

February, 2003

FCA Newsletter

Connecting the membership of the Florida Communication Association

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From the President

Cynthia Irizarry

Our 72nd annual meeting in St. Pete Florida was a great success. The panels offered a generous serving of research including forays into health, family, inter-personal, organizational, technological, mass communication and rhetorical communication. Several panels also

provided insight into pedagogical issues central to our discipline. The conference was well attended by representatives from research universities, private colleges and community colleges.

Our keynote speaker, **Isa Engleberg**, drew from her experience as 2nd VP of the National Communication Association to

inform us of the benefits of professional membership. I would like our members to heed her call. Please consider becoming involved in our 73rd annual conference to be held October 16-18 in Orlando at the Radisson Resort Parkway. The conference welcomes papers, panels and workshops that explore all aspects of communication ("President" p. 4)

See You in Orlando for FCA 2003

The 73rd annual meeting of the Florida Communication Association is scheduled for Thursday, October 16 through Saturday, October 18.

Site for this year's meeting is the beautiful Radisson Resort Parkway. The resort is just 1 ½ miles by complimentary shuttle to Disney. Between meetings you can relax in one of the three tropical waterfall pools or challenge your colleagues to a friendly game of tennis. The hotel also

boasts a number of restaurants where kids eat free! This is definitely a year to think about bringing the family along to FCA.

Keep an eye out for more detailed conference information in the next *FCA Newsletter*.



FCA 2002 Highlights



NCA's Isa Engleberg & FCA's Cynthia Irizarry



Outgoing FCA President Kathy Wahlers

Good communication is as stimulating as black coffee and just as hard to sleep after.

Anne Morrow Lindbergh



Executive Board Meeting



Registration Desk

Minutes of the Second General Business Meeting, Saturday, October 19, 2002

Carol Bledsoe

President **Kathy Wahlers** called the meeting to order at 1:15 p.m. The minutes of the October 19 general business meeting were read and approved.

NOMINATING COMMITTEE ELECTION

The following members were elected to serve on the 2002-2003 nominating committee: **Bonnie Clark** (chair), **Adeline Evans**, **Phil Dalton**, **Ann Scroggie**, and **Carol Bledsoe**.

ELECTION OF OFFICERS

The following slate of officers for 2002-2003 was presented by the nominating committee: President, **Cynthia**

Irizarry; First Vice-President, **Christine Hanlon**; Second Vice-President, **Susan Easton**; Recording Secretary, **Rich Mercadante**; Newsletter Editor, **Susan Andersen**. There were no other nominations from the floor and the officers were approved by acclamation.

CONSTITUTION AMENDMENTS

The amendments to the constitution were read and approved as distributed on Friday except for item #4 (Article IV, Officers) which had a friendly amendment added and which now reads: "This amendment will allow a Web Editor to work closely with and be responsible to the Executive Board."

PRESENTATION OF AWARDS

Deborah Hefferin presented awards to the journal review board and thanked them for their efforts in behalf of FCA. Review board members are **Robin Jensen**, **Charles Lester**, **Cynthia Irizarry**, **Sandy Reddeman**, **Pam Rochowiak**, and **Kathy Spanton**.

2002-2003 COMMITTEES

Sign-up sheets were circulated among members for the local arrangements, membership, and site selection committees.

("Minutes" p. 4)

From the Second Vice President

Sue Easton

At the end of last year's conference we discussed ways to revitalize the FCA membership. We decided to focus on our strengths as a professional association, and work to successfully communicate those opportunities to our colleagues. We need your input and support on both accounts.

One of our strengths is the FCA conference that offers a great complement to the larger conventions; it is easy to make new contacts, share information and be involved. It also provides opportunities for strong networking at a local level. These relationships often lead to professional development, new research partnerships, and enhancements to your classroom.

To improve our communication, we will be incorporating a communication plan that includes "campus contacts" and *this is where we need your help*. A

campus contact will:

- receive membership and conference information directly;
- forward information to all communication professionals at that school and help us to update our database to ensure that we

are reaching out to all Florida communication professionals. This includes full-time professors and teachers, as well as graduate students, adjuncts, and others;

- be an information resource to those who need information or want to become members.

We also plan to use both email and postal mail to keep our membership informed; however, this

requires work in updating and maintaining our records, so please let me know of any errors. I am currently reviewing our membership database to begin the process of establishing a campus contact list and creating an email database.

"One of our strengths is the FCA conference that offers a great complement to the larger conventions"

To become a Campus Contact, or to share your membership ideas, write to Sue at seaston@rollins.edu.

Inside Story Headline

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing

list from business reply cards, customer information sheets, Business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or

employees will look forward to its arrival.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the

story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Inside Story Headline

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time, Membership Drive Exceeds Goals, and New Office Opens Near You.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports. This is the

Basics of a Newsletter.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a

special offer.

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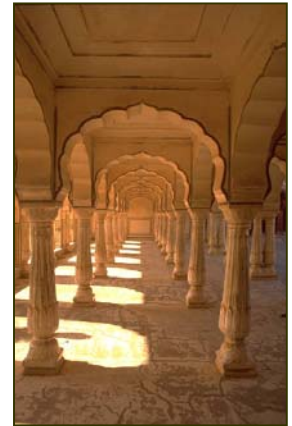
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If you explore the Project Gallery, you will find many publications that match the style of your newsletter.

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Caption describing picture or graphic.

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A great way to add useful content to this newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes

a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Share Your News!

Marcie Izzarone was married last summer. She is now working for Palm Beach CC. . . .
Congratulations to UCF FCA members: **Christine Hanlon**, married last month. . . **Catherine Baltunis**, planning a wedding in May. . . **Karisa Workman**, expecting her second child in June. . . .
Mary Allen (Valencia Community College) announces the birth of her first grandchild – it's a girl!

Send your news

Phone: 407-582-2641
FAX: 407-582-2465
sandersen@valenciacc.edu

*Look for us soon on
the Web!*

<http://www>

Minutes (continued from page 2)

AUDIT COMMITTEE REPORT

The audit committee reported that they had examined the books which appeared to be in good order.

DOOR PRIZE AWARDS

The following prizes were awarded by drawing

raffle tickets of members who had both stayed in the convention hotel and were present at Saturday's luncheon: One Night Free Room, **Deborah Hefferin**; Two Year Free Membership, **Voncile Smith**; Beer, **Carol Bledsoe & Robert Bohan**; Wine, **Sue Easton**,

Adeline Evans & Jennifer Rheem

PRESENTATION TO 2002-2003 PRESIDENT Outgoing President **Kathy Wahlers** presented the "flasher" cow (with optional apron) to incoming President **Cynthia Irizarry**. The meeting adjourned at 1:50 p.m.

President (continued from page 1)

theory, research and practice.

In order to enrich our conference, I suggest that our members become ambassadors of the association. There are several ways in which promotion of FCA may be accomplished. For example, I would encourage our members to provide outreach to new communication faculty that have recently

joined Florida colleges and universities. I also encourage you to consider inviting interdisciplinary colleagues from your institution to participate. FCA welcomes all scholarship that explores communication from a variety of perspectives including business, the humanities and the sciences. If you are graduate faculty, you may consider organizing a panel that showcases

graduate student research.

Word of mouth advertising has been instrumental in our continuing growth as an organization. While we enjoy a strong core of support from our members, let us continue to diversify.

I look forward to greeting you in Orlando in October.

FCA NEWSLETTER

Susan Andersen, Editor

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701 N. Econlockhatchee Tr.
Orlando, FL 32825



See you in the "City Beautiful"
Orlando, October 16-18, 2003