

**Florida Public Relations Association  
Gainesville Chapter  
2012 – 13 Annual Report**

**Introduction**

The Gainesville Chapter of the Florida Public Relations Association made lots of headlines throughout the 2012-2013 year. The theme for the year was “Making PR Headlines”, and that we did!

**Membership**

**Overall Membership**

- The chapter had 95 professional members
- Two Annual Membership Scholarships were awarded one to a non-profit employee and one to a recent graduate.
- 82.95% of members renewed their membership before the December 31 deadline
- 18 new members
- Continued to recognize and pin new members at monthly membership meetings
- An Annual conference registration scholarships was awarded to a chapter member

**Senior Members**

- Past President’s Council convened in July to provide feedback and suggestions to incoming board
- Held brainstorming session to help plan future events.

**Student Members**

- Recruited four student members
- Held Quiz for a Cause

**Communication**

**Internal**

- Board Members participated in “Making PR Headlines” a newscast promoting our chapter “happenings.”
- Weekly enewsletter branded with “Making PR Headlines” distributed to members.
- Established Facebook group for board members

**External**

- Established partnership with the North Central Business Report to contribute public relations related articles monthly.
- Made “PR Headlines” in the three top publications in the Gainesville market, multiple times: Gainesville Sun, North Central Florida Business Report and HOME: Living in the Heart of Florida magazine.
- 302 ‘Likes’ on Facebook and 589 Twitter followers.
- Served as guests on a local radio show, promoting the Chapter and Association.

**Professional Development**

**Monthly Programs**

Aug	<b>Gainesville Chapter Board Installation</b> Jeff Nall, APR, CPRC
Sept	<b>2014 Imperial Trans-Antarctic Centenary Expedition</b> Glenn “Marty” Stein
Nov	<b>Bridging the Gap</b> Jim Harrison
Jan	<b>A Fresh Start to the New Year: A Case Study of Citizens Co-Op</b> Gretchen McIntyre & Julie Matheney
Feb	<b>Shining the Light on the Image Awards Process</b> Paul Ramey, APR
Mar	<b>Doing More with Less: Five tips for better, more effective social media use</b> Bruce Floyd
Apr	<b>Local Image Awards/Past Presidents Recognition</b>
May	<b>Multicultural Marketing</b> George Zwierko
June	<b>Interactive Workshop in partnership with Association of Fundraising Professionals</b> Paris Leaf
July	<b>B2B or International Communications</b>

**Professional Development Symposium**

- Held annual professional development symposium on June 28, 2013.
- Making PR Headlines Theme

## **Awards and Recognition**

### **Holiday Party (December meeting)**

- Allison Downey named Rising Star
- Laura Aguiar, APR named Member of the Year
- Sarah Carey, APR, named John S. Detweiler, EdD, APR, CPRC, Professional of the Year
- Annual Membership Milestones – Certificates provided to members celebrating key membership anniversaries with the chapter (5,10,15,20,25 years)
- 2011-12 Board of Directors recognized and rewarded for their chapter service.

### **Past Presidents Recognition (April Luncheon)**

- 11 past presidents attended

### **Image Awards (April Luncheon)**

- 12 Image Award entries; 8 awards distributed.
- Held two Image Awards workshops.

## **Accreditation/Certification**

- Devon Chestnut, APR earned her Accreditation in Public Relations (APR) designation
- Study sessions conducted for interested, qualified candidates
- Held CPRC information sessions

## **Community Service/Involvement**

- Worked with the Alachua County Farmers Market to create a PR plan.
- Held Media Breakfast on June 6, 2013.

## **Leadership**

- Board retreat held in September for 2012-13 board of directors to plan the chapter year
- Mid-year board retreat held in June.
- Leadership event held in April for potential chapter leaders
- Nominating committee appointed by the president and chaired by the immediate past president to slate incoming board members
- Past Presidents' Council convened to provide feedback on 2011-12 chapter year and offer suggestions for 2012-13 year

## **State/Association**

- President and president-elect served on the FPRA state association board of directors.
- Hosted the February state board meeting.
- Kathleen Giery, APR, CPRC was FPRA's representative on the Universal Accreditation Board.
- Hosted February state board meeting.

## **Chapter Administration**

- Board of directors meetings held monthly
- Membership meetings held third Thursday of each month
- Chapter bank account balance as of \$14,017 as of April 2013.
- Chapter acquired \$2,250 in cash sponsors

## **2012-13 Board of Directors**

**President:** Devon Chestnut, APR

**Immediate Past President:** Morgan Dunn

**President Elect** Julie Frey, APR, CPRC

**VP/Member Services:** Amelia Bell, APR

**Treasurer:** Amy Douglas, APR

**Secretary:** Laura Aguiar, APR

**Accreditation:** Erin Morton, APR

**Community Relations:** Ginny Lawrimore

**Communications:** Leah Craig

**Educational Services:** Maria Copeland

**Electronic Media:** Morgan McLaughlin

**Image:** Allison Downey

**PDS:** Christine Velasquez, APR

**Programs:** Kevin Coulson

## **Sponsors**

- Cox Communications
- The Business Report of North Central Florida
- Liquid Creative Studio