

# Tampa Bay PRSA NEWSLETTER

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

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Dena Gregory, Secretary  
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John Dunn, APR  
Diane Jones, APR  
Lauren Murley  
Kelly Prieto, APR



Value is the theme of the year. What better way to show the value of PRSA membership than an easy-to-read, informative bi-monthly newsletter. Chapter President Nicole Andriso and President-elect Missy Hurley invite you to get involved in a vibrant, progressive chapter. Read on!



**President's Message**  
by Nicole Andriso

### PR in the Sunshine

Aside from the humidity, we all know how lucky we are to live in Florida.

But do we know how lucky we are to practice public relations in Florida?

Under the national PRSA umbrella, Florida is its own district, aptly named the Sunshine District, comprised of seven PRSA chapters. According to my sources at PRSA national, the Sunshine District is truly a force to be reckoned with.

For starters, our chapter continues to get national recognition for our



**Call for  
Volunteers**  
by Missy Hurley

As an all-volunteer organization, PRSA Tampa Bay is seeking volunteers in a number of leadership positions for 2010 and 2011. Each year, the executive leadership for the chapter – President, Secretary, Treasurer and President-elect – change, and committee chairs and members are continually needed.

Official willingness to serve forms for available executive leadership and one Board member position will soon be available to chapter members, but those interested in volunteering as committee chairs and members are being placed now.

**Committee Opportunities:**

1. *Accreditation*
2. *Awards*
3. *Communications & Publicity*
4. *Diversity*
5. *Elections/Nominations*
6. *Independent Practitioners Group*
7. *Membership*
8. *New Professionals Group*
9. *Professional Development*
10. *Programs*
11. *Sponsorship*
12. *Strategic Planning*
13. *Student Liaison & Scholarship*
14. *Sunshine District Conference 2012*
15. *Webmaster & Jobsite*

Find out more about volunteering opportunities by contacting:

*Nicole Andriso*  
NEAndriso@gmail.com or  
*Missy Hurley*  
Missy@BayviewPR.com.

**Speaker Wish List**

Have you missed an opportunity to learn from the best and brightest leaders because you couldn't make it due to timing or cost? To bolster our vprofessional development opportunities, PRSA Tampa Bay wants your suggestions for speakers and PR-related topics.

Over the past few years, chapter programs have included presenters from Fortune 500 companies like Southwest Air, Walt Disney World, JetBlue and others. Our committees want to know whose secrets, tips, tricks and best practices you want to learn about, so let us know!

Send your ideas to Missy Hurley at Missy@BayviewPR.com for review by the programs and professional development committees who bring top-notch speakers to our chapter.

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**Pro Bono Opportunities**

Nonprofits and community groups can now connect with PRSA Tampa Bay members to find pro bono PR assistance through PRSATampaBay.org. The postings are free for nonprofit organizations and community groups. Available volunteer opportunities are posted at [www.prsatampabay.org/jobs/opportunities.aspx](http://www.prsatampabay.org/jobs/opportunities.aspx)

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**Welcome New Members**

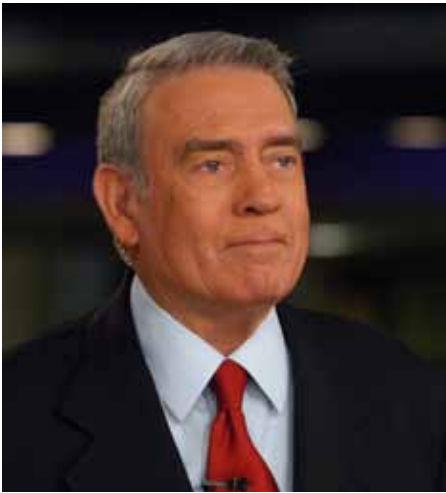
- Adam Emerson  
Florida School Choice Fund
- Colleen Krepstekies  
graduate student
- Tanya Meyers  
Menorah Manor
- Susan Morgan  
Mental Health Care, Inc.
- April Putzulu  
Eckerd Youth Alternatives

**Quickstart Leadership**

Are you ready to be a leader in PRSA? - The Sunshine District is hosting its annual QuickStart leadership event, August 27-28 in Orlando for anyone in the state interested in taking on a more active role in PRSA leadership – and the Tampa Bay Chapter is sending FIVE members for FREE! It's a great way to network with other future PRSA state leaders and get a crash course in moving up the PRSA ladder. Click here for more information.

Deadline: August 11th





## Dan Rather To Speak At Poynter Institute

*Tough Questions, Tough Reporter  
An Evening With Dan Rather*

Tuesday, August 31 — 7-8:30 p.m.

Poynter Institute  
801 Third St. South  
St. Petersburg

Legendary – and outspoken – news-caster Dan Rather will provide an evening of entertainment gleaned from decades as one of broadcast’s Big Three gatekeepers. Join col-

leagues and friends for a memorable night when the Poynter Institute welcomes an industry legend.

Seating is limited.

Dinner and Reserved Seating: \$100  
Conversation and Reception: \$50

Proceeds benefit Poynter’s student journalists. RSVP by calling Megan Willoughby at 727-553-4231. For details visit [www.poynter.org](http://www.poynter.org).

## The Art of Connecting A Free Networking Event for PR Professionals

August 26, 2010 6-8 p.m.

The Morean Arts Center for Clay  
420 22nd Street South  
St. Petersburg, FL

PRSA Tampa Bay invites all local public relations professionals to join us for “The Art of Connecting” for an evening of art, networking and socializing.

### *Inspired Networking*

At this free membership mixer, guests can connect with PRSA members, meet other area professionals and enjoy live clay demonstrations in the beautifully renovated Morean Arts Center for Clay studio.

The event features a cash bar and complimentary hors d’oeuvres from Bowled, and all guests will be eligible to

win a voucher for an upcoming PRSA Tampa Bay educational/professional development program.



### *New APR Designees*

In addition, chapter members who passed the APR Accreditation in Public Relations exam this summer will be recognized. Find out how to participate in the Accreditation process by talking with the newest chapter members to have achieved Accreditation.

RSVP by contacting Noelle Anderson at [Noelle@TrueBlueTampa.com](mailto:Noelle@TrueBlueTampa.com) by Friday, August 20.

For more information on the Morean Arts Center, visit [www.moreanartscenter.org](http://www.moreanartscenter.org).



## Women + Football = Ladies Chalk Talk II

Wednesday, August 4 — 6-8:30 p.m.

Shula’s Steak House  
InterContinental Tampa

\$50 (in advance)  
\$60 (at the door)

PRSA member Kelly Grass Prieto, Shula’s Steak House and InterContinental Tampa are inviting women to huddle up for an evening of great food, drinks and some Football 101 fun - all for a wonderful cause.

Derrick Brooks - former linebacker for the Tampa Bay Buccaneers - and Ian Beckles - former Buccaneer and current host of the “Ron & Ian” show on 620 WDAE The Sports Animal



- will spend the evening “coaching” guests through the ins and outs of the game.

This year, they will be joined by Darek Sharp, also of 620 WDAE The Sports Animal, to break down the game of Fantasy Football.

The evening’s culinary line-up includes lobster bisque, tomato mozzarella salad, beef tips and Shula’s famous BBQ shrimp, as well as specialty cocktails.

Shula’s will heat up the game with an exciting raffle for prizes ranging from vacation getaways to spa treatments. All profits from the ladies-only event will benefit Derrick Brooks Charities, Inc.

RSVP by calling Diane Neri at 813-639-4125 or email [dneri@intercontampa.com](mailto:dneri@intercontampa.com).



**Spring Professional Development Day  
Brand Aid: First Aid For Your Personal Brand**

A trio of brand building teachers taught topics that included optimizing Google for your personal brand, improv speaking and career remapping during our Spring PDD in Tampa. The half-day seminar featured social media guru Josh Hallett (right), brand expert Jenny Schade and personal coach Annetta Wilson.

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successful APR program. The incoming chairman of the PRSA Board of Directors, Rosanna Fiske, is a recent past president of the Miami Chapter, and next year the Orlando Chapter will host the PRSA International Conference. So basically, the Sunshine District is kind of a big deal. For you and me, this means access to some of the best PR practitioners in the business.

We have the highest caliber of speakers, the best mentors and the best and brightest to call our PR colleagues. I just returned from the Sunshine District Conference in Jupiter Beach

where our friends from the North Florida Chapter blew the conference out of the water, yet again.



We heard speakers from NASA, the American Red Cross and the National Inquirer. All the topics were fascinating and the speakers were engaging

- and they all hailed from our great state of Florida.

Do YOU want to take a more active role at the local, district or national level? If so, I encourage you to check out the Sunshine District's Quick Start, August 27-28 in Orlando.

The chapter is sending five people free of charge - fill out the application (click here) and submit it to me at neandriso@gmail.com. It's worth it. It's up to each of us to keep public relations hot in the state of Florida. Let's not leave it all up to the humidity!

**Production Tip: Saving Copy As .txt** by John Siebenthaler

Here's a topic that's nearly as old as the internet. Lets say you've finished the perfect release and just need to add a few ruffles and flourishes using any combination of MS Word's common options. You bold this, italicize that, make this

*No one mistakes Microsoft's venerable word processor as a professional design application.*

red and that purple. Double space the copy, indent the paragraphs, save and ship to your favorite designer for fresh web content, direct mail or a print brochure.

The problem with this time honored practice is that although Word was and still is capable of outputting Postscript flavored code, no one mistakes Microsoft's venerable word processor as a professional design application.

When your designer gets that Word dot doc, the first order of business is to strip out every bit of faux formatting you carefully added.

Sometimes this can be done with an import option, other times by opening the doc and doing a save as txt before placing the copy. Either way it's a detour on the road to workflow productivity that's easily corrected. How? Just save your original (file> save as...) as a text only (dot txt) for final production. Result? Better efficiency, improved workflow, and a healthier production relationship.

*If you work with designers on a regular basis you might want to check out Adobe's InCopy. It's the easy way to manage original copy content and revisions between copywriters and Adobe Creative Suite users.*



Lauren's pooch Chloe (center) hangs out with furry pals at Curtis Hixon Park's waterfront dog run next to Tampa's new Museum of Art.

## Lauren's Corner

by Lauren Murley

### Dogs Sans Leashes

Gone are the days when downtown Tampa shut down at five. Tampa's invigorated image now appeals to more than just the business crowd and has become a place where families live, work and play.

*When she's not holding down the fort as Account Manager at Caponigro Public Relations, chapter board member Lauren Murley documents examples of Tampa's new urban image: proof of the power of positive public relations.*

## Needed: A Newsletter Name

As part of our content makeover we need a newsletter title and a slogan. Send us your best ideas and win a regular meeting comp!

### Got News? Please Share

We need your PR themed information — if you've changed jobs, been promoted or moved offices we want to know about it.

Tell us about your personnel changes, client news, firm or professional awards and new business wins. Photos are always appreciated.

Send your PR news of note to [newsletter@prsatampabay.org](mailto:newsletter@prsatampabay.org).

## Newsletter Update

I'd like to introduce myself. My name is John Siebenthaler. I'm a UF PR grad and a print veteran from a time when paste up was carried out with a wooden ruler for accuracy and carcinogens for adhesion.

When Editor Angela Walters invited me to help with a makeover I was intrigued about participating. Our goal: promoting the chapter brand with a more flexible, informative and

entertaining vehicle for delivering enhanced content to your inbox.

### Stay Connected

Visit [www.prsatampabay.org](http://www.prsatampabay.org) for upcoming events, chapter information, local job listings and more.

The newsletter is best experienced with Adobe Reader.

[john@siebenthalercreative.com](mailto:john@siebenthalercreative.com)  
[siebenthalercreative.com](http://siebenthalercreative.com)  
 twitter: @cafe\_racer



## Masthead

Angela Walters, Editor  
 John Siebenthaler, Art Director

### About The Nameplate Bug by John Siebenthaler



*The art illustrating the nameplate is my version of our traditional Tampa Bay paella. It's cousin, Louisiana jambalaya, shares similarities but in my opinion is a close second in flavor.*

*I'm guided by a '60s era Time-Life title, The Cooking of Spain and Portugal, that features fresh shrimp, scallops and/or mussels from nearby seafood house The Reef in Redington Shores.*

*For a Cajun experience try chicken or andouille sausage. Whichever style you prefer, paella is a lot of fun — an easy and popular meal that's right for any occasion.*

photos: john siebenthaler



*top to bottom - toast yellow rice (I like Vigo brand) in skillet; add stock and chorizo, then bake in bottom of oven. I wait to add seafood until the last few minutes of cooking time.*