



News Releases

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NEWS RELEASE

Community of Promise

FOR IMMEDIATE RELEASE
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CF COMES ALIVE WITH SUMMER SPOTLIGHT XIV EXHIBIT

(OCALA, Fla.) May 11, 2011 — The College of Central Florida will showcase the talent of Visual Artists' Society members in "Summer Spotlight XIV," with the opening reception set for Thursday, June 2.

Awards will be presented at the opening, from 4:30-6:30 p.m. in the Webber Center at the Ocala Campus, 3001 S.W. College Road. Admission is free and refreshments will be served.

Judges for the juried show are Neil Bender, an assistant professor of painting and drawing for University of South Florida's College of The Arts, and Noelle Mason, an assistant professor of sculpture and extended media for USF's College of The Arts. Both artists have shown their work nationally and internationally and are looking forward to judging the work.

"Summer Spotlight XIV exhibition provides artists in the Visual Artists' Society an opportunity to share their brilliant artwork with the community," said Eunice Fitzkee, gallery assistant for the Webber Gallery. "This exhibition includes a diverse collection of oil, acrylic and watercolor paintings, charcoal and colored pencil drawings, sculptures, photography and mixed media."

The Visual Artists' Society comprises approximately 120 working artists, retired artists, hobbyists and students.

Approximately 50-60 art works will be on display at the juried and judged show. Most works will be available for purchase.

The exhibit will be open through July 30. Gallery hours are 11 a.m. to 5 p.m., Tuesday through Friday, and 10 a.m. to 2 p.m. Saturday. The gallery is closed Sundays and Mondays, but remains open Fridays during the college's four-day summer work week. For additional information, contact Fitzkee at 352-854-2322, ext. 1664.

MEMBER OF



Contact CF Marketing and Public Relations Assistant Director Lois Brauckmuller at 352-854-2322, ext. 1374, brauckml@cf.edu, or Dr. Joe Wallace, director, wallacej@cf.edu. The Ocala Campus is located at 3001 S.W. College Road, Ocala, Fla. 34474-4415, 352-873-5800. The Citrus Campus is located at 3800 S. Lecanto Highway, Lecanto, Fla. 34461-9026, 352-746-6721. The Levy Center is located at 114 Rodgers Blvd., Chiefland, Fla. 32626-1420, 352-493-9533. The Hampton Center is located at 1501 W. Silver Springs Blvd., Ocala, Fla. 34475-6456, 352-873-5881 and the Appleton Museum of Art, College of Central Florida, is located at 4333 E. Silver Springs Blvd., Ocala, Fla. 34470-5001, 352-291-4455. For additional information, visit College of Central Florida at www.CF.edu.

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NEWS RELEASE

Community of Promise

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CF OFFERS PROJECT MANAGEMENT WORKSHOP FOR PROFESSIONALS

(OCALA, Fla.) May 11, 2011 — The College of Central Florida will offer a project management workshop Tuesday and Thursday, May 17 and 19.

The course will meet from 4-8 p.m. at the CF Ocala Campus, 3001 S.W. College Road. The cost is \$360 per person.

This project management workshop will teach business people to visualize, plan, implement and close a project. This two-day workshop will cover four essential skills for project management: develop a smart project plan, decrease project costs, garner support for the project from team members and stakeholders, and predict and manage potential issues.

Enroll online at CFItraining.cf.edu, or call Vikki Lawrence at 352-873-5830 for more information or to reserve your seat.



Contact CF Marketing and Public Relations Assistant Director Lois Brauckmuller at 352-854-2322, ext. 1374, brauckml@cf.edu, or Dr. Joe Wallace, director, wallacej@cf.edu. The Ocala Campus is located at 3001 S.W. College Road, Ocala, Fla. 34474-4415, 352-873-5800. The Citrus Campus is located at 3800 S. Lecanto Highway, Lecanto, Fla. 34461-9026, 352-746-6721. The Levy Center is located at 114 Rodgers Blvd., Chiefland, Fla. 32626-1420, 352-493-9533. The Hampton Center is located at 1501 W. Silver Springs Blvd., Ocala, Fla. 34475-6456, 352-873-5881 and the Appleton Museum of Art, College of Central Florida, is located at 4333 E. Silver Springs Blvd., Ocala, Fla. 34470-5001, 352-291-4455. For additional information, visit College of Central Florida at www.CF.edu.

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NEWS RELEASE

Community of Promise

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CF OFFERS COURSE ON US SPACE PROGRAM

(OCALA, Fla.) May 11, 2011 — The Senior Institute at the College of Central Florida will offer a course on the United States Space Program Thursdays, May 19-June 23, from 1-3:30 p.m. Class will be held in Room 111 of the University Center at the Ocala Campus, 3001 S.W. College Road.

The course will examine the space program from its early stages through the landing on the moon. Students will learn about the successes and failures of the program in its historical context. The class will view “From the Earth to the Moon,” the acclaimed HBO series about the program. There will be discussion and a guest speaker.

The Senior Institute was founded to promote lifelong learning, quality leisure time and social interaction for people 50 and better in our community.

This Senior Institute class is open to the public. The fee for nonmembers is \$50. To reserve a seat in this class or to learn more about the Senior Institute, call 352-291-4444.

MEMBER OF



Contact CF Marketing and Public Relations Assistant Director Lois Brauckmuller at 352-854-2322, ext. 1374, brauckml@cf.edu, or Dr. Joe Wallace, director, wallacej@cf.edu. The Ocala Campus is located at 3001 S.W. College Road, Ocala, Fla. 34474-4415, 352-873-5800. The Citrus Campus is located at 3800 S. Lecanto Highway, Lecanto, Fla. 34461-9026, 352-746-6721. The Levy Center is located at 114 Rodgers Blvd., Chiefland, Fla. 32626-1420, 352-493-9533. The Hampton Center is located at 1501 W. Silver Springs Blvd., Ocala, Fla. 34475-6456, 352-873-5881 and the Appleton Museum of Art, College of Central Florida, is located at 4333 E. Silver Springs Blvd., Ocala, Fla. 34470-5001, 352-291-4455. For additional information, visit College of Central Florida at www.CF.edu.

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For Immediate Release

Monday, April 11, 2011



Contact: James Tillman
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CenturyLink Sponsors Regional Technology Conference

TALLAHASSEE, Fla. – CenturyLink has signed on as the diamond sponsor of the fourth annual TechExpo, sponsored by the Tallahassee Technology (TalTech) Alliance and the Tallahassee chapter of the American Society of Training and Development (ASTD). CenturyLink is a leading provider of broadband, voice and video services in the Tallahassee area and in 37 states across the country.

CenturyLink will take the spotlight to open the 2011 TechExpo, titled "In the Know," by hosting a breakfast reception Thursday, May 5, at 7:30 a.m. Following the breakfast, Eric Miller, CenturyLink's vice president and general manager for North Florida, will introduce this year's keynote speaker, Tim Center, director of Sustainable Florida and vice president of sustainability initiatives for the Collins Center for Public Policy.

"TalTech is a tremendous asset to its members and the Tallahassee community," Miller said. "CenturyLink is proud to support an organization that is so committed to development and innovation in the technology industry."

This year marks the tenth anniversary of TalTech Alliance's formation, and CenturyLink has been a corporate member and proponent of the association's mission and objectives from the beginning.

"We are thrilled to have a national technology leader by our side," TalTech Chair James Tillman said. "CenturyLink's active participation helps us take our initiatives to the next level each year."

TechExpo 2011 topics include technology and the economy, mobile technology, social media and creative development, security and ethics, learning and performance, and information technology infrastructure.

As keynote speaker, Center will discuss sustainability, sustainability planning and how it ties to Florida's future. In addition to Center, speakers include Chris Pollan, CIO of the Florida Bar; Jeff Lattimer, social media specialist at Fringe Benefits Management Company; and Mark Alexander, managing partner of Imager Software, Inc. (ISC).

TechExpo 2011 will kick off with an opening reception Wednesday, May 4, from 5:30 to 8 p.m., with sessions May 5 from 7:30 a.m. to 6 p.m. at the Florida State University Conference Center. TalTech members should sign up by April 22 to receive the \$75 early-bird registration fee. Non-members are invited to join TalTech before the deadline to receive the discounted rate. Thereafter, the cost for TalTech members is \$100 and \$125 for non-members. The cost for government employees, educators and students is \$50. To register for the conference, go to www.taltechexpo.com.

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CenturyLink

CenturyLink is a leading provider of high-quality voice, broadband and video services over its advanced communications networks to consumers and businesses in 33 states. CenturyLink, headquartered in Monroe, La., is an S&P 500 Company and expects to be listed in the Fortune 500 list of America's largest corporations. For more information on CenturyLink, visit www.centurylink.com.

The Tallahassee Technology Alliance

The Tallahassee Technology Alliance is a 501(c)(3) not-for-profit association of businesses, academic centers, entrepreneurs and individuals invested in promoting technology-based entrepreneurship, business expansion and innovation in the Capital region. It currently has 250 members representing more than 75 area technology-based companies, institutions and organizations. The TalTech Alliance is the recognized technology roundtable of the Economic Development Council of Tallahassee/Leon County. For more information, visit www.taltech.org

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For Immediate Release

April 15, 2011

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TalTech Meeting Explores Technology's Role in Transportation and Logistics

TALLAHASSEE, Fla. – Local technology leaders will discuss technology's role in the transportation and logistics industry at the next Tallahassee Technology (TalTech) Alliance luncheon, Wednesday, April 20.

The luncheon will kickoff with a presentation by the Executive Director of StarMetro, Ron Garrison. Following Garrison, a panel and roundtable discussion on the role of information technology in transportation and logistics will give attendees an opportunity to gain an in-depth understanding of the topic.

"The transportation industry has always relied heavily on technology," Garrison said. "We aim to help people realize the importance of technological advances in our industry at this meeting, as we have a great need for technology to propel us into the future."

Panelists for this meeting include Judd Butler, Instructional Design Lead and CEO of PortStar, Fred Wilder, Director of Marketing and Business Development for PortStar, and Doug Dunlap, President and CEO of Syn-Tech FuelMaster.

Wednesday's meeting will take place at the Capital City Country Club, located at 1601 Golf Terrace Drive. It is expected to last from 11:30 a.m. to 1 p.m. There is no cost for TalTech members; non-members pay \$20 or can join TalTech on-site. For more information about the meeting, visit www.taltech.org and click on "upcoming events."

The Tallahassee Technology Alliance

The Tallahassee Technology Alliance is a 501(c)(3) not-for-profit association of businesses, academic centers, entrepreneurs and individuals invested in promoting technology-based entrepreneurship, business expansion and innovation in the Capital region. It currently has 250 members representing more than 75 area technology-based companies, institutions and organizations. The TalTech Alliance is the recognized technology roundtable of the Economic Development Council of Tallahassee/Leon County. For more information, visit www.taltech.org.

StarMetro

StarMetro operates city bus routes in Tallahassee, including campus shuttles at Florida State University and Florida A&M University, a Dial-a-Ride service for seniors and disabled citizens and a variety of seasonal transit programs. StarMetro mobilizes people in the Tallahassee area and benefits the community by easing traffic problems. For more information, visit www.talgov.com/starmetro/index.cfm.

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PortStar

PortStar provides a new approach to Seaport Security Training. PortStar provides training in compliance evaluations, faculty and vessel security assessments, port security plans, security plan audits, exercises, assessments and drills and grant writing assistance. The PortStar team members combine their interdisciplinary skills around one objective: to guide and support organizations as they develop high performance workforces. For more information, visit www.portstar.com.

Syn-Tech FuelMaster

Syn-Tech Systems Inc. is a dynamic defense and commercial engineering design and manufacturing firm. Syn-Tech specializes in materials handling and munitions support equipment and automated fuel management systems. Its operations include engineering design, systems integration, independent research and development and product manufacturing. Syn-Tech Systems Inc. is experienced in designing and manufacturing according to customer concepts, product performance requirements or item development specifications. For more information, visit www.syntech-fuelmaster.com.

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FOR IMMEDIATE RELEASE

Sept. 2, 2010

FPRA Meeting Provides Tips for Career Development

TALLAHASSEE, Fla. – Florida Public Relations Association President Ivette Marques shared valuable insights into the public relations industry at the recent FPRA Student Capital Chapter meeting.

Ivette Marques, who leads the Capital Chapter of FPRA, stressed the importance of professional social media practices, writing skills and staying embedded in industry trends for students looking to break into the public relations workforce.

Social media has become a vital tool for professionals working in the communications industry. Marques said it is critical to think about professional consequences before sharing information on social media websites.

“You have to think about personal brand management,” Marques said. “If you don’t want it on a billboard, don’t tweet it!”

According to Marques, potential employers look to hire young professionals who can effectively communicate in every media; however, writing skills are the most sought after quality.

Staying abreast of industry trends is another way to add to your value as a future public relations professional. Employers appreciate workers who take the initiative.

The FPRA Student Capital Chapter will meet next at Florida State University in HCB room 215 at 7 p.m., Sept. 15, 2010.

For more information about the Student Chapter visit <http://fprastudent.wordpress.com>.

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FOR IMMEDIATE RELEASE

Aug. 13, 2010

Florida Center for Prevention Research Launches FSU Measure Up

TALLAHASSEE, Fla. – Based on a recent survey, the Florida Center for Prevention Research (FCPR) in partnership with Florida State University launched FSU Measure Up, a social norms campaign to bridge the gap between student perceptions of male sexual activity and violence, and actual student behavior.

After analyzing the 2010 survey results FCPR found 62 percent of FSU males reported having zero to two sexual partners in the last year, which is less than the perceived number.

The survey results also showed that most FSU men understand the importance of getting consent before sexual intimacy. Despite what most believe, 94 percent reported that they would stop sexual activity when asked to, even if they were already sexually aroused.

“We want to educate the FSU community about the actual, as opposed to the perceived, character of FSU’s male students,” Rick Howell, the deputy director of FCPR, said.

Beginning this fall FCPR will communicate their survey results through billboards, posters and palm cards among other tactics around campus.

FSU Measure Up is supported by funding from the Rape Prevention Education project provided by the Centers for Disease Control and Prevention (CDC) through the Florida Department of Health (FDOH).

For more information on FSU Measure Up contact info@fsumeasureup.com or visit the website at www.fsumeasureup.com.

About Sexual Violence Prevention (SVP) Campaign

The sexual violence prevention campaign, launched by the Florida Center for Prevention Research in partnership with FSU, raises awareness of the true levels of sexual activity among FSU males and reveals how most male students treat their female partners. A recent study showed that most FSU men are not as sexually active as they are perceived to be, and that most of them treat women with dignity and respect. By promoting the actual behaviors of male FSU students, the sexual violence prevention campaign will bring widely held perceptions closer to reality and ultimately contribute to a decline in sexual promiscuity and the instance of sexual violence among the student population.

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FOR IMMEDIATE RELEASE

Aug. 13, 2010

New Research Reveals Need for Extension of Real Project Campaign

TALLAHASSEE, Fla. – In response to new research, the Florida Center for Prevention Research (FCPR) in partnership with Florida State University recently revitalized The Real Project, a social norms initiative, based on 2010 survey results from the National College Health Assessment (NCHA).

“This campaign aims to promote healthy behavior,” Rick Howell, the deputy director of FCPR, said. “Our survey showed 61 percent of FSU students had an estimated blood alcohol level at or below 0.06 the last time they drank, which was much lower than the perceived amount.”

Statistics for The Real Project come from the NCHA organized by the American College Health Association. Each year FCPR conducts the NCHA survey to collect data about the health of FSU’s students.

This fall FCPR will launch a new component to The Real Project: a card to help students estimate their blood alcohol content (BAC). Two versions of the card will be issued to help students keep track of the variables that affect BAC such as sex, weight and hours spent drinking.

For more information on The Real Project contact info@fsureal.com or visit the website at www.fsureal.com.

About Estimated Blood Alcohol Content (eBAC) Campaign

The eBAC campaign, launched by the Florida Center for Prevention Research in partnership with FSU, aims to reduce excessive drinking habits among students who perceive this to be the norm. The campaign educates students about safe levels of consumption related to gender, weight and other criteria, and offers them an estimated blood alcohol content measurement system to assist in tracking the amount of alcohol they consume. The initiative also challenges common misperceptions about FSU student drinking habits by providing factual survey results.

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FOR IMMEDIATE RELEASE

Oct. 26, 2009

Florida State University alumna thrives in PR

She has her convictions and beliefs.

She has her degree in hand.

And she has a bright future ahead.

New Florida State University alumna, Michelle Morris works for a non-profit campus ministry while preparing for a career as a public relations practitioner.

Michelle graduated from the College of Communication at FSU in the summer of 2009. She majored in public relations and minored in Spanish.

Michelle feels her most significant accomplishment in school was the project she completed for her PR Techniques course. She and three classmates constructed an integrated communications campaign to increase tourism in Tallahassee.

Michelle felt her group wasn't expected to do as well as some of the other groups, but because they compromised and dedicated so much time and effort, they tied another group for the rank of top project.

Michelle said the most valuable skill she learned was the ability to effectively use her communication skills to solve problems.

She has been able to use them in her internship for The Wesley Foundation, a non-profit Methodist campus ministry.

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She is in charge of internal and external communication for Wesley. Her responsibilities include updating the website, managing Wesley's social media accounts and e-news, and updating bulletin boards.

She is also involved in planning events such as Wesley's yearly beach retreat, a trip to the Duke and Emory seminaries and sending out a fundraising newsletter to 5,000-6,000 Wesley alumni and families of Wesley members. Michelle said her job as an intern is to provide support to students when members of leadership are busy.

Michelle became involved with the Florida Public Relations Association while attending FSU. She volunteered for her chapter's annual Roast and Toast fundraising event for the past three years. The event raises money to give scholarships to public relations students. Currently she attends board meetings, monthly luncheons and food for thought activities with FPRA.

Her internship at Wesley can last up to a maximum of two years, but after this year she plans to find work for another non-profit or an organization such as The Florida Bar.

"I'm interested in working with an organization or non-profit because there are tons of departments supporting you and your cause," Michelle said.

Last summer she interned at The Florida Bar where she met Karen Kirksey, who works in Public Information and Bar Services and is also the publicity chair of FPRA.

"I interned under her this summer at The Florida Bar and she took me under her wing and now I'm assisting her, so she's teaching me what she does as publicity chair," Michelle said.

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FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

Nov. 9, 2009

Work experience trumps graduate school

By Rebecca Morse

It is more beneficial to enter directly into the workforce after receiving a bachelor's degree in communication than to attend graduate school.

Some occupations, such as doctors and lawyers, require graduate degrees to obtain entry-level positions. However, entry-level jobs in communication do not require graduate degrees. A more beneficial pursuit for public relations graduates would be the Accredited in Public Relations credential.

The accreditation program was established in 1964, and it is the nation's only post-graduate certification available to public relations practitioners. It measures the practitioner's knowledge of communications theory and application, and demonstrates a commitment to professional excellence and ethics. It also establishes advanced research, planning, implementation and evaluation capabilities.

According to the Richmond chapter of Public Relations Society of America, 96 percent of APR certified practitioners say the credential has been valuable to their careers. Professionals who are accredited earn 20 percent more than non-accredited practitioners, according to a survey taken in 2005.

To pursue APR accreditation candidates must have at least five years of relevant work experience, and a bachelor's degree in a communication-specific field or equivalent work

experience in public relations writing, principles and campaigns; research; ethics; law; and internship experience.

Mason Moore, director of public relations for the Orlando office of Fry Hammond Barr, believes education is always a good thing, but someone with a master's degree will not get preferential treatment over someone with a bachelor's degree. He believes experience is more important than graduate school on a prospective employee's resume.

Moore also explained that in these entry-level positions public relations practitioners with a graduate degree don't make more money than their peers with a bachelor's degree.

Many students pursue a master's degree when they would like to advance to the top of their field. It is not unusual to attend graduate school several years after completing a bachelor's degree. More than 50 percent of graduate students in the United States are over age 30.

In addition, those who choose to pursue a graduate degree later are likely to have their employers pay part or all of their graduate school expenses. A study by the Employee Benefit Research Institute showed that 65 percent of full-time employees and 36 percent of part-time employees of medium and large firms were eligible for job-related educational assistance. About 64 percent of government employees at the state and local level were also eligible.

Public relations practitioners should try to gain as much practical work experience as possible directly after completing their bachelor's degrees. There is time for graduate school later, and even the chance that someone else will pay for it. By entering directly into the workforce, newly graduated public relations practitioners have the opportunity to develop their skills in a realistic forum, gain experience toward APR certification and build a rigorous resume.

Rebecca Morse is a junior at the College of Communication at Florida State University.

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