



THIS ISSUE

SXSWi

ultimate mixer roundup

skype: the latest verb/noun

down at the dali

diversity update

international conference

datebook: trashy fashion

add video to your toolkit

high and really tight for the kids

member news

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

In This Issue

President's Message..... 2
New Media @ SXSWi..... 3
February Meeting: Video PR..... 4
Cause PR: Pediatric Cancer..... 5
March Skype Meeting 5
April Dali Meeting 6
'Trashion' Designers Big Hit 7
Ultimate Mixer Roundup 8
Independent Practitioners 8
New Professionals..... 8
PRNewswire Twitter Tips 9
Diversity Committee 10
Welcome New Members 10

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

Missy Hurley

Baseball spring training season is upon us. It's a time for managers to assess the talent and skill of the team, veterans to exercise their talents and major league hopefuls to impress the managers. At the end of the month, hard decisions will be made about the professional team for the season.

While PR doesn't have a "season," company executives and clients alike are constantly assessing the skills of their teams. PR and communications executives, directors and managers are expected to provide top-notch performance at all times and staff and interns are constantly seeking the next opportunity to advance.

To help you stay in major league shape, PRSA Tampa Bay Chapter can help you exercise your PR skills to impress the managers and make the team. A full schedule of professional development opportunities will push you to the next level.

On **March 24** learn about the **business of social media**. Two thought leaders will discuss their perspectives on creating social media strategies that produce results.

In April, learn how a local cultural institution leveraged the opening of a new location to garner international exposure. PR professionals working with the Dali Museum will share strategies and tactics used to elevate the museum into an international destination.

Details will be released soon on the program with the Dali Museum, the ever-popular media roundtable event with FPRA in June and the Chapter's professional development seminar in July. Batter up!



2011 International Conference
 Join thousands of Public Relations professionals in Orlando and become inspired by visionaries in the city where dreams come true! For more information or to register (<http://www.prsa.org/conferences/internationalconference/index.html>)

on the cover:
Immediate Past President Nicole Andriso networks at The Ultimate Mixer in January.
John Siebenthaler photo



Officers

- President Missy Hurley
- President-Elect Angela Walters
- Treasurer Lisa Braswell, APR
- Secretary Noelle Anderson, APR
- Immediate Past President Nicole Andriso

Board of Directors

- Marie Cirelli
- John Dunn, APR
- Diane Jones, APR
- Kelly Prieto, APR
- Mike Flanagan

Newsletter

- Editor Angela Walters
- Art Director John Siebenthaler
- Production John Siebenthaler
- john@siebenthalercreative.com
- siebenthalercreative.com
- twitter: @cafe_racer

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](#).



SXSWi: We Dropped In For A Visit - And Stayed For The Whole Show

SXSWi: Social Media Showtime

photography by Heather Macdonald

AUSTIN, TX SXSW® Interactive

is five days in Texas hill country crammed full of takeaway from the brightest minds in emerging technology seminars, backpacking to star power networking events and a new SXSW Trade Show for even more stuff to stow securely in the overhead luggage compartment.

Austin in March is the place to be for new and emerging media communicators, showcasing the best new digital works, gaming and ideas from an international community of developers, thought leaders and trend setters.

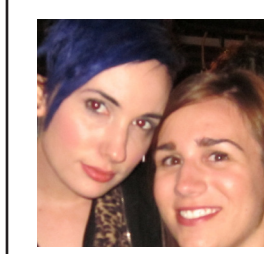
PRSA Tampa Bay chapter member Heather Macdonald joined her boss Jason Sadler of iwearyourshirt.com fame there and provided this photo coverage.



brandon chesnutt, PRsarahevens, me!



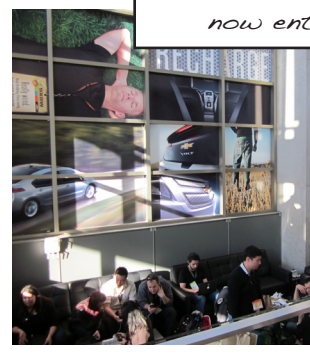
jason (boss!) & me



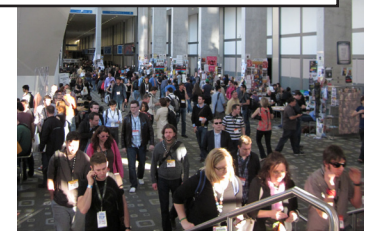
miss destructo amber jones



now entering sxsw party zone



chevy's recharge lounge



convention center lines, lines and more lines

Poynter Offers 4-Day Social Media Short Course



ST. PETERSBURG, FL Is your social media strategy producing the results you need? March 23 is the deadline to apply for the Poynter Institute's comprehensive 4-day short course, **Building A Successful Social Media**, taught April 26-29 at the St. Petersburg campus.

February: Social Media Video



If you missed February's program with Tampa videographer **Mark C. Regan** it was a good one,

packed with tips and tricks on how to film, edit, produce and distribute searchable video across social media channels, often with nothing more than the media equipment you already have on hand.

(click on video to play)

Our own Samantha Cook, using a FlipCam (highly recommended by Mark) for the first time, shot and produced a great little vlog that's viewable on the chapter's new **YouTube channel**.

Her results, while perhaps not typical for a first-timer, are proof that with a little patience, some planning and ac-

A social media strategy can help you reach your business's crucial audiences by connecting with them where they live — online.

Poynter's interactive training, small class size and one-on-one coaching go beyond the typical event seminar setting to answer the question, "How can I create a social media strategy that actually works?" in a full immersion classroom setting.

This seminar is constructed to help attendees fully understand the elements of a successful social media strategy and to then be able to decide which ones work best for their particular situation. You'll leave with a complete game plan for resuscitating your company's social media plan.

cess to basic video editing software, worthwhile content can be created and spread across channels in a timely and efficient way.

For your own PPS of February's meeting, visit Mark and sign up for his newsletter, then start creating your own winning content.

PRSA Revises Business Ethics for PR Interns

*Keith Trivitt, PRSA
Assoc. Dir. of Public Relations*

The Public Relations Society of America announced updated guidelines for the ethical use of paid and unpaid public relations interns.

Visit the PRSA Newsroom:
http://media.prsa.org/article_display.cfm?article_id=1950

PRSA blog:
<http://prsay.prsa.org/index.php/2011/02/10/paid-and-unpaid-internships-in-pr/>

PRWeek (requires paid subscription):
<http://www.prweekus.com/prsa-updates-guidelines-on-ethical-use-of-interns/article/196070/>

And finally, tweets from @PRSA here: <http://bit.ly/dUMFAT> and here: <http://bit.ly/gYi04g>

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.



To Look Just Like The Kids Community Takes It Off

Nicole Andriso



Immediate PRSA Past President Nicole Andriso, Principal of NEA Group, is working with the Pediatric Cancer Foundation and the Vincent Lecavalier Foundation to promote Bright

House Networks Cut for a Cure, presented by Carrabba's Italian Grill – an event that has players from the Tampa Bay Lightning, Tampa Bay Rays and local businessmen shaving their heads for pediatric cancer.

Worldwide, more than 160,000 children are diagnosed with childhood cancer each year and for the second year in a row, Cut for a Cure participants will be shaving their heads to honor all children battling cancer.

The annual event is the creation of Chad Harrod and Rob Webster, event chairmen and PCF board members, who came up with the idea when their lives were touched by a few close friends battling cancer. Again this year they're rallying friends, family, colleagues – and for the first time Tampa Bay Lightning and Tampa Bay Rays players - to shave their heads and collect pledges for their deed.

“When kids are told they will undergo treatment for cancer they do not have a choice whether they keep their hair or not...so why should we?” said Harrod. “For the second year in a row, a selfless group of guys will do whatever they can to raise money and awareness for our children.”

Among the “shavees” are Tampa Bay Lightning players Vincent Lecavalier, Martin St. Louis Ryan Malone, Teddy Purcell, Nate Thompson, Victor Hedman and Mike Smith; former Tampa Bay Lightning player Stan Neckar; Wade Davis from the Tampa Bay Rays and Paul Kennedy, announcer

and anchor for Sun Sports and Fox Sports Florida.

Tampa business leaders in line for a cut and a shave are Rob Webster, Chad Harrod, Jeremy Persinger, Chad Loar, Joe Taggart, Mike Smolen, and 8-year old Max McNary, who pledged to shave his head alongside his father, Shawn.

Businessman Steve Parker Jr., Leveling Media, @sparkerjr – will donate \$.25 for every new Twitter follower he gets by April 7.

Donations will be collected online until May 6 at the websites <http://pfcutforcure.org> or <http://fastercure.org>. All proceeds benefit the Pediatric Cancer Foundation (PCF) and the Vincent Lecavalier Pediatric Cancer and Blood Disorders Center at All Children's Hospital.

Pediatric Cancer Foundation

One out of every 300 children will develop cancer before his 20th birthday. Three out of five surviving pedi-

atric patients will develop chronic health problems because treatments are so harsh.

The Pediatric Cancer Foundation is a nonprofit organization that raises money to fund clinical trials to help find less toxic, more targeted treatment for childhood cancer. For more information, log on to www.fastercure.org.

Vincent Lecavalier Foundation

The Vincent Lecavalier Foundation works to build hope for children and families battling pediatric cancer and blood disorders and to fund medical research, programming and pediatric patient care through the new Vincent Lecavalier Pediatric Cancer and Blood Disorders Center at All Children's Hospital.

Opened in January 2010, this year the Center expects to perform 50 bone marrow transplants, see 125 new patients and treat 4,000 kids on an outpatient basis.



March: Our First Skype Meeting

Social Conversation: The Heart of Business

In a first for the chapter, PRSA Tampa Bay will present via skype two top-of-their-game online communication pros sharing savory tips and juicy treats on what it takes to turn your client's social media orphan into a business media game changer.

We'll welcome Seattle's Monica Guzman and Whitney Breaux from Baton Rouge as they talk us through the steps necessary for getting the most bang for your client's SM buck.

From the Seattle Post-Intelligencer to Intersect.com, Monica's knowledge of innovative ways to add context to social media as part of a brand building strategy is invaluable for those of us — show of hands, please — who find 140 characters a daunting challenge.

Whitney is one of Louisiana's fastest rising social media stars and a PR pro in her own right. Founder of the Baton Rouge Social Media Club and Director of Social Media at Wright Feigley Communications, she's successfully leveraging social savvy into business advantage.

Seating's limited for this first time ever historic occasion. Sign up now to guarantee a seat.

Thursday, March 24th, 11:30 a.m.
Shriners International Headquarters
2900 N. Rocky Point Drive, Tampa
Register at www.prsatampabay.org
\$10: members / students
\$20: non-members



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!

April: A Surreal Experience - An Insider's Look into the Opening of The Dali Museum

Kelly Grass Prieto

Thursday, April 21
4:30 p.m., networking
5 - 6 p.m. - program
The Hangar, 540 1st Street SE
downtown St. Petersburg

Opened on 1-11-11, the \$36 million Dali Museum was an instant media darling which drew international attention to the collection and the city of St. Petersburg. Hear from the dream team that pulled it all together as they discuss everything from hosting celebrities and royalty to coordinating press conferences and community events. To date, the public relations campaign has generated more than 60 million editorial hits and AOL Travel News called it “one of the top buildings you have to see before you die.”

The panel will provide detailed strategies and successes (and even some pitfalls) on how they worked together to achieve these numbers and how they plan to keep the momentum going. Joining us will be:



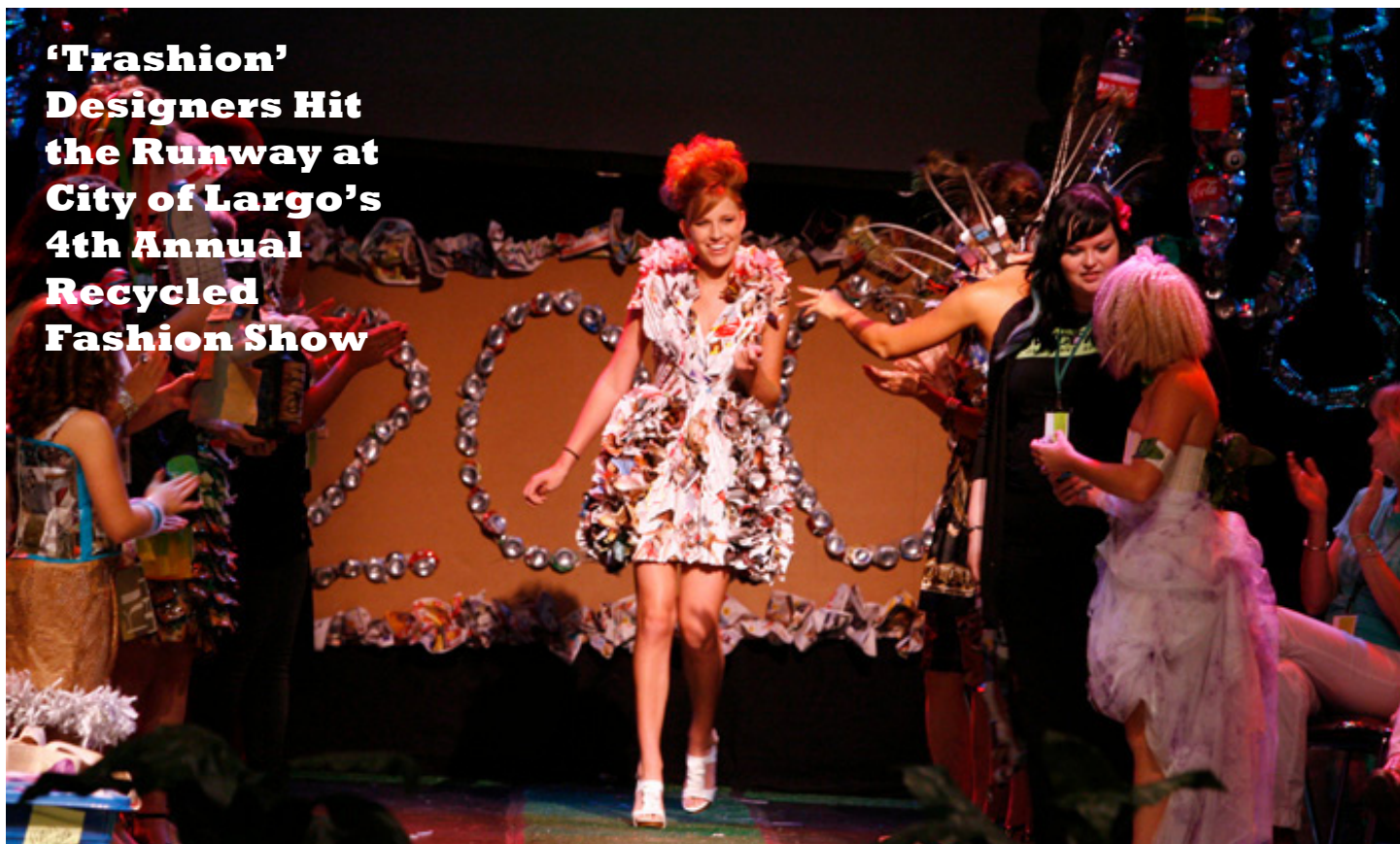
Dali Museum
Dr. Hank Hine - Director
Kathy White - Deputy Director
Cindy Cockburn - Owner, C.C. Communications, Dali public relations AOR
Visit St. Petersburg/Clearwater
David Downing - Assistant CVB Director/PR Director
Mary Haban, APR - Senior Manger, Public Relations

After the program, members will have the opportunity to walk directly across the street to The Dali at One Dali Blvd. and explore St.

Petersburg's newest cultural treasure. (Ticket purchase required.)

To reserve your seat, contact Kelly Prieto at Kelly@HayworthCreative.com.

**'Trashion'
Designers Hit
the Runway at
City of Largo's
4th Annual
Recycled
Fashion Show**



'Trashion' Designers Are Big Hit

Marissa Segundo

LARGO, Fla.--One person's trash is another person's...fashion? The City of Largo's fourth annual Trashy Fashion Show dazzles the runway with more than 30 innovative 'trashion' designs on April 22 7-9pm at the Largo Cultural Center. In celebration of Earth Day, amateur eco-designers of all ages will model fashions made of reused or recycled material.



The Largo Cultural Center will be converted into a high-end fashion show with music, lights and a 30-foot catwalk. Holley Sinn and Jerome Ritchie, hosts

of CBS television show, Studio 10 will to emcee the event. The winners will be selected by a panel of judges including environmentalists, fashion editors and designers. Winners will be selected by age category to receive prizes.

Trashy Fashion Show designers, as well as, attendees learn about the impact of their waste and the im-

“Each year, I am more amazed by the creativity and dedication each designer manifests in their fashions.”

portance finding alternative waste solutions. Each 'trash'ion designer is required to submit an environmental fact which is read on stage as their design is modeled.

“Each year, I am more amazed by the creativity and dedication to waste reduction of each designer manifests in their fashions,” said Marissa Se-

gundo, Recycling Coordinator for the City of Largo.

“Our goal with this event is to bring awareness of the amount of trash we produce and to find creative ways to re-purpose that waste,” said Segundo.

Attendees also enjoy a free pre-show Green Expo from 5-7pm featuring business and organizations that have a true passion for sustainable environmental practices. Alternative transportation options, organic food vendors, recycled products, environmental education, and green living solutions are just a few of the green vendors at the pre-show Expo.

Tickets for the Trashy Fashion Show are on sale now for 10 dollars, plus service fee and can be purchased at the Largo Cultural Center by calling 727-587-6793 or online www.LargoArts.com. The Largo Cultural Center 120 Central Park Drive in Largo. For more information log on to www.LargoRecycles.com or call (727)586-7424.



New Professionals Meet

Jesse Landis, APR



The New Professionals Committee (affectionately referred to as the New Pros Support Group, and chaired by Carissa Caricato and Jesse Landis)

was excited to welcome seven members at its February 22 kickoff.

We discussed goals of the group and goals of individual members, all related to helping up-and-coming PR pros build established personal brands and careers.

A few examples of topics that were touched on and will be further explored in future gatherings include: explaining PR to others, networking, self-starting, time management, managing up, community involvement, job search strategies, and so on.

And to help keep in touch apart from meetings, we've started a Facebook group - feel free to join at [PRSA Tampa Bay New Professionals](#).

Held the last Tuesday of each month, the next get-together will be March 29, from 8 to 9, at the Panera Bread at Westshore and Kennedy. This session will be led by Jesse with a to-be-determined guest (each gathering will be hosted by one of the co-chairs plus another established PR pro or two, to ensure that new perspectives are introduced to each conversation). One topic we'll look at further in March: What the heck is PR anyway? And how do we talk about it with others?

Please help us spread the word. If you're interested in participating, contact Carissa Caricato (CCaricato@CrisisCenter.com) or Jesse Landis, APR (Jesse@BayviewPR.com).

Dropbox Review

We use dropbox – check out Macworld's reviews here: http://www.macworld.com/product/32058/dropbox_dropbox.html

The Ultimate Mixer Brings Out Tampa's Best

Tampa Bay's first Ultimate Mixer of 2011 last January was a huge success! Attendees donated 654 lbs. of food and \$321 to Feeding America Tampa Bay to help feed the hungry in our 10 county area.

Participating organizations included: American Advertising Federation, Tampa Bay, Ad 2 Tampa Bay, Bay Area Media Network, Florida Public Relations Association of Tampa Bay, International Association of Business Communicators Tampa Bay, Legal Marketing Association, Lightroom Tampa Bay, Public Relations Society of America, Tampa Bay Chapter, Society for Marketing Professional Services Tampa Bay, and the Tampa Bay InDesign User Group.

More at The Ultimate Mixer, [Fireleaf Design](#), [Ron Guerin's facebook album](#), and [Keth Luke Soundlight](#).

Independent Practitioners Kick Off 2011 Over Breakfast

Cyndi Sharpe

The first meeting of 2011 of the PRSA Independent Practitioners Group (IPG) was held on February 28 for an informal networking breakfast at First Watch restaurant in Tampa.

At our first meeting, we had some practitioners who have been operating their businesses for five years or much longer. We had someone who just made the move to self-employment only two months ago, and another who made the move about a year ago. We had a practitioner who had recently moved back to town and was looking to reconnect. And we had a PR professional who was currently employed but planning to open a new business full time in the near future.

The topics we discussed were broad: getting leads, partnering with other solo practitioners and health insurance issues, just to name a few. We also helped one member who needed

specific information related to his clients. The group was happy to provide some assistance and advice.

If you are a sole practitioner, or are someone who works in a small agency (1-3 employees), or you are thinking of someday opening your own business, then this group might be just what you've been looking for. While you don't have to be a PRSA member to attend, PRSA membership definitely has its benefits. The Tampa Bay Chapter website lists all of its independent practitioner members on a page, and when the chapter gets a request looking for someone who can provide some PR assistance, they are often referred to this webpage. If you are an independent practitioner/small agency member and you are not listed on this page, please contact President@PRSATampaBay.org to be added.

The IPG meets quarterly, and if you are interested in joining us, please contact Cindy Sharpe at c.sharpepr@verizon.net or call 813-244-2883.



Mastering the Art of Writing a Good Tweet to Promote Your News

Victoria Harres Akers

Boosting the visibility of your message in Twitter searches is easy with PR Newswire's SocialPost™ news release distribution service. Simply submit a news release summary (under 100 characters) with your full release, and PR Newswire will post your message to followers of our general and industry-specific Twitter accounts, along with a link back to your news release.

This guide will help you get the most exposure out of the tweets you write.

1. Use your release headline as a starting point.

A good place to start is the headline of your news release, but don't be limited by this alone. When writing your tweet, think about the words related to your news that people would most likely search for within a query.

2. Leave room for others to retweet (repeat) your message.

Twitter limits each tweet to 140 characters, including spaces. When you broadcast your message through the SocialPost™ news release distribution service, we require that the message you write be limited to 100 characters. This allows us to link back to your full release with a 20-character URL, while also leaving 20 characters available to make retweeting your message easier for other Twitter users.

If you don't leave room for retweeting, people may cut words from your message and unintentionally change its meaning.

3. Keep it simple. Lose the fluff.

It's important to keep the integrity of the message/headline, while stripping away fluffy language that acts as "filler." Stick with the basics: subject, verb, object. The best tweets use the fewest and most relevant words.

Example:

Original Headline:

- ABC Widgets Stores Nationwide to Open When the Clock Strikes Midnight on Black Friday and Will Remain Open 24/7 Through Midnight on Christmas Eve Giving Shoppers More Hours to Shop than Any Other widget store

Proposed Twitter Headline:

- ABC Widgets Opens at Midnight on Black Friday

4. Use familiar acronyms and abbreviations.

Example:

Original Headline:

- ABC Widgets Delivery Delayed Due To the Federal Aviation Administration System Outage, Customers May Request Home Delivery without Extra Charges

Proposed Twitter Headline:

- No Penalty for ABC Widgets Customers Affected by FAA System Outage

5. Make it more search-friendly with #hashtags.

Hashtags – Twitter tags or keywords – can help your story be part of a "conversation" on Twitter. They are generally used for nouns and industries, not company names, unless it is a very well known company. Some very popular examples include #socialmedia, #marketing, #auto, and #tech.

Examples:

- No Penalty for ABC #Widgets Customers Affected by FAA System Outage #aviation

- ABC #Widgets Opens at Midnight on #BlackFriday #retail

Note: Company names should stay intact. If the headline is too long, don't force a #hashtag.

6. Don't spam.

Never use #hashtags that have nothing to do with your message, as it amounts to Twitter spam. Remember, keywords and #hashtags must be relevant.

7. Spread the word.

Always strive to maximize the search opportunities for your message. Remember to post your tweet on your brand's own Twitter page, and also encourage others to retweet it.

Looking for additional Twitter resources? We recommend the following:

Getting Started:

- <http://twitter.com/Twitter101> - Obtain an overview of Twitter, including a dictionary of special Twitter lingo.
- "Straight Tweet: Giving a Voice to a Brand" - Learn best practices for building and maintaining your brand's Twitter presence.

Understanding Searches on Twitter:

- <http://search.twitter.com/> - Gain insight into what's being discussed through Twitter's own search engine.
- <http://wefollow.com/> - Track the #hashtags most followed on Twitter.
- <http://twitter.pbworks.com/Hashtags> - Discover how tagging adds value to your tweets.



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

Diversity Committee Making Progress; Seeks Viewpoints

Marissa Segundo



PRSA Diversity (PRSA.org/Diversity) has been working toward bringing attention to the issue of diversity for the past decade.

The PRSA National Diversity Committee has defined diversity's role as:

To advance the objectives of and develop an inclusive Society by reaching and involving members who represent a broad spectrum of ethnic, racial and sexual-orientation groups, and by providing professional development, knowledge and support to professionals of diverse race, gender, sexual orientation or ethnicity to help them succeed in public relations.

The Tampa Bay Chapter's Diversity Committee Chair, Marissa Segundo, and co-chair Dulcinea Cuellar recognize input from PRSA members is imperative to learn about their current diversity efforts and areas of interest.

With member input, the committee can best serve Tampa Bay's diverse community and assist PRSA members in reaching these communities. Contact Marissa at MSegundo@Largo.com.



USF Michael B. Manning Scholarship Fund

Based on the outpouring of sympathy and love after the passing of Michael B. Manning, there are many who were touched in some way, either professionally or personally, by Mike. Whether it was working tirelessly for his clients, or dedicating himself 110% to PRSA, both in Tampa and Georgia - Michael's positive energy, smile and "can do" spirit came through every day.

Mike took great pride in helping mentor young public relations professionals along the way. Michael suffered job loss a few times over his 27 year career. However, he put his energy, positive spirit and desire to help others to create "PR People in Transition" in Atlanta in 2001 to give fellow PR professionals support and a strong network. He was also extremely proud to be an alumnus of the University of South Florida.

Mike's longtime friend, Kevin A. Cameron, CPA of C&L Value Advisors, LLC in Tampa, has established a memorial scholarship at the University of South Florida College of Mass Communications to honor him. Mike's wife Maria has seeded the Michael B. Manning Memorial Scholarship Fund with an initial donation.

Your help is needed to make this fund a perpetual scholarship and continue Michael's giving spirit. Pledge online at the USF Scholarship website https://usfweb2.usf.edu/foundation/asp/ssl/adfdn/donor_info.asp and reference fund 40083 Michael B. Manning Memorial Scholarship Fund.

Indoor Fore!



PR Pros, if you're looking for a great St. Patrick's Day party that also doubles as a valuable networking opportunity, come out to the Centre Club's Flaming Phoenix Puttin' and Struttin' mini-golf tournament on March 17 to benefit Habitat for Humanity of Hillsborough County. Call the Centre Club to reserve your spot today! [http://www.clubcorp.com/Clubs/Centre-Club/About-the-Club/Calendar/\(event_id\)/138344](http://www.clubcorp.com/Clubs/Centre-Club/About-the-Club/Calendar/(event_id)/138344).

When: March 17, 2011 5:30-8 p.m.
Centre Club, 123 S. Westshore Blvd., 8th Floor, Tampa
\$40 to golf, \$20 to watch
RSVP: (813) 286-4040
email contactus@centretampa.com

Welcome New Members

Megan Burke
Fry Hammond Barr,
Gary Cambre, APR
Lockheed Martin Corporation

Deborah Durkin
Associate Member

Amanda Gauthier
Booz Allen Hamilton

Varuni Jaipershad
Fry Hammond Barr

Amy Loerch
Booz Alleen Hamilton

Jill Revelle
Busch Gardens Tampa Bay

Danielle Rotolo
Associate Member

Roseann Wentworth
eMason, Inc.

Kenya Woodard
Step Up For Students