



# exposure



## DP/PC Chapter Inducts New Members

We are pleased to announce that two new professional members were inducted into the DP/PC FPRA chapter at the June monthly luncheon meeting. We are proud to welcome our newest members, Teresa Murvin and Lorrie Walker.

Teresa Murvin is the community outreach coordinator at Polk Works where she is responsible for outreach and education functions, including media relations. Teresa received her B.A. from U.C.F. in advertising/public relations and M.B.A. from the Warner University. Before taking the position at Polk Works, she worked as the marketing and partnership development coordinator for the City of Winter Haven.

Additionally, Lorrie Walker is the owner of Lorrie Walker Communications, Inc., where she writes for search engine optimization firms and freelances for county business journals, newspapers and national magazines. She also provides PR services to clients. Lorrie is a graduate from Southeastern University where she studied business and professional leadership, journalism and public affairs.

“We are so pleased to welcome these two new members. There is no doubt they will be an added source of strength to the chapter and I am looking forward seeing them involved and making the most out of their memberships,” said Ashley Hall, DP/PC FPRA membership chair.

**Photo (left to right):** Teresa Murvin and Lorrie Delk Walker during the new-member induction ceremony

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## President’s Message

by Cindy Rodriguez

Well, I think it’s safe to say that with daily temperatures hovering in the high 90s, summer is officially upon us. Of course, summer conjures up pictures of family picnics, fireworks, baseball, beaches and more. As public relations professionals, this summer also offers a unique opportunity to watch and analyze the public relations efforts related to the oil spill in the Gulf of Mexico. As tragic as this event is for Florida, it certainly offers a learning opportunity for each of us. What would you do if your company was at the center of the controversy? What would you do differently from what you’re seeing from BP and their public relations folks? Watching this situation unfold is a good reminder that no matter how responsible your organization is, inevitably, you will be thrown into crisis communications of one type or another at some point along the way. So, I encourage you to take advantage of learning from the public relations successes and blunders surrounding this truly terrible situation. It’s the best we can do to salvage something positive for our own careers and our own organizations.

On a much happier note, remember that there’s another fantastic professional development and learning opportunity just around the corner – FPRA’s Annual Conference, August 8 – 11 in Naples. Because we believe in the importance of investing in our members, this year chapter leaders voted to provide an unprecedented five registration scholarships for conference – each valued at \$595. The State Association is also offering a conference scholarship. The application is available online and is due no later than June 30. If you haven’t already registered, I encourage you to do it today! There are several chapter members planning to attend, so carpooling and room sharing opportunities exist

# 2010-2011 FPRA Slate of Officers



At the June monthly meeting, immediate past-president Kris Keprios announced the 2010-2011 Slate of Officers for the DP/PC Chapter of FPRA. Members are asked to review the slate of officers and prepare to vote at the September monthly meeting.

## The 2010-2011 slate of officers:

### Board of Directors:

President – Donna Wood  
 President Elect – Danny Kushmer  
 Immediate Past President – Cindy Rodriguez  
 Vice President – Angie Birdwell  
 Secretary – Ashley Barnett  
 Treasurer – Dee Crumbley  
 Director, Community Involvement – Shirley Whitney  
 Director, Fundraising – Amy Wiggins  
 Director, Membership – Rachel Bulman  
 Director, Professional Development – Jim Frankowiak  
 Director, Student Involvement – Rebeca Mueller

### Non-Voting positions:

Newsletter – Lorrie Walker  
 Website/Social Media – Ashley Hall  
 Local Image – Sheree Saulter  
 Media Breakfast – Jamie Brown  
 Accreditation

### Nominating committee:

Kris Keprios  
 Bob Gernert  
 Ashley Hall  
 Sara Hallett  
 Teresa O'Brien

# President's Message

(Cont'd from page 1)

– just “make it count” for your career by finding a way to get there!

In July, all members attending the monthly luncheon will be treated to a great presentation entitled “Outrageous Trust,” offered by Roy Reid, APR, of Consensus Communications. Roy is an awesome speaker and I look forward to this discussion about the importance of professional ethics.

At the same meeting, members will elect chapter leadership for 2011/2012. I hope you will be present and accounted for and cast your vote. It's the best way to ensure continued successes for the chapter and, more importantly, increased value for your own membership. Be there and “make your vote count.”

Just a couple of other fun things – first, I hope you were able to attend the “Sip, Sip, Hooray!” wine-tasting PRowl on Tuesday, June 22. It was a fun event in which attendees brought their favorite bottle of wine or non-alcoholic bubbly and a prospective FPRA member. The event was a success, as several members attended and a great time was had by all.

Finally, I'm pleased to announce that we're holding an extra special luncheon meeting in August, where we will recognize members and community organizations that have gone above and beyond in “making it count” in 2010. Make sure you RSVP to join us because this year, we will bestow the prestigious Colonel John Dillin, APR, CPRC, Professional of the Year Award; the coveted Bob Gernert, APR, Member of the Year Award; the Public Service Award (to a deserving organization); the new DP/PC Rising Leader Award, and a very special recognition for one of our own who was recently notified they are the recipient of a State Association Award to be presented, initially, at conference. Additionally, there will be some fun and zany recognitions for chapter leaders and members who have helped make this year so successful for our chapter. In fact, it may be you! So, make plans to join in the celebration and expect to have a great time.

With Warm Regards,  
 Cindy Rodriguez

# Save the Dates: FPRA Events

## July 15 - Board Meeting

Jim Miles Center  
 8:30 a.m. - 10 a.m.  
 All members are invited to attend.

## July 21 - Chapter Meeting

Lakeland Yacht Club  
 To RSVP, contact Jenny Baker at [jbaker@watsonclinic.com](mailto:jbaker@watsonclinic.com) or call 863/904-4654.

## August 8 - August 11 - 2010 Annual State Conference in Naples, FL

For four days, FPRA members, as well as other PR professionals around the region, join together for one common goal – to enhance their career through professional development seminars led by nationally recognized speakers and networking opportunities.

By offering experts on a variety of industry-related topics, FPRA's goal for annual conference is to present tools, tactics and

strategies that its members can immediately apply and implement in their jobs.

The theme for this year's conference is: “The Big Picture - Bringing Public Strategy and Leadership into Focus.” Come see what all the excitement is about!

## August 18 - Chapter Meeting

Lakeland Yacht Club  
 To RSVP, contact Jenny Baker at [jbaker@watsonclinic.com](mailto:jbaker@watsonclinic.com) or call 863/904-4654.

## September 15 - Chapter Meeting

Lakeland Yacht Club  
 To RSVP, contact Jenny Baker at [jbaker@watsonclinic.com](mailto:jbaker@watsonclinic.com) or call 863/904-4654.

# Member Profile: Julie Townsend

## Downtown Lakeland Partnerships



PR specialist, graphic designer, social media, event planner, and email marketer. Those are just a few of the roles Julie Townsend, executive director for Downtown Lakeland Partnerships (DLP), tackles on a daily basis. And yet, after hours you will still find her putting up barricades and directing traffic at one of her many special events. Her driving force is the city that she loves and her organization's goal to draw people to Downtown Lakeland – whether to play in Munn Park, dine at one of the local eateries, or shop at one of the specialty stores.

“Downtown is the heart of any city. We want to make sure that when local residents and visitors are considering their recreational activities – they always think of Downtown Lakeland as one of their main options,” said Julie.

One of Julie's responsibilities is to plan fun activities to attract people to the downtown area – and she is one of the founders of Downtown Lakeland's ongoing First Friday event. However, Julie recognizes that no matter how big of an activity you plan, your efforts are worthless if you do not have a strong, well-rounded public relations plan in place to ensure the event is a success.

With more than 700 Facebook and Twitter followers, Julie is not shy when it comes to marketing her message using social media outlets. Even still, Julie considers local newspapers as her number one communications resource. “The power of the newspaper is real and I believe people still like to have something in their hands,” said Julie.

Last fall, in the midst of coordinating a wide variety of events for DLP, Julie decided to take time to do something she felt was important for her professional growth and development – she became a member of the DP/PC Chapter of FPRA. She quickly assimilated into the chapter, bringing a wealth of knowledge to the organization and a desire to grow in the area of PR.

“I have really enjoyed tapping into the PR experiences of other members and I look forward to getting more involved in the years ahead,” said Julie. “FPRA has helped me become more knowledgeable when it comes to measuring the success of a communications plan and adapting to improve in the future.”

In addition to serving in her role as the executive director of DLP, Julie enjoys spending time with her three children and husband. She was born and raised in New Orleans and currently resides in the Lake Morton Historic District in Lakeland.

## Job Bank

Looking for a great public relations, communications, or marketing job opportunity? Visit our web site for the latest postings. Many of the top companies in the area post their jobs with us. Job listings are updated frequently, so please check back often while on your job hunt. To see the latest job postings,

[Click Here](#)

## Member News

Congratulations to Jenny Baker and her husband, Corey, as they welcomed their first child into the world.

Addison Brooke Baker was born on March 17 – a St. Patrick's Day baby! She was 6 lbs, 9 oz and 20 in. long.



# APR

## *“I know This Stuff and So Do You” A Tale From a Recent APR Candidate*

The following is an excerpt written by Public Relations Society Association (PRSA) member Amber Chiang, APR, as she journeyed to take the APR exam.

“As I let distraction after distraction, along with my own self-effacing criticism, get the better of me, I soon came to realize that this was something I needed to do, just for the experience. I needed to work to pursue my APR.

In July and August 2007, I ventured to Fresno weekly on a Saturday with PRSA Central California APR Co-Chair Brenda Smith, APR. During these trips, Brenda heard tirelessly about my doubt and woes, but remained strong with a constant message, “You know this stuff.” Led by Brenda and her Co-Chair Liz Hudson, APR, the study course allowed me to hear from many APRs in the Fresno area about areas of the test they specialize in.

Following these study sessions, I prepared a presentation and portfolio about a public relations planning process and success. I then had to present this in what I consider a very high-stress situation: to my friends, colleagues and partners in PRSA. But they were incredibly supportive and interested. They asked relevant questions and allowed me to explain my process for each item in my portfolio.

A few weeks later I received confirmation that I had passed the APR Readiness Review and was cleared to take the test.

Wow. Now what?

I stuffed my bookshelf with all the required texts, purchased, thankfully, second hand off internet sites. And you know what? I read only part of one of them. I started realizing that I do know this stuff. Despite my lack of formal Public Relations education, I'd been doing this for years. I knew what to and not to do. I knew how to do it.

Now, I may not have known the contributions to the field by Lee and Bernays, but I could learn that. But I knew Crisis Communications like the back of my hand. I try daily to practice my trade with all of the ethical guidelines we all strive for. I take logic, research and information into account as I plan. This is what the test is all about.

Granted, a few areas were very foreign to me, like business literacy, where candidates need to know about the legal aspects of business reporting, as well as history, but the rest was second nature.

Nearly a year after I attended the study sessions and completed the Readiness Review, my time to take the test was quickly drawing near. There's only one year from the time you apply and pay your

fee to take it. I took my test on August 18, and my expiration was August 31. That's how close I was.

And really, I needn't have worried.

Because I am based in Bakersfield, I needed to travel to the closest testing locations in either Fresno or Van Nuys. I picked Van Nuys. As I was driving, I was thinking over everything I knew and everything I didn't and I came to a very easy conclusion.

I know this stuff.

And, what I don't know, it's okay.

The test itself was not as daunting as I believed it would be. There was a lot of narrative and reading on a rather small computer screen, and I quite unwisely forgot my glasses. But as I looked at each question and read through, I noticed that I could quickly count a couple answers as correct, maybe one or two as completely incorrect, and then just had to work to determine the others. On this multiple-choice test, where up to four answers could be right on a given question, it was a strategy that worked for me.

I answered 188 questions in about one hour and 28 minutes of the allowed three hours and 45 minutes. I thought something HAD to be wrong for me to finish so quickly. So, I went back and read and looked over every single question. Yes, I changed some. I don't know either way if that helped or not. I never will.

At the end, the computer processed my test and popped up a glorious word. “PASS”. Yup, it told me right then that I passed. But wait! No, there's a note that says you really haven't passed, because there are beta questions on the test and they aren't scored. Wait for official word.

You people so can't do that to me!

Once back in B-Town, I started emailing poor Brenda and others about the test and that awful fake “PASS” result. They all told me to calm down because, you guessed it:

I know this stuff!

My test was on a Tuesday. On Saturday, a gloriously large envelope arrived in the mail. As my husband handed it me, I gasped. He quickly pointed to the mailing address on the front and the biggest clue as to what was inside. It was to: Amber Chiang, APR.

I know this stuff!

I think that if anyone takes something away from what I've written here, it's that you do know this stuff. And, you can score 0% on the History section and still pass – though it's possible that my 100% in Crisis Communications helped that balance out.”

*If you are intrested in becoming accredited in public relations, contact Cindy Rodriguez at [cindyrodriguez@polk-county.net](mailto:cindyrodriguez@polk-county.net) or call 863-559-7542.*

