

PRSA Tampa Bay – September/October 2009 Newsletter

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MESSAGE FROM THE PRESIDENT



Mary Haban
President
PRSA Tampa Bay

Some of the most talented PR pros I know conduct their craft so proficiently -- it comes across nearly effortless. It's probably because they've honed their skills to such a level that doing a great job comes naturally. What may not seem so apparent is the countless hours they've put in to make it all look so darn easy.

Being good takes effort. Being excellent requires passion. If you lack passion for your craft, your career will always seem like just a job. What's great about the world of public relations is the diversity of career options...from media relations, to corporate communications, to publicity. If you simply show up, but don't play the game with all your heart, you'll always miss the true essence of this amazing profession.

This fall, PRSA Tampa Bay is offering four amazing ways to get involved. Visit www.prsatampabay.org to see for yourself.

If you've been sitting on the bench, waiting for the right opportunity to come your way, now's the time to get back in the game. Visit www.prsatampabay.org and get involved.

Crisis Communications Workshop featuring Mike Deeson, Senior Investigative Reporter, 10 Connects

Your CEO is in the midst of an ethical firestorm and now the local television station is in the lobby with the camera crew – looking for you. What do you do - run, hide or face the music? 10 Connects Investigative Reporter Mike Deeson will teach you the best ways to address the media during a crisis and, more importantly, what not to do when the media's top story involves you.

Event Details ~

When: Thursday, September 17, 2009
8:00 - 10 a.m.

Where: Shriners International Headquarters
2900 Rocky Point Drive
Tampa, FL 33607

RSVP: To reserve your spot at this event, please contact Jennifer Holtvluwer at jen.holtvluwer@gmail.com or [click here](#).

Cost:

PRSA Members: \$30.00
PRSSA Members: \$25.00
Non-Members & Guests: \$35.00



About Mike Deeson:

Mike Deeson is the Senior Reporter for 10 Connects and says he loves and love coming to work every single day. He continually tries to expose people who think they are above the law who don't feel like they have to play by the rules. He always looks for politicians that try to grab power and abuse the system.

Mike came to WTSP-TV in 1982 and shortly thereafter was named to head the consumer/investigative unit called Action Line. After several successful years, he was moved to the position of Senior Reporter and began to cover everything from crime to corruption and from fraud to foreign affairs.

Currently he investigates government waste on a regular basis. Mike's Emmy Winning "What's that Costing You?" runs every Thursday night on 10 Connects News at 11. In 2008 Mike was able to break the wheelchair dumping story that became national news. The story caused the Attorney General to open an Investigation and forced the Hillsborough Sheriff to appoint an Independent Commission to review policies in the jail.

Since joining WTSP Mike has won several awards and distinguished honors. Mike is a 4-time Emmy Award winner for coverage of Politics, as well as winning for his series on the Y2K crisis; an investigation into the Adult Movie industry in Tampa Bay; and an investigation into how the Pentagon framed an Army Colonel who refused to go along with a plan by former Secretary of Defense, Donald Rumsfeld to hide 20 million dollars from Congress. In all, Mike has been nominated for 16 Emmy Awards.

In 1993, he won top honors from the Associated Press for his coverage of the proposed move of the San Francisco Giants to St. Petersburg as well as coverage of Hurricane Andrew. In 1996, Mike won the Society of Professional Journalist Green Eyeshade award for non-deadline news for an expose on the Florida Child Welfare System.

Mike is 1970 graduate of the University Of Missouri School Of Journalism and began working in broadcasting and journalism at the age of 17. In 2008 Mike went back to the University of Missouri for an intense course on Computer Assisted Reporting which was sponsored by the Investigative Reporters and Editors Association.

Honoring Bill Gray



Bill Gray an adoring husband, loving father and doting grand-father, died August 9, 2009. Known for his dry wit and gentle-manly manner, Bill will be missed by all who knew him. Born in Jacksonville, Fla., February 28, 1927, Bill's family moved to Birmingham, Ala., where he attended Shades Valley High School. He served in the U.S. Navy during World War II. Upon his return from the war, he studied journalism at the University of Alabama, where he was presented with the "Outstanding Alumnus Award" in 1976. Bill moved to Tampa in 1955 and spent more than 45 years assisting clients with public relations. He was the founding General Manager of Hill & Knowlton's Florida Public Relations office and his clients included diverse businesses throughout the southeast. Accredited by the Public Relations Society of America, he twice served as president of the Central Florida chapter and was awarded the PRSA's Distinguished Service Medal and the Lifetime Achievement Medal. Bill was committed to the burgeoning field of public relations. He was a guest lecturer at the University of Florida, Florida State University, Ohio State University and the University of Kentucky. In 1984 he was the first public relations professional inducted into the Hall of Fame of Kappa Tau Alpha, the national journalism honor society at the University of South Florida, where he also served as an adjunct professor. A caring and giving person, Bill contributed much time and energy to civic, charitable and community groups, including the Tampa General Hospital Foundation Board, Florida Bar Fee Arbitration Committee, Crime Stoppers, United Way, Salvation Army, Tampa Bi-racial Committee and youth baseball. From 1989 to 1995, Bill was the first national public relations director for his fraternity, Phi Gamma Delta. Never losing his desire to learn and inform, his views often appeared in the Tampa Tribune's Commentary section. He enjoyed writing reviews for the Tribune's Sunday book section for 10 years. In 2005 his novel, "Holding Hands at Midnight" was published. Bill is survived by his wife, Dalia; daughter, Gretchen Gray Hall and husband, Wynton; son, Bradley and wife, Janna, of Tallahassee, Fla.; stepdaughters, Sylvia Dixon and husband, Tom, and Diana Pound and husband, Kenneth. His grandchildren are Holly Hall Carter and husband, George, Leslie Hall, William Chase Gray, Wynton Hall and wife, Katie, and Anna, Lilia and Evelyn Dixon. The family would like to extend heartfelt thanks to Betsy Barber and Kim Brunner of Lifepath Hospice for their compassionate and loving care. In lieu of flowers, gifts may be made to a scholarship fund in Bill's memory to the Phi Gamma Delta Educational Foundation, P.O. Box 4599, Lexington KY 40544-4599, or gift online at www.phigam.org or a charity of your choice. Please sign the online guestbook at www.BlountCurryMacDill.com

NEW MEMBERS

Welcome new members!

Cassie Chenevert Bouldin, Lifestyle Family Fitness

Megan Danner, Brock Communications

Gina Morales, Seminole Hard Rock Hotel & Casino – Tampa

Laura Lynn Newhook, ChappellRoberts

Deger Saner, On Dee-Air Productions

MEMBER SPOTLIGHTS

PRSA Tampa Bay is proud to honor the following five members for earning their accreditation. It's been almost three years since any member from our chapter has gained this illustrious title. So today, the spotlight shines on these fabulous five.

Tajiana Ancora-Brown, APR **Member since 2009**



After graduating from FSU (Go Noles!), I began to work for a political communications and consulting firm in Tallahassee. I enjoyed being involved in the community and served on the board of FPRA. I loved politics but outgrew Tallahassee. Last November, I moved to Tampa to work as an in-house public relations coordinator for a group of specialty veterinary hospitals where you can imagine I am greatly outnumbered by gators. One of the first things I did when I moved to Tampa was become a member of PRSA. As the only PR person at my company, I wanted to meet new people and connect with fellow PR folks. It just so happened that the first event I attended was the APR mixer. My intent was not to sign up for the APR but to meet people, begin networking and try to get involved in the community. I met many wonderful people who I now can thank for having helped me every step of the way to passing the APR exam. In less than a year, I've moved to a new city, met new friends and earned my Accreditation. I have gotten much more than I expected out of my membership in the PRSA Tampa Bay chapter. I am looking forward to getting more involved with the chapter and getting to know more people. Earning my Accreditation has been a great learning experience both professionally and personally. Preparing for the APR really gives you a well-rounded view of the profession as opposed to how most people associate it with merely "publicity," "press agency" or "spin" (yuck!). If you have been thinking about earning your Accreditation, do it! At the very least you will meet interesting people and make new friends throughout the process.

Lisa Braswell, APR **Member since September 1999**



I can't believe I've been a PRSA member for 10 years! After graduating from UF with a degree in journalism, I started out writing for a trade magazine. I made the jump to public relations a couple of years later when I became the official communications specialist at a large local corporation.

That's when I got involved with PRSA. The educational information and programming helped me expand my role to cover a variety of specialties over the years—client marketing, trade media outreach, employee communications and community relations.

Four years ago, I moved to the non-profit world, where I was able to increase my media relations and strategic communications skills at The Children's Home, the American Cancer Society, and now at the St. Joseph's Hospitals Foundation.

As my breadth of experience has grown, so has my need for greater knowledge within the public relations field. Whether through offering professional development programs, industry news or networking opportunities, PRSA has been a trusted ally in my continuing education.

Even more importantly, PRSA has helped to reinforce my industry knowledge and experience through the APR accreditation process. Especially during a time when job opportunities are

scarce, I think my APR designation has helped me to stand out from the crowd—and even played a role in helping to my secure my current job.

I highly recommend getting involved with PRSA, and in particular, going beyond just attending the occasional program. Through actively pursuing professional relationships, education and development, I have benefited tremendously from my PRSA membership—and I hope to become even more involved in the future.

John Dunn, APR
Member since 2008



I joined PRSA mainly for the Happy Hours. Well, let me rephrase that: I joined hoping I could learn from young, rising stars how Twitter could salvage my career. It was at one such networking function that I heard Jeff Caponigro, APR, Fellow PRSA throw down the APR challenge.

Inspired by Jeff's comments – and egged on by friends and several cocktails - I signed up. I've had the same title, director of communications, for every job since 1985, but my experience has varied greatly: eight years as press secretary and speech writer to former Tampa Mayor Sandy Freedman; four years doing international media relations and speech writing for a Time Warner high tech research project in Orlando; some consulting work for a now-defunct telephone company; and the past 11 years at Tampa General Hospital.

But achieving accreditation is far more than on-the-job training. It means committing time to learn the science of public relations. It means studying research techniques and planning models, understanding message development, and getting familiar with communication theory. It was especially daunting for me. The last time I sat in a class we carried calculators the size of cash registers and notebooks were actually made of paper.

But, I'm now accredited and for that I must thank Jeff and Karen Mess Frashier, APR. The PRSA website has a wealth of APR-related information, including study guides and books. But, it was Karen and Jeff who brought it all together by hosting weekly classes and sharing information with our small, yet enthusiastic group. When I would panic about my ability to grasp the material (let's just say it happened more than once), Karen would talk me off the rooftop with the skill of a crisis counselor.

So, my membership in the Tampa chapter of PRSA has provided more opportunity and challenge than I ever expected. If you're considering going for your accreditation, and you should, take advantage of what the Tampa chapter of PRSA can do for you. If I survived it, so can you.

Jesse Landis, APR
Member since 2005



Jesse Landis, APR, has served in such roles as PR Manager, PR Director, and Strategic Communications Director with several Bay-area agencies, for clients across such diverse industries/fields as consumer products, law, real estate, banking, politics, tourism/travel, attractions, waste removal, technical education, electric cars, large-scale art, childhood obesity, and more. Hanging around PRSA events and activities for the past several years, Jesse is now taking a more active role in the chapter, serving on the programs committee, and helping other committees and members.

He also serves the community via pro bono PR efforts for such nonprofits as Tampa Bay Businesses for Culture and the Arts (marketing committee),

Metropolitan Ministries, What About Blue (co-creator and consultant), and the Democratic Professionals Council of Tampa (co-founder and press officer). Jesse is on the Board of Directors for the University of Tampa National Alumni Association (marketing chair). Plus, he is a mentor with the USF College of Business Corporate Mentoring Program.

With a background that encompasses strategic planning, political communications, and much more, Jesse is currently with Paradise Advertising in downtown St. Petersburg, and he maintains freelance work for national and local companies.

Jesse graduated with various honors from The University of Tampa, in 2002, with a BA in Mass Communication.

Jamey Leveille, APR
Member since 2007



When I moved here from San Diego in 2007, I was looking for opportunities to meet other public relations professionals and learn as much as I could about the Tampa PR community. Joining the PRSA Tampa Bay chapter helped me accomplish this and so much more.

As I continued to attend workshops, classes and events, my network of relationships within this community grew considerably, as did my desire to elevate my professional development. That's when I decided to pursue my APR, which was one of my greatest professional experiences. The weekly study groups and countless late nights I shared with my classmates helped me to truly appreciate the accreditation process and what it means to my development as a public relations practitioner.

Before moving to Tampa, I served as Vice President of BERKMAN, a California-based public relations agency. During my time there, I directed the global public relations efforts for Jabra, an industry leader in mobile phone headsets, and was honored to be awarded the PRSA Silver Anvil.

Currently, I direct Fry Hammond Barr's public relations division in Tampa Bay, providing strategic counsel to such clients as Moffitt Cancer Center. I cannot say enough about the wonderful team here at FHB, the client relationships we've established and the continued success we have delivered for them.

I look forward to seeing what the future holds for the PRSA Tampa Bay chapter and how we can continue to build on its strong membership and success!

ACCREDITATION MEETING

Highly regarded Accreditation program offered this fall – Overview meeting on Wednesday, September 9th.

If you have ever considered pursuing Accreditation, this fall is the perfect time to do so. Please plan to join Accreditation Committee Chair **Jeff Caponigro, APR, PRSA Fellow** and **Karen Mess Frashier, APR**, for a special overview meeting to discuss the fall program on **Wednesday, September 9**. Other Accredited members will be present as well, including at least one of the five who took and passed the exam to earn Accreditation a few weeks ago.

It will be a crash course with a tight timeline that will begin with the September 9 kickoff meeting and culminate with candidates earning Accreditation by mid-December. Don't miss the

opportunity to earn your Accreditation before the end of the year and plan to attend the September 9 event.

The kickoff meeting will be held at **5:30 p.m.** on Wednesday, September 9 for those who wish to consider pursuing Accreditation. The meeting will be held at the **The Tampa Club**, 41st floor, Bank of America Plaza building, 101 E. Kennedy Blvd.

Members who are already Accredited are strongly encouraged to attend the meeting to offer your thoughts and encouragement to those considering Accreditation for the fall.

If you haven't done so already, please contact **Jeff Caponigro** at jcap@caponigro.com to notify him of your plan to attend the September 9 meeting at The Tampa Club -- 5:30 p.m., Wednesday, September 9.

Event Details ~

Price: Free! (Even your parking will be validated)

Date: Wednesday, September 9, 2009

Time: 5:30 - 7 p.m.

Location: The Tampa Club, Bank of America Plaza Building
101 E. Kennedy Blvd., Suite 4100

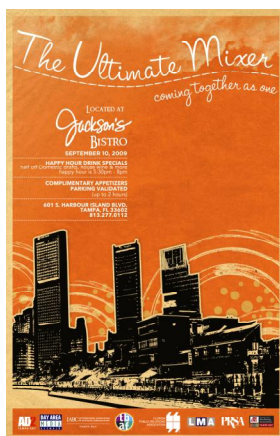
Willingness to Serve Form

The 2010 Willingness to Serve forms were sent to all chapter members earlier this month. Plenty of opportunities exist to get involved, including three open seats on the PRSA Tampa Bay Board of Directors and one open seat for an Assembly Delegate. In addition, your nominations are encouraged for President-Elect, Secretary, and Treasurer, as well as any of our committees. Please consider where your talents can be most valuable.

If you have questions about these exceptional leadership opportunities, please feel free to contact any current board members and committee chairs, and especially President Mary Haban and President-Elect Nicole Andriso with any questions.

Please consider becoming part of this outstanding organization. Complete and return the document to Jeff Caponigro, APR, Fellow PRSA by Thursday, September 10, at jcap@caponigro.com.

ULTIMATE MIXER 2



Get ready to join hundreds of your fellow Tampa Bay marketing, media, advertising and PR professionals for the biggest networking event around – again!

After our phenomenal event this April, the seven major groups behind the Ultimate Mixer have decided to bring the one-night-only event back for a repeat performance.

Join members of these groups and more as we network the night away at Jackson's Bistro!

- Bay Area Media Network
- American Marketing Association
- Public Relations Society of America

- Legal Marketing Association
- International Association of Business Communicators
- Florida Public Relations Association
- Tampa Bay Advertising Federation
- Ad 2 Tampa Bay

No Cover, Happy Hour Drink Specials, Complimentary Appetizers, and Parking will be Validated!**

**Happy hour 5:30-8pm, parking validated for up to 2 hours.

Event Details ~

Price: Free!

Date: Thursday, September 10, 2009

Time: 5:30 - 8:00 p.m.

Location: Jackson's Bistro
601 S. Harbour Island Blvd. Tampa, FL

PAIR WITH A PROFESSIONAL

One Morning. One Meeting. One chance to make a difference.

Tampa Bay PRSA members: pair with a USF student for a morning of mentoring during our Pair with a Professional program Wednesday, September 30.

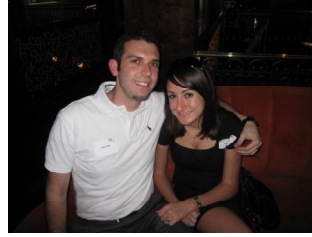
Pair with a Professional is a mini-mentoring program where PRSSA students will be paired with PRSA professionals. The program begins at 10 a.m. Students will come to your office (or for those who prefer a nearby Starbucks is fine!) and meet with you for an informal mentoring session. You might want to critique their resume. Give them an office tour. Give them advice on how to succeed and find that ever-elusive first job. They are always very interested to hear how professionals got their first job and get advice on what they can do to get experience.

If you can host a student, contact Debbie Lum, APR, PRSA Student Relations committee, at (813) 974-2202 or dlum@trustees.usf.edu. Sign up by Monday, September 14.

MEMBERSHIP MIXERS INTRODUCES NEW "VENUE," APRS

The Tampa Chapter's Aug. 12 Membership Mixer brought more than 40 public relations professionals to Tampa Bay's hottest new leader in entertainment and culinary excellence, The Venue, for an evening of networking and celebrations.

Members, along with membership prospects, enjoyed complimentary drinks and exquisite cuisine in The Venue's lush Club V. The evening also recognized five newly accredited members. Congratulations to the following members for successfully completing the public relations accreditation from PRSA: Tajiana Ancora-Brown, APR; Lisa Braswell, APR; John Dunn APR; Jamey Leveille, APR and Jesse Landis, APR.



MEMBER NEWS

Bob Batchelor is looking for PRSA members to serve as guest lectures for the Fall 2009 semester. He teaches "Writing for Public Relations" and "Public Relations: Issues, Practices, Problems" at the University of South Florida. He would love to have guest lecturers on just about any topic pertinent to future professionals. And, students love hearing from young professionals too, so length of experience isn't as important as helping students learn all they can about the profession. Please contact Bob at rbatchel@cas.usf.edu or 352.263.1762.

Competing with businesses across the state of Florida, **ChappellRoberts** was honored with a ranking of No. 11 in the small-business category by the Best Companies Group and *Florida Trend Magazine*. Corporate culture, work environment and overall employee engagement were all key determining factors when including ChappellRoberts in the 2009 *Best Companies To Work For* list. In addition, the Tampa advertising agency had the distinction of being ranked No. 2 of all 100 companies in the categories of "Relationship with Supervisor" and "Overall Engagement."



Laura Newhook has joined ChappellRoberts as an assistant account executive. Newhook will be responsible for writing, researching and implementing work products for the account services team, with a focus on public relations and social media.

Paradise Advertising & Marketing is proud to announce an outstanding showing at the 2009 Flagler Awards, the marquee event at the annual Governor's Conference on Tourism. Paradise took home a Best of Show Award (one of three top honors) as well as eight Finalist Awards in six out of 14 categories. Paradise won the Best of Show Award (in the 'marketing budget between \$100,000 and \$1 million' category) for Dalí & Film, a comprehensive campaign created for St. Petersburg's Salvador Dalí Museum and awards for five different accounts.

Be sure to visit the Tampa Bay Chapter PRSA Web site at www.prsatampabay.org/ for upcoming events, information about the chapter, available jobs in the Tampa Bay area and more. We're always looking for chapter member news for the newsletter. If you have changed jobs, been promoted, moved offices or have some other news or photos to share, please email announcements to Angela Walters at newsletter@prsatampabay.org. Comments and questions about the newsletter also may be directed to Angela.

Special Note: If your email address or contact information has changed, please visit www.prsa.org and update the national database on Membernet. The Tampa PRSA chapter does not maintain a local database.