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FPRA Treasure Coast Chapter
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www.fpratransurecoast.com

The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices enhance the public relations profession in Florida.

FOR IMMEDIATE RELEASE

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For more information contact: *Erick Gill, (772) 462-1791 or gille@stlucieco.org*

FPRA TREASURE COAST CHAPTER'S OCT. 19 MEETING FOCUSES ON THE PITFALLS OF SOCIAL MEDIA

FORT PIERCE - The Treasure Coast Chapter of the Florida Public Relations Association (FPRA) will hold its next meeting on Wednesday, Oct. 19 at 11:30 a.m. at Treasure Coast Lexus' classroom in Fort Pierce, focusing on "Facebook is your Frenemy and other things you should know about Social Media" presented by Hugo Ottolenghi.

Ottolenghi is a senior account manager with Pat Williams & Associates. He creates and executes public relations, marketing and advertising strategies for businesses, professional firms and non-profit organizations on the Treasure Coast. He has served clients including a large law firm, a private wealth management practice, the Elliott Museum baseball collection, an environmental arts group and a nonprofit science research institute.

Ottolenghi is a former journalist and educator with more than 20 years of experience. He has been an editor and writer at print, online and broadcast media at the national level and on the Treasure Coast. A graduate from Swarthmore College with a Bachelor of Arts degree and from the University of North Carolina at Chapel Hill with a master's degree in journalism, Ottolenghi is on the faculty of Florida International University in Miami, where he teaches communications in a nationally accredited program. He is also on the faculty of Indian River State College, where he teaches journalism with an emphasis on new media.

The FPRA Treasure Coast Chapter invites all interested public relations and marketing practitioners to attend the Oct. 19 meeting. The cost is \$17 for FPRA members and \$22 for non-members and includes lunch. Reservations may be made online at <http://www.fpratransurecoast.com/>

Treasure Coast Lexus is located at 5121 South U.S. 1, Fort Pierce.

Founded in 1984, the Treasure Coast Chapter of Florida Public Relations Association (FPRA) serves the needs of public relations professionals in Martin, St. Lucie and Indian River counties with the goal to advance the profession of public relations, promote high professional and ethical standards and build the reputation of the profession on the Treasure Coast. For more information visit: <http://www.fpratransurecoast.com/>.