswire.com/>> and our All Things Press Release podcast series <<http://blog.businesswire.com/all-things-press-release/>>.