

---

# FLORIDA MEMORIAL UNIVERSITY

---

## NEWS RELEASE

\*\*\* FOR IMMEDIATE RELEASE \*\*\*

**MEDIA CONTACT:**

Joyce R. Forchion

(305) 626-3624

[jforchio@fmuniv.edu](mailto:jforchio@fmuniv.edu)



Students celebrate after the Induction Ceremony of Florida Memorial University's PRSSA Chapter on Thursday, March 16 with (from l to r) Jordan Fickess, Director of Communications for Johnson & Wales University; Dr. Jong-Ebot, Humanities chair; Dr. Salvá-Ramírez, chapter adviser; Mark Sell, APR, President of Mark Sell Communications; Cynthia A. Stafford, Communications Director for Sonshine Communications; and the chapter's professional adviser, Bob Ross, APR, President of Bob Ross & Associates, Inc.

### **FLORIDA MEMORIAL UNIVERSITY'S PRSSA REVEALS WEBSITE AT 2<sup>ND</sup> ANNUAL INDUCTION CEREMONY**

**MIAMI GARDENS, FL [MARCH 17, 2006]** - The Public Relations Student Society of America (PRSSA) chapter of Florida Memorial University held its induction ceremony on March 16, 2006 in the Smith Conference Center. This was the 2<sup>nd</sup> induction ceremony the chapter has held since its inception in fall 2004. Nine new members were inducted and the accomplishments of the chapter over the last academic year were celebrated during this occasion.

One of the highlights of the occasion was the unveiling of the chapter's website by webmaster Desari-Ann Howard-Gibbs. The website, [www.fmuprssa.com](http://www.fmuprssa.com) features not only the traditional aspects such as a home page, a directory and information about the Chapter's history, but also LION WIRE, a newswire service that highlights the accomplishments of the chapter and its members. Howard-Gibbs, who worked assiduously over Spring Break to ensure that the site was ready for the induction ceremony was awarded a "Rising Star" award by Chapter President Esther Fraser during her speech. Induction Ceremony Coordinator Ashton Stroy was also awarded the "Rising Star" award for her hard work in ensuring that the induction ceremony was a success. Other members who worked to ensure the success of the chapter were also awarded for their efforts.

Fraser noted several of the activities of the chapter during her speech. These included ongoing fundraising, assisting the Florida Memorial Steelband with their production "Beat Yuh Drum An' Dance," and collaborating with Delta Mu Delta Honors Society for a Resume Party on April 25.

“As a still new organization we have shown tremendous growth over the last two years, and the prognosis for the future is undoubtedly positive,” said Fraser. “We are emerging as a great campus citizen,” she added.

The ceremony was attended by specially invited guests from PRSA Miami; Mark Sell, president of Mark Sell Communications, Inc, and immediate past president of PRSA Miami; Georgina González-Robiou public relations specialist and current president of PRSA Miami; Jordan Fickess, director of communications at Johnson & Wales University Florida campus, and college relations chair of PRSA Miami. One of chapter’s professional advisers Bob Ross, APR, president of Bob Ross and Associates, Inc, was also in attendance, as well as Cynthia Stafford, Esq., who represented the chapter’s other adviser, Bernadette Morris CEO and president of Sonshine Communications.

###