



# exposure



## The Press Box: Building Media Muscle Tips and Tales from Polk County's local Media

by Ken Suarez, television reporter for FOX 13

Ten-shun! Recruits, new and old, fall in. This is media boot camp. It's not easy, but follow these rules of engagement, and your chance of getting coverage will increase dramatically.

Be ready to respond quickly when a reporter, especially one from TV, calls. Sometimes reporters don't know what story they will be covering until after the morning meeting on that particular day, so they need to round up interviews quickly. You may have to change your own schedule, or call in the cards on a fellow employee, but the pay-off is a big one – a chance to tell your story... and that's what you are going after.

Think sizzle when you pitch a story. Your story has to stand out from the zillions (maybe just millions), of others that a news department considers covering every day. Ask yourself what kind of interesting angle can we find in this story. If you can't find one, keep looking.

Always have a story ready to go in your back pocket that can be done in a pinch. When reporters hit a slow streak on their beat, a media person with a killer story idea can save the day. Try to be that person.

Have a nose for news. Reporters look for stories that tie in with what's

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**Photo left:** Ken Suarez, television reporter for FOX 13, as he "Gets Down And Gives 20!"

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## President's Message

by Cindy Rodriguez

Welcome to 2010 and all the exciting things in store for you as members of our chapter. We're "making it count" in so many ways that those of us who avoid math like the plague are having a hard time keeping up with the tally, and that's a very good thing!

Our successful "Fill-A-Bucket" campaign certainly elevated community awareness about the plight of hundreds of homeless public school children in Polk County and provided basic personal hygiene items to make their lives just a little easier. We are thankful for all the collaborating agencies and businesses that helped make this a great and very rewarding effort!

The upcoming TOMS Shoes campaign will also focus on helping children right here in Polk and will accomplish many of the same goals – this time providing shoes to children in need. I am so proud of both chapter leaders and members who have stepped up in big ways to make our efforts count for those less fortunate.

And, while we are actively involved in making our community a better place, we are also investing in our own professional development and a advancing the field of public relations. Great speakers on timely topics are keeping us informed about

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## The Press Box - continued



happening in the world. Look for a way to tie in your story with a current event.

Ask, "so what?" When putting together your story pitch, the most important question is, "How is this going to affect the viewers or readers?" Getting air time

for your agency may be one of your goals, but it's not a good reason for a station to cover your story. If it is not going to make a stick of difference in the lives of Joe or Suzy Everyman, it's probably not the kind of story that most news organizations are looking for.

Think PICTURES! TV reporters need them. The more visuals you can offer, the better your chance a reporter will bite, and be able to sell your story idea to his managers. Dig in the photo album or hit up the people involved in the story for stills. See if anyone has shot video. The more visuals a reporter usually has, the better the final product will be.

I realize all that is easier said than done. But you should realize that there is enormous competition for airtime in Polk County, and elsewhere. Someone is going to win that spot on the news. Why not exercise your new found media muscle, and make sure it's you.

*Ken Suarez is a reporter in Polk County for FOX 13. He has been working with his photojournalist partner, Jamie Cook for the last thirteen years. Their office is in downtown Lakeland.*

*Note: This information does not necessarily reflect the opinion of FPRA leadership, but is provided for you to consider and take that which is useful to you and your organization.*

## Happy 40th Anniversary Dick Pope/Polk County Chapter

The Dick Pope/Polk County Chapter of FPRA celebrated its 40th anniversary on January 19. In 1970, the chapter's namesake, the late Dick Pope, Sr. (see *photo, right*), decided it was time that the Polk County area had a PR professional organization such as FPRA – and he formed a group of professional PR colleagues that met regularly. As a result, hundreds of PR professionals have benefited from professional networking, accreditation, professional development programs and more.



## Gain Recognition for Your PR Program: Take Home a Local Image

Image Awards have become the standard of public relations excellence in the state of Florida. The best way to prepare for Golden Image, the state-level competition, is to submit your entry to our chapter's Local Image Award competition. Entries for this year's program will be due March 8, so you have two months to complete your submissions.

What's the first step? Review the Call for Entries on [www.frapolk.org](http://www.frapolk.org). The description of entry divisions will help you develop your list of projects for entry. Be sure to read the rules and judging criteria thoroughly before you begin writing the two-page summary and gathering supplemental materials for your entry notebook.

Need help with your entry? Attend a free workshop and find out how to create an entry that adds up to success!

### Local Image Workshop

Friday, Jan. 29, 9 a.m. – 10:30 a.m.

Webster University's Lakeland Campus, 101 W. Main Street

RSVP to Sheree Saulter: 863-687-9309 or email [shereesaulter00@webster.edu](mailto:shereesaulter00@webster.edu)



## Welcome New DP/PC FPRA Professional Members

The DP/PC Chapter of FPRA welcomes **Amy Wiggins**, the vice president of communications at the Lakeland Chamber, as one of its newest members.

Amy is a native of Plant City, but made Lakeland her home when she graduated from Florida Southern College in 1998.

Amy joined the Membership Development Division at the Chamber in 2005, working closely with the organizations' 1,800 members to promote small business and professional development opportunities. Also responsible for the Chamber's annual resource development campaign, Amy has been a regular contributor to the Chamber's blog and Forum for Business Monthly magazine.



Additionally, the chapter welcomes new member **Daniel Jimenez**. Daniel is the public information officer (PIO) for the Polk County Health Department.

In his role as the PIO for the health department, he is responsible for internal and external communication development and distribution for the agency. His duties include updating the health department's internal and external websites and developing agency publications such as press releases, bi-monthly newsletters, annual reports, brochures, posters and flyers.

Welcome, new members!



# Member Profile: Meredith Spresser

## Polk Museum of Art

by Rebecca Paul



Walking into Meredith Spresser's office is anything but ordinary, filled from wall to wall with brightly colored paintings and her own personal touches. Meredith has called Lakeland her home for many years, having moved here as a child. She has spent the past ten year's at the Polk Museum of Art, where she has held the position of assistant curator and for the past three years has fulfilled the role as their public relations and marketing manager.

Having developed a love for the arts at a young age, Meredith graduated with a bachelor's degree in sculpture from the University of South Florida. Later she would spend seven years working on the creative end at Polk Museum of Art. As her role there developed she soon realized that her job had become 80 percent about public relations, and so she decided to take it on full-time.

"I discovered that I really liked going out into the community and speaking to people," said Meredith, who is already a naturally vibrant person.

Although, she enjoys working for the arts because of her passion for it and her background, she has found that public relations have taught her about interacting with people. "Artists tend to be introverted and they express themselves through their artwork instead of words. Public relations experience has given me even better ability to communicate and promote myself," says Meredith.

Meredith has been a devoted member of the Dick Pope/Polk County Chapter of FPRA for the past three years and tries to take advantage of every experience. "FPRA has helped me develop my skills with the professional development programs and relevant events they host, it has made me not take it for granted," said Meredith, "I have to take advantage of everything I can."

Meredith will no doubt continue to represent the arts here in Polk County, and push forward with her appreciation and desired knowledge in public relations. She has become one of the gatekeepers of the arts in Polk County and you would not find a better person more suited than that of Meredith Spresser.

To contact Meredith, email her at [MSpresser@PolkMuseumofArt.org](mailto:MSpresser@PolkMuseumofArt.org).

## Save the Dates: FPRA Events

**January 29** - Local Image Workshop  
9 a.m. - 10:30 a.m. - Webster University's  
Lakeland Campus, 101 W. Main Street  
RSVP to Sheree Saulter at  
[shereesaulter00@webster.edu](mailto:shereesaulter00@webster.edu) or  
863-687-9309

**February 11** - Board Meeting  
8:30 a.m. - Colonial Bank in Bartow (2nd  
floor) All members are invited to attend

**February 17** - Chapter Meeting  
Hilton Garden Inn  
Speaker: Scott Fore, Sweat Monkey  
11:30 p.m. - Networking

12 p.m. - Lunch and Speaker  
RSVP to Jennifer Baker at  
[jbaker@watsonclinic.com](mailto:jbaker@watsonclinic.com)

**February 17** - "TOMS Shoes" Community  
Involvement Event. After our monthly  
luncheon meeting, the DP/PC FPRA  
Chapter and Florida Southern College is  
partnering with Lake Wales Care Center,  
Lighthouse Ministries, Inc., and Salvation  
Army-Lakeland to provide white, canvas  
Tom's Shoes to preschool and grade school  
children.

**March 11** - Board Meeting  
8:30 a.m. - Colonial Bank in Bartow (2nd  
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**March 17** - Chapter Meeting  
Hilton Garden Inn

11:30 p.m. - Networking  
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RSVP to Jennifer Baker at  
[jbaker@watsonclinic.com](mailto:jbaker@watsonclinic.com)

**April 16** - FPRA Roast 'n Toast Fundraising  
Event at Bartow Civic Center. 6 p.m.  
Reception; 7 p.m. Dinner  
Honoree - Sheriff Grady Judd

**August 8 - August 11** - 2010 Annual State  
Conference in Naples, FL  
Theme: "The Big Picture - Bringing Public  
Strategy and Leadership Into Focus"  
[www.fpra.org](http://www.fpra.org)

For additional details about these events,  
visit the DP/PC FPRA Web site at  
[www.frapolk.org](http://www.frapolk.org)

# Happy Anniversary!

The following members joined FPRA during the month of November:

**Bob Gernert**, 31 years

**Sara Hallett**, 18 years

**Melea Gernert**, 24 years

**Virginia Wolfe**, 3 years



“Membership in FPRA is very special, and being a part of the Dick Pope/Polk County Chapter has made it even more so for me. Members of all experience levels can take advantage of FPRA’s professional development and networking opportunities. You’ll always receive encouragement and support of fellow FPRA members, whether it’s taking on the challenge of accreditation or accepting a leadership role at the chapter or state level. The wonderful and lasting friendships you make are just the icing on the cake (chocolate, of course)!”

- **Sara Hallett**, Hallett Public Relations



“Thirty-one years in FPRA! Gosh, I still had hair back then! What a great resource FPRA has been to me. This organization is the bedrock foundation I have used to build my career and my reputation in communications. My investment in membership over the years has returned rich dividends in expertise and life-long friendships. I am but one beneficiary of John Dillin’s vision.” - **Bob Gernert**, Winter Haven Chamber

## 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](#)

# APR

## SAMPLE QUESTIONS

As you decide whether or not you are ready to take the APR test, quiz yourself with these sample questions. And if you are already an APR – have fun with these questions and see if you are still on top of your game!

**You are the community relations director for a public water utility that has been targeted by a group of activists opposed to adding fluoride to drinking water. The activists are waging an intense internet campaign against the practice. Your utility has overwhelming evidence of the health benefits to fluoridated water. The manager of the utility asks you to initiate a blog to get the health message out. What is the appropriate course of action?**

- A. Use utility employees to write the blog, posing as dentists and physicians.
- B. Recruit a group of volunteer dentists and physicians to write the blog under their own identities with no reference to the utility.
- C. Write the blog yourself, identifying yourself as an employee of the utility, and quote the scientific opinions of a variety of sources.
- D. Compensate a group of dentists and physicians to write the blog, identifying the utility as the sponsor of the blog but without disclosing the compensation

**Which statement is true about focus group research?**

- A. The participants should be selected at random
- B. It is an example of a formal research tool for practitioners
- C. The information can be generalized to describe a larger population
- D. The findings generate qualitative data that can be used to develop surveys

**Which term describes stakeholders who are unaware of their connection to an organization with respect to a particular issue?**

- A. Non-publics
- B. Latent publics
- C. Inactive publics
- D. Complacent publics

## Measurement/ROI of Social Media

*as told by Josh Hallett, director of Voce Connect, to the the DP/PC FPRA Members at the January Monthly Meeting*

As social media has matured and become part of the communications program for many organizations, the focus now turns to measurement and return on investment. If you manage a social media program, how can you show the value of your actions? At the January monthly meeting, Josh Hallett, the director of Voce Connect, offered a multitude of solutions.

### Get started:

- Set measurable goals
- Create a stats tracking sheet
- Tap into tools that will track your success: Bit.ly Account (& other tools)
- Report Frequency
- Benchmark against your competitors

While overwhelming at first, each of these tools found below allows you to hone and sharpen your messages to your audiences. The social media aspect of PR can be measured and analyzed using any of these tools. Each tool meets a specific need, such as monitoring an RSS feed or tracking the number of times your message was forwarded. Just like any good public relations tool, you must first determine if these will fit your needs, your target audience and your message. So, don't worry about trying to take advantage of all the tools right off the bat, use the ones that will meet your needs and you will still be on the cutting edge.

### Your Go-To Tools:

- Standard Web Analytics (Google, Omniture) – web analytics provide valuable data to you about who is visiting your site, how long they stay there and what point they leave. This will help you redesign your site to meet the needs of the visitor/user.



- Nielsen, Radian6, etc. – These tools give you a complete platform to listen, measure and engage with your customers across the web
- FeedBurner, PostRank - Allows the content manager to manage their tools and track the usage of their subscribers.
- Bit.ly, Retweetist –Allows you to track users to a particular page
- YouTube, Flickr, Viddler, etc. – examples of multimedia sharing platforms, sharing video and pictures
- Surveymonkey, polldaddy.com – tools for surveying your audiences

To view Josh's entire PowerPoint presentation on "Measurement and ROI of Social Media," go to [www.fprapolk.org](http://www.fprapolk.org).

*Josh is director of Voce Connect, a part of Voce Communications. Based in Silicon Valley, Voce serves clients throughout the world with a focus on traditional communications and social media marketing. Josh helps direct social media strategy and execute international programs for many clients, including Disney Parks, Sony Computer Entertainment America, eBay and NetApp. Josh has been a member of FPRA since 1996 and was FPRA Member of the Year in 2006.*

## President's Message

(cont'd from pg. 1)

advancing the field of public relations. Great speakers on timely topics are keeping us informed about emerging trends and how to harness the power of such things as social media in very real and measurable ways. If you haven't been able to attend the monthly luncheon meetings, I challenge you to re-evaluate your priorities and "make it count" for yourself, as a public relations professional, by staying current via these development opportunities and by staying "plugged in" through networking with other members.

And, just around the corner...yet another chance to hone your skills as a public relations practitioner while showcasing the great work you do for your organization. How? Simply participate in the local image awards competition. Don't wait! Start now getting your projects together for entry. You will receive valuable comments from judges that will undoubtedly enhance future projects and, for award winners...you, your boss, your staff, your entire organization get recognition for a job well done! That's one of the best ways I know to measure the success of your efforts. So if you've been sitting on the sidelines watching others enter for the past couple of years, make 2010 the year you get in the local image

game. I can tell you, from personal experience, you won't regret it!

Finally, if you haven't already done so, mark your calendars for April 16. That's the night we resurrect an old chapter tradition by hosting a "Roast and Toast" fundraiser event honoring our very own Sheriff Grady Judd. Get ready for a night filled with light banter, maybe a couple of good-hearted left jabs, a fair amount of well-earned tribute, plenty of wit and LOTS of laughter. A portion of the profits will go to Sheriff Judd's designated charity – the Sheriff's Youth Villas. If you have items to donate to the silent auction, we'll take 'em! Tickets to this spectacular event are expected to fly out the door, so get your's early!

I'll close by extending an invitation to each of you to give me a call or drop me an e-mail or Facebook message to let me know what I can do, as president, to make your membership in the chapter even more rewarding. My contact information is available on the chapter website, [www.fprapolk.org](http://www.fprapolk.org). Along with your board of directors, I am committed to maximizing the benefits you realize through affiliation and active participation with this great organization and, specifically, our chapter!