



# exposure



## A Star is Sworn: Roast ‘n Toast a Success DP/PC Chapter Ignites Big Laughs for Big Cause

On April 16, nearly 250 people gathered to experience a fun-filled evening celebrating Sheriff Grady Judd and his relationship with the media. “A Star is Sworn,” a roast ‘n toast event was the vision of the Dick Pope/Polk County Chapter of FPRA. During the event local media including Ken Suarez (Fox 13), Jennifer Leigh (News Channel 8), Roger Todd (WPCV), and S.L. Frisbee (local news publisher) recanted notorious stories about working with Sheriff Judd. In addition, the Sheriff’s childhood friend, Father Andrew Mallik and his own Chief of Staff, Gary Hester also shared in the “roasting” duties.

It wasn’t one sided though, Sheriff Judd had his chance to finish the evening with stories of his own. The evening was filled with good friends and a lot of laughter.

The Dick Pope/Polk County (DP/PC) Chapter of the Florida Public Relations Association is proud to have hosted the event, and while it was a fun evening of good-natured ribbing, a lot of laughter and a fair amount of tribute, there was another very important component. A portion of the funds raised at this event benefited Sheriff Judd’s designated charity, the Florida Sheriff’s Youth Villa.

To see more photos from the event, turn to page 6. Also, the board would like to express appreciation to Clark Nikdel and Powell for their tremendous support, as well as to the sponsors highlighted on pages 7-10.

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## President’s Message

by Cindy Rodriguez

Way to go team! We did it! We hosted a fantastic Roast ‘n Toast fundraiser – resurrecting this DP/PC tradition in fine style. In the process, we also honored our Sheriff, Grady Judd, made money for our chapter AND for the Sheriff’s Youth Villa. That’s a win no matter which way you look at it. Please join me in extending kudos to the fantastic Roast ‘n Toast committee led by Vice-President Elect, Donna Wood. You guys rock!!! I hope everyone enjoys the many photos from the event included in this issue of Exposure.



This month, we also recognized several of our member’s excellent public relations projects at the annual “Local Image” awards luncheon. At that same event, we heard from Mark Jackson about how the County “landed LegoLand Florida,” and how it’s expected to bring much-needed jobs and dollars into Polk’s economy. And, it will be very interesting to watch LEGOLANDS’s public relations efforts unfold as they get the park up and running. When you combine recognition for member projects with a great presentation and professional development opportunity, you’ve got yet another win.

# Member Profile: Rebeca Mueller, APR

## Polk County Tourism and Sports Marketing by Rebecca Paul



Dedicated and driven are the words that best describe Rebeca Mueller, APR, a young public relations practitioner with a veteran resume. A graduate of the University of South Florida with a degree in PR, she chose PR as the route for her professional life because she knew that it was something she could succeed at and feel accomplished.

Her quest for attaining as much knowledge she could about all of the realms of PR did not end with her college graduation. Soon after she began to pursue her APR accreditation, which is the public relations profession's only national post-graduate certification program. Taking those who earn it to the next level of understanding and knowledge, it develops and hones advanced skills in research, strategic planning, implementation and evaluation.

"I wanted to dedicate myself to this profession and gain my credentials. The credentials are a standard that I wanted to meet for myself and I believe that it really sets those who achieve it apart," says Mueller.

It took her about a year and a half to achieve the accreditation which included a test, an extensive presentation, and of course time to study and prepare.

"Not only is it a feeling of fulfillment, but now one of the benefits of having it is that people outside of the PR profession have begun to recognize it as well and acknowledge its importance," says Mueller, "they also recognize your dedication."

Speaking of dedication, Rebeca has also been an active member of FPRA for the past seven years. She has spent the majority of this time with the Tampa chapter, but recently changed her membership to the Dick Pope/ Polk County chapter. As a contributing member to the Tampa chapter, she is now ready and willing to share her bag of PR goodies and tricks with all of us here.

When asked what is the most important lesson she has learned so far in PR, Rebeca responds by simply saying this: "Try every new opportunity that comes your way, you never know where it may lead," a simple phrase with such strong meaning.

## Save the Dates: FPRA Events

### **May 12 - Professional Development Workshop: "Social Media" Part I**

Webster University  
8 a.m. - 10 a.m.  
\$10 FPRA Members  
\$5 students  
\$15 non-members

### **May 13 - Board Meeting**

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

### **May 19 - Chapter Meeting**

Lakeland Yacht Club

To RSVP, email Jennifer Bush at [jennifer.bush@publix.com](mailto:jennifer.bush@publix.com) or call 863/688-7407  
\$20 FPRA Members  
\$25 non-members

### **May 20 - Professional Development Workshop: "Social Media" Part II**

Webster University  
8 a.m. - 10 a.m.  
\$10 FPRA Members  
\$5 students  
\$15 non-members

### **June 10 - Board Meeting**

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

### **June 16 - Chapter Meeting**

Lakeland Yacht Club

To RSVP, email Jennifer Bush at [jennifer.bush@publix.com](mailto:jennifer.bush@publix.com) or call 863/688-7407  
\$20 FPRA Members  
\$25 non-members

### **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.fprapolk.org](http://www.fprapolk.org)

# Happy Anniversary!

The following members joined FPRA during the month of April:



**Kris Keprios, 7 years**

“It is hard to believe I have been a member of FPRA for seven years. Time definitely flies when you are having fun! My FPRA membership has given me so many opportunities to learn and grow as a PR Professional and has also allowed me to meet and network with other great PR people, not only here in Polk County, but throughout the state. From local chapter meetings to the state Annual Conference, FPRA has proven to be a great value that I will continue to treasure for my next seven years of membership....and beyond.”



**Shirley Whitney, 11 years**

“When asked to include a quote in the FPRA newsletter, along with a congratulations on 11 years of membership in FPRA, I was dumbfounded (which is not the hardest thing to do) that I joined FPRA 11 years ago. It has been wonderful and as others have said – becomes more special when you get involved. This year I have had the opportunity to work on major community projects, including “Fill-A-Bucket” and “Style Your Soles.” The friends I have made in the chapter, the speakers that help us grow and other aspects have contributed to my education in PR. Although retired, I do as much PR as I did when I was gainfully employed, only now as a volunteer for not-for-profits. Here’s to another 11 years!”

## 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!

**Opponents of licensing for public relations practitioners raise which two Constitutional issues as the major obstacles to state licensing? (Choose two.)**

- a. Freedom of expression
- b. Compelling state interest
- c. A State’s rights to regulate commerce
- d. The tenth amendment forbids regulation of occupations and admission to practice

**A coalition opposes your company’s proposal to site an environmentally hazardous facility on commercially zoned land in a rural area. Which of the following messages would be most effective in winning support for your proposal when communicating with opponents? (Choose two.)**

- a. Credibility of a spokesperson depends almost entirely on speaking bills
- b. Credibility of a spokesperson depends on the subject of the communication
- c. Credibility of the spokesperson depends on the social status of the spokesperson
- d. Credibility of a spokesperson depends on who is saying what to whom in what setting

**Employee communication research consistently demonstrates that one source of information is generally most sought-after, found to be credible and trusted by employees. Which of the following is it? (Choose 1.)**

- a. Threaded discussion groups on company intranet sites
- b. Supervisors
- c. CEOs and other senior executives
- d. Employee publications

**In 2002, what single issue affecting traded companies had the greatest impact on the regulation of public companies?**

- a. sexism
- b. executive compensation
- c. the burst of the “dot com” bubble
- d. the accuracy of financial reporting

## Polk Tourism Director Addresses PR for LEGOLAND Florida



On April 21, Mark Jackson, director of Polk County Tourism and Sports Marketing (PCTSM), spoke at the Dick Pope/Polk County Chapter's monthly luncheon meeting. Mark addressed PCTSM's involvement in creating a business agreement that ultimately landed Polk County one of the biggest attractions in the world (second only to Disney World) – LEGOLAND Florida. During his presentation, he shared details about the agreement, which had been in the works for many months – as he made every effort to work with the media while also keeping the plan confidential. Mark spoke about the challenges of the Florida Sunshine Laws, noting that it was imperative to keep Polk County's commissioners abreast of the LEGOLAND agreement, but also keep the information confidential from the media until an official public announcement.

In addition, Mark addressed the media "leak" just days before the public announcement. A local news outlet utilized the public records law and obtained an email that was sent to the county commissioners. The email was actually from Mark who was giving the commissioners general talking points about the former Cypress Gardens property and the LEGOLAND development. While some may have regarded the leak as unfortunate, it ultimately led to increased interest in LEGOLAND.

LEGOLAND Florida is slated to open in October 2011 and will be Merlin Entertainments thirteenth attraction in the United States, with four more in the development phase. LEGOLAND Florida will be the fifth LEGOLAND Park worldwide and the only one on the East Coast – with the others in California, Denmark, England and Germany.

"This is a huge success story for Polk County that will have a significant impact on Polk County as a tourism destination. LEGOLAND Florida and its connection to Merlin Entertainments provide worldwide visibility for Polk County," Mark said.



*Mark Jackson is the Director of Polk County Tourism and Sports Marketing (PCTSM), an initiative of the Central Florida Development Council and Board of County Commissioners, an award winning program that promotes tourism, sports and economic development in Polk County.*

## President's Message

(cont'd from pg. 1)

What a pleasure it is, as President of the DP/PC chapter, at just past the half-way point in the chapter year, to look back and see all the great things we've accomplished in the areas of professional development, certainly, but also the impressive positive impact we've had on our community. In fact, I've already had a great year as President – and that's at just over the half-way point.

If I have any regret at all, it would be that we haven't had more members integrally involved. It's certainly not unusual for organizations to have a handful of folks leading the charge – in fact, that's why you elect leaders. But, as I've said many times, as professionals, you get back what you give. Your professional reward is in direct proportion to your contribution. So, my challenge to our membership at large is...if you've been watching from the sidelines, NOW is the time to find a way to get in the game. Get involved and be part of the team that's making a difference for themselves, their respective organizations, our chapter, and our community. Your professional life will be richer and you will be the beneficiary of a great sense of personal pride in accomplishment. I can't wait to see you at the next event.

## Polk's Communications Division Earns National Recognition

The Alliance for Innovation selected Polk County's e-Town Hall to receive the prestigious Robert Havlick Award for Innovation in Local Government.

Faced with reduced funding and an increasing need for outreach, the Board of County Commissioners' Communications Division delivered an exciting alternative: a town hall meeting citizens participated in without ever leaving home. The meeting was conducted in the PGTV studio in Bartow, but residents joined the interactive dialogue using their home, work or library computers. They submitted questions or comments by connecting to one of several host sites available through partnerships with local media and using the "chat" feature.

"This innovative approach to the Town Hall meeting process offers residents from throughout Polk County a convenient and cost effective way to interact with county government," said County Commission Chairman Bob English. "It also provides elected officials with valuable community input on issues of concern to our residents."

The 2010 Innovation Awards were selected from the more than 60 applications received and judged by a multi-member committee consisting of city and county managers from across the U.S., Arizona State University Faculty and the Alliance Selection Committee.

Congratulations to the following DP/PC Members of FPRA for all their hard work on this program: Joan Davies, Cindy Rodriguez, Kristin Guira, Heather Smith, Jan Johnson, and Dave Walters. Non-member Nate Graham was also instrumental in implementing this program.

The Alliance will present the award during the 2010 Transforming Local Government Conference, June 2 – 4.

# Congratulations Local Image Award Winners



At the April monthly meeting the DP/PC FPRA chapter recognized several organizations for outstanding public relations efforts as they received Local Image Awards. Congratulations to the following organizations:

## **Division A: Public Relations Programs**

Judges Award – *DP/PC County Chapter of FPRA* for its “Style Your Sole” event

## **Division A: Internal Campaign**

Grand Image Award – *Polk County Board of County Commissioners’ Communications Division* for its “Wellness: Invest for Life” project

## **Division C: Audio/Visual Tools of PR**

Judges Award – *Polk County Public Schools’ Community Relations Department* for their “Teacher Appreciation Public Service Announcements (PSAs) 2009

## **Division C: Presentation**

Image Award – *Polk County Public Schools’ Community Relations Department* for “Give ‘Em Something to Talk About” project

## **Division C: Presentation**

Grand Image Award – *Polk County Board of County Commissioners’ Communications Division PGTV* for their Electronic Town Hall Initiative

**Grand All Image Award** – *Polk County Board of County Commissioners’ Communications Division* for its “Wellness: Invest for Life” internal communications project

## Statewide Golden Image Awards Deadline May 21

Receive statewide recognition for your program! As the deadline for the the statewide Golden Image Award Competition approaches, local image winners can take advantage of judges’ comments and fine-tune their entries.

If you did not have a chance to submit a local award image – it’s not too late to enter the State Golden Image Awards Competition.

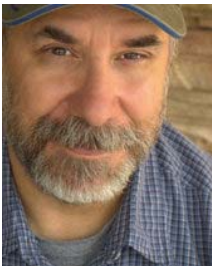
To qualify for judging, some part of the entry must have taken place between the previous 15 months and must incorporate sound public relations research and planning.

Entries must also meet the highest standards of production, execution and evaluation of results and budget.

Entry and fees must arrive at the State Office no later than 5:00 pm, Friday May 21, 2010. For more information, and to download the entry form, go to [www.fpra.org](http://www.fpra.org).



## Professional Development Workshops with Lakeland Local’s Chuck Welch



Social media consultant and hyper-local writer Chuck Welch (Lakeland Local and Metro i4 News) has graciously offered to conduct two professional development sessions in May. Both will be held at the new campus of Webster University (at Lakeside Village) and will take place from 8 a.m. – 10 a.m.

An ex-journalist, Chuck “retired” to Florida to concentrate on being a father, husband and writer. His online presence is primarily as

the editor, writer and occasional photographer for the news sites, Lakeland Local, a sampling of the news, concerns and events for Lakeland and Metro i4 News, which covers the Interstate 4 corridor. Both sites feature Chuck’s work and that of other contributors. Chuck is an early adopter of social media tools and has discovered their faults and best uses. He works to find tools best suited to connect citizens and small businesses to their community.

The first session will be Wednesday, May 12, for those with little to no social media experience. It will be an introduction to the concepts of social media as a viable tool for PR professionals to use for their clients and/or employers. During class, participants will create a personal or hobby social media presence.

The second session will take place Thursday, May 20, for those with some social media experience. This session will include an introduction to the five tools and one cardinal rule when using social media for clients/employers.

Webster University is located at 1479 Town Center Drive, Suite 202, at Lakeside Village. That’s the second floor of the building that houses New York and Company and Fish City Grille. Parking is located at the rear of the building.

Cost is \$10 for FPRA members, \$5 for students and \$15 for non-members. Coffee, OJ and light snacks will be served. Reservations are on a first come, first served basis. Seating is limited for both sessions.

For reservations, email Jim Frankowiak, [jim@cprg-web.com](mailto:jim@cprg-web.com).



# A Star is Sworn

Sheriff Grady Judd Roast & Toast presented by FPRA



1



2



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5



6

1. DP/PC FPRA President-elect Donna Wood introduces Sheriff Grady Judd; 2. Jennifer Leigh, reporter for News Channel 8, roasts and toasts the Sheriff; 3. A packed audience enjoys the event; 4. DP/PC FPRA member Chris Nikdel enjoys a laugh; 5. Table set and ready to go showcasing the cowboy theme; 6. PCSO Chief of Staff, Gary Hester, joins in



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