

BP Oil Spill: How PR pros are dealing with the fallout



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FPRA Counselors' Network



FPRA 72nd Annual Conference *The Big Picture: Bringing PR Leadership and Strategy into Focus*

Luncheon Panel Presentation
Tuesday, August 10
12:10 p.m. to 1:10 p.m.
Vista Ballroom

Now into month three of the disastrous BP oil spill in the Gulf of Mexico, PR professionals across the state are dealing with the fallout. In this luncheon panel provided by FPRA Counselors' Network, attendees will hear from PR experts who are on the front lines of this crisis. Discussion will include crisis management, market research, message development, corporate social responsibility, lessons learned and much more!

Panelists Representing:

Visit Florida
University of Florida
Florida Seafood and Aquaculture
Florida Restaurant and Lodging Association
Curley & Pynn Public Relations & Marketing Communications



Moderator
Tricia Ridgway-Kapustka, APR, CPRC
Counselors' Network Chair

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The Deep Water Horizon oil rig explosion that has resulted in the spewing of untold amounts of crude oil in the Gulf of Mexico will no doubt be an event our nation will be dealing with and studying for years to come.

Though this man-made disaster has reached some of Florida's shores, still much of Florida's coast remains pristine. So what do you when the world thinks you're awash in oil ... but you're not?

In this one-hour luncheon presentation, hear from a panel of PR experts on how they are responding to the BP Oil Spill Crisis and how they are protecting the interests of the industries they represent. Also joining the panel is an expert in Corporate Social Responsibility.

Counselors' Network

Florida Public Relations Association's Counselors' Network was created to give senior public relations counselors and practitioners an opportunity for professional enrichment and continuing education. The Network offers events and programs throughout the year designed to appeal to the interests and expertise of seasoned public relations professionals.



Susannah Costello
Brand Director, VISIT FLORIDA

Susannah leads an integrated communications and marketing team that includes advertising, public relations, traditional online and social media. As the oil crisis evolved, Susannah's team developed and executed a three-part communications response that included: 1) a real time online information platform linked to local sources 2) media outreach to support balanced reporting; and 3) traditional advertising to keep Florida awareness high. Susannah is a graduate of the University of South Florida. Her career includes 25 years of communications and PR work for Florida-based and national organizations such as Florida Power, US Marine, Coldwell Banker and GTE and has been recognized by dozens of regional, national and international awards.



Carol Dover, FMP
President/CEO, The Florida Restaurant and Lodging Association

Carol Dover works to protect the diverse interests of Florida's hospitality industry by representing the industry before the Florida Legislature and lobbying against unfair government regulation. Carol is a professional association manager, a lobbyist, a former government insider, a Florida State University Dedman School of Hospitality graduate and a working mother.



Dr. Mary Ann Ferguson
Professor - Department of Public Relations, University of Florida

Dr. Mary Ann Ferguson is an expert in research and corporate social responsibility. Her research has received 41 contracts or grants totaling more than \$1.37 million, including a three-year grant to evaluate the Florida anti-tobacco communication campaign. Ferguson is a graduate of the University of Wisconsin-Madison with a Ph.D. in Mass Communication and a master's and bachelor's in Journalism.



Joanne McNeely
Bureau Chief, Florida Seafood and Aquaculture

Joanne McNeely is responsible for coordinating programs to increase Florida's seafood and aquaculture market share, both domestically and internationally. Responsible for developing award-winning campaigns, Joanne is a twenty-three year department veteran. Joanne is a graduate of Florida State University with a Bachelor of Science degree in Business Administration and a Masters of Business Administration.



Roger Pynn, APR, CPRC
President, Curley & Pynn Public Relations & Marketing Communications

As public relations counsel to the Walton County Tourist Development Council, Curley & Pynn Public Relations & Marketing Communications has been on the front lines of dealing with impacts from the Deepwater Horizon Gulf oil incident. Prior to C&P, Roger Pynn's corporate career included serving as head of public relations and advertising for Coastal Corporation's Belcher Oil Company where he helped develop and manage the Southern Spill Conference, an annual gathering of more than 500 industry and government experts devoted to learning how to prevent, contain and clean up oil spills.

A former Orlando Area Chapter president and FPRA Vice President, Roger began his career as a reporter and editor at The Orlando Sentinel and prior to co-founding Curley & Pynn was head of public relations for Westinghouse Power Generation Headquarters in Orlando (now Siemens). A graduate of the University of Central Florida, he was the recipient of FPRA's 2009 Dillin Award.