

**January
2010**

A monthly publication
for members and colleagues of the
Treasure Coast Chapter of the
Florida Public Relations Association

THE PRO



MARK YOUR CALENDARS :

take your chance at winning a FREE 2010-2011 FPRA membership (\$150 value). Tickets are \$10 per chance and the winner will be drawn this spring.

SUBMIT YOUR STUFF!

The deadline for submitting information for the February newsletter is January 20, 2010 Please submit to Bryan Beaty at bbeaty@irsc.edu.

this issue

All About the FPRA P. 4 & 5

Member Profile P. 6

St. Lucie County's Office of Media Relations (Andrew Wise, David Wood, Erick Gill, Shane DeWitt and Mike Claus) at the 2009 Florida Government Communicators Association Annual Crystal Awards in West Palm Beach Dec. 4. . **See P. 3** for details

President's Message

Happy New Year! I hope that each of you enjoyed a fun and relaxing time with family and friends over the Christmas holiday.

I know I did. January is always a time for new commitments (let's not call them resolutions) and I encourage you to commit to participating in FPRA activities throughout 2010.

Our Chapter is working hard to make outstanding professional development activities available to you including our monthly Chapter Meetings, an upcoming Accreditation workshop, the annual Image Awards competition and our signature event – Media Conference.

We are always looking for members who would like to help plan, coordinate and volunteer at these activities and hope you will get involved this year.



Watch for upcoming information about our February event – a workshop on the accreditation process followed by a networking roundtable social sponsored by our Image Awards committee.

This two-for-one special will allow you to learn how to navigate the accreditation process and get answers to some of your most difficult questions regarding the Image Award process.

See you at an FPRA event soon!

Bryan



PLAN NOW FOR THE 2010 LOCAL IMAGE AWARDS COMPETITION

The Image Awards competition is conducted annually by the Florida Public Relations Association to recognize outstanding public relations programs in Florida and to encourage and promote the development of public relations professionalism in our state.

Image Awards have become a standard of public relations excellence in the state of Florida. Winners demonstrate the very best examples of innovation, planning and design. The awards competition includes four divisions of categories: Public Relations Programs, Printed Tools of Public Relations, Audio/Visual Tools of Public Relations and Student Projects in Public Relations. To qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of production, execution and evaluation of results and budget.

Plan now to enter the Treasure Coast Chapter's Image Awards Competition this spring. Entry details will be published and distributed soon! For more information contact Image Awards Coordinator Louise Murtaugh, APR at lmurtaugh@mollyshouse.org.

ANNUAL CONFERENCE

The Association's Most Anticipated Professional Development Event

August 8 – 11, 2010

Naples Grande

Naples, Florida

Registration Fee: \$595

RESERVE YOUR HOTEL ROOM NOW:

at www.fpra.org

REGISTER NOW: Registration forms are ready! Not sure if you'll have the budget for AC next year? Have some \$\$ left over in your 2009 budget? Take care of it now and relax! Go to www.fpra.org to download your registration form.

GREAT SPEAKERS CONFIRMED:

Confirmed general session speakers include Jim Lukaszewski, The Lukaszewski Group– Developing a Strategic Mindset: How To Become a Trusted, Strategic Advisor; Lisa Malone, NASA– PR strategy around sun setting of the Space Shuttle program; Deirdre Breckenridge, PFS Marketwyse – Putting The Public Back In Public Relations as well as several breakout session speakers on topics regarding:

- Building a Strategic Plan
- Launch of the Disney Parks Blog
- How PR Pros Avoid Legal Woes
- What Your Boss REALLY Wants But Hasn't Told You
- Polishing Your Professional Reputation



St. Lucie County Media Relations Office Takes Home 10 FGCA Awards

For the second consecutive year, St. Lucie County's Office of Media Relations received recognition from the Florida Government Communicator Association (FGCA) at the group's annual Crystal Awards.

The Office of Media Relations submitted six entries in this year's annual FGCA Crystal Awards competition earning 10 total awards, including four Crystal Awards, the top award in each category. The County also won five Judges' Awards, which recognize projects achieving maximum results with minimum expenditures. The winners were announced last week at the FGCA's annual conference held in Palm Beach Gardens.

Public Relations Program: Special Event - Opening of the Douglas M. Anderson Emergency Operations Center - Crystal Award and Judges' Award

Printed Tools of Public Relations: Brochure - Parks and Preserve Brochure - Crystal Award

Printed Tools of Public Relations: Press Release - "New Bunks at the EOC" - Judges' Award

Audio/Visual Tools: Public Service Announcement More Than One Minute - St. Lucie County's Spay and Neuter Program - Award of Excellence and Judges' Award

Audio/Visual Tools: Public Service Announcement Less Than One Minute - FHSAA Baseball State Playoffs - Crystal Award and Judges' Award

Audio/Visual Tools: Promotional Video - St. Lucie County Regional History Center - Crystal Award and Judges' Award

Since 2005, the St. Lucie County Office of Media Relations has received 36 regional, state and national awards for its video production, brochures, press releases and other communications projects.

The Florida Government Communicators Association (FGCA) grew out of an organizational meeting of city and county public information officers in Tampa in 1987. FGCA became an official organization in 1989 and is open to any government communicator in the state of Florida, including those working for city, county, school board, public utility, water district and state agencies. For more information visit: www.fgca.org.



St. Lucie County's Office of Media Relations (Andrew Wise, David Wood, Erick Gill, Shane DeWitt and Mike Claus) at the 2009 Florida Government Communicators Association Annual Crystal Awards in West Palm Beach Dec. 4.



ANNUAL CONFERENCE UPDATE

The 2010 FPRA Annual Conference theme has been announced: The Big Picture: Bringing PR Leadership and Strategy into Focus. Plan now to attend:

August 8 – 11, 2010
Naples Grande Hotel
Naples, Florida

Registration Fee: \$675/pp

All About the FPRA:

A NEW YEAR FILLED WITH OPPORTUNITIES FPRA TREASURE COAST MEMBERS!

Welcome to the 2010 Florida Public Relations Association membership year! The Treasure Coast Chapter is delighted to have you back this year and we want you to know that you are in excellent company. As a member of FPRA- Treasure Coast, you are in the company of 38 public relations professionals that practice from Vero Beach to Hobe Sound.

Among our membership, we have one CPRC and nine APRs. Ten of you are working at a company that specializes in public relations and marketing. Nine of our members work at an educational institution. Five of you work for a government entity. Eight members work for a non-profit and six of you are working within various for-profit fields.

Now that you have gotten a glimpse into who your fellow FPRA members are, we hope that you will attend our monthly meetings to learn more about your colleagues in person.

KEY FACTS

The Florida Public Relations Association (FPRA) is a statewide organization of nearly 1,500

public relations professionals dedicated to:

Enhancing the professional development of its members;

Providing a forum for personal growth through interaction and resource exchange;

Serving as the “united voice” of the public relations profession in Florida;

Fostering the highest professional standards and ethics of its members; and

Gaining understanding and support for the performance of its members and the profession as a whole on behalf of all practitioners within the state of Florida.

Chartered in 1984, the Treasure Coast Chapter of the FPRA serves PR professionals in Indian River, St. Lucie and Martin Counties. The Treasure Coast Chapter affords PR opportunities for professional development through seminars, accreditation and certification, networking, local and state annual PR competitions, leadership and an annual state conference.



Florida's PR Professionals

FPRA CODE OF ETHICS

As a member of the Florida Public Relations Association, I subscribe to the belief that inherent in the practice of public relations is the obligation of a public trust which requires adherence of these principles:

1. A member shall conduct his or her professional life in accord with the public interest.
2. A member shall exemplify high standards of honesty and integrity while carrying out dual obligations to a client or employer and to the democratic process.
3. A member shall deal fairly with the public, with past or present clients or employers and with fellow practitioners, giving due respect to the ideal of free inquiry and to the opinions of others.
4. A member shall adhere to the highest standards of accuracy and truth, avoiding extravagant claims for ideas and words borrowed from others.
5. A member shall not knowingly disseminate false or misleading information and shall act promptly to correct erroneous communications for which he or she is responsible.
6. A member shall not engage in any practice, which has the purpose of corrupting the integrity of channels of communication or the processes of government.
7. A member shall be prepared to identify publicly the name of the client or employer on whose behalf any public communication is made.
8. A member shall not use any individual or organization professing to serve or represent an announced cause, or professing to be independent or unbiased, but actually serving another or undisclosed interest.
9. A member shall not guarantee the achievement of specified results beyond the member's direct control.
10. A member shall not represent conflicting or competing interests without the express consent of those concerned, given after a full disclosure of the facts.
11. A member shall not place himself or herself in a position where the member's personal interest is or may be in conflict with an obligation to an employer or client, or others, without full disclosure of such interests to all involved.
12. A member shall not accept fees, commissions, gifts or any other consideration from anyone except clients or employers for whom services are performed without their express consent, given after a full disclosure of the facts.
13. A member shall scrupulously safeguard the confidences and privacy rights of present, former, and prospective clients or employers.
14. A member shall not intentionally damage the professional reputation or practice of another practitioner.

(The FPRA membership approved this uniform code of ethics in 1987 as proposed by the North American Public Relations Council. It replaced the original code adopted in 1959.)



Minnesota girl has Florida PR ideas

**5 QUESTIONS
5 MINUTES**

1. What is your favorite book? *Little Men*, Louisa May Alcott, *Pride & Prejudice* by Jane Austen

2. Favorite sports team? I love the food network challenges! Not a real big sports fan, even though I used to play volleyball 4 nights a week! I watch football for the nap that comes around the beginning of the 2nd quarter...

3. What did you want to be when you were a kid? A teacher.

4. What's on your bucket list? Riding in a hot air balloon, furthering my education and getting a book published .

5. Biggest surprise? People find it fascinating that I played Miss Hannigan in my college's production of Annie. I tap into my "Inner Broadway Star" character frequently!

By Sue-Ellen Sanders

When Audra Shaneman helped some friends move down to Florida six years ago, she flew home to Minnesota feeling that a big change was coming up in her life and that moving to Florida would be a part of it.

"I was single, looking for a new job and just sort of at a crossroads, says Northwestern College Marketing graduate, turned communications specialist. "So I moved down and it's been crazy ever since. Met Mike, the man who would become my husband, we survived the hurricane season of 2004, now we have two children, two full time jobs, and no pets!"

As communications specialist at Mariner Sands Country Club, in Stuart, Audra writes the newsletter, and coordinates their community cable channel, special event planning and flyers, website, as well as and other membership publications. Says the Minnesota native, "The people I work with are a varied as the work I do. I love community building, words,

special events and getting people to feel invested in what is going on around them, so my job in communications is perfect. I enjoy working with all the department heads in a supportive role. Making someone else look good is really satisfying," she adds. "I love brainstorming and then taking a good idea to implementation." Audra's favorite quote: "Let the best idea win"....

With her marketing degree, Audra did not set out with a career in pr in mind. "I've learned what I like to do, what I don't like to do, what I am good at and what I am not good at. I guess a path of always desiring to learn and self-discovery has brought me to public relations. It's a great mix of my love for writing, telling stories and building partnerships."

Most of her free time is spent in family activities, as mom of 2-year-old Josh and 4 ½-year old Grace and Audra like to "cook yummy things for my family" day trip to art museums and botanical gardens and read, read, read!



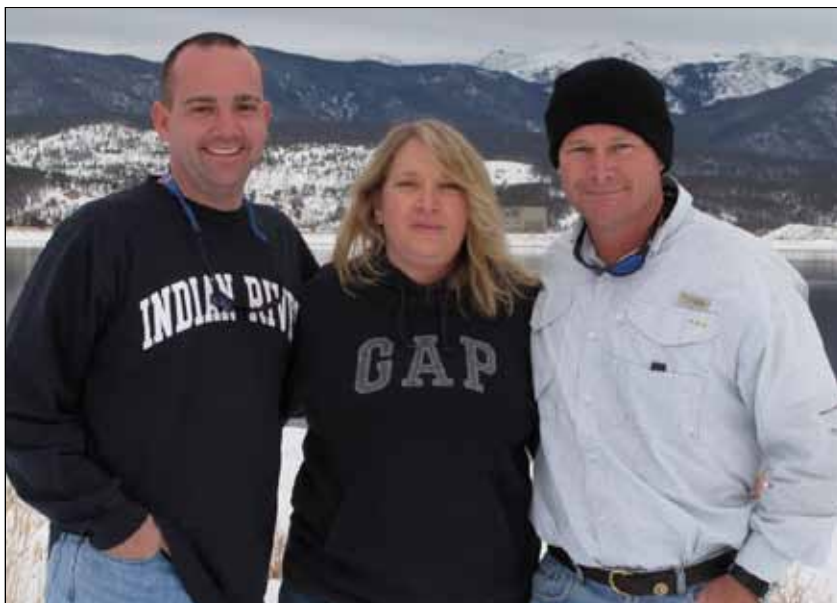
Audra Shaneman, Communications Specialist, Mariner Sands Country Club on a recent trip to the Keys with her family, children Grace and Josh and husband Mike.



Mike and Audra Shaneman,



The FPRA Treasure Coast Board of Directors hopes you enjoyed a very Merry Christmas and a Happy New Year. Here are some pictures of how we enjoyed our holiday season!



Bryan Beaty and friends in the Colorado Rocky Mountains



Cara, Paul and Will Perry

THE 2009-2010 FPRA TREASURE COAST CHAPTER BOARD MEMBERS AND COMMITTEE CHAIRS:

President: Bryan Beaty, Indian River State College

Secretary: Samantha Kayser, inVision Brand Partners, Inc.

Chapter Communications: Erick Gill, St. Lucie County

First Vice President/President-Elect: Cara Perry, FAU – Treasure Coast Campus

Treasurer: Lisa Swyrn, CommuniGraphics

Image Awards Co-Chairs: Louise Murtaugh, APR, Molly's House

Second Vice President / Membership: Kathryn Treadwell, ARC of Martin County

Programs: Audra Shaneman, Mariner Sands Country Club

Accreditation & Certification: Nancy McCarthy, APR, The Firefly Group

Professional Development Co-Chairs: Lauren Anderson, Stuart Cardiology Group, and Krista Garofalo, United Way of St. Lucie County

Immediate Past President: Linette Trabulsy, St. Anastasia Catholic School

Indian River Council: Elizabeth Thomason, St. Edward's School, and Sarah Starr, Childcare Resources of Indian River

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