

# THE CIRCUIT

*your connection to the beach*

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&  
real  
estate**

**COMMUNITY  
WORKFORCE  
EDUCATION  
GOVERNMENT  
PIER PARK  
MEMBER NEWS  
GRAND OPENINGS  
CALENDAR OF  
EVENTS**

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PANAMA CITY, FL





## BamaJam

Known locally in Northwest Florida for his excellent skills as chef and food & beverage specialist, local chef Shawn Barrera made his debut at the BamaJam Music & Arts Festival in June, preparing a variety of tasty foods for celebrities such as ZZ Top and Lynyrd Skynyrd backstage in the VIP tents. "It's exciting to be requested to cater an event of this magnitude," he said.

Barrera currently manages and organizes all food and beverage functions at The Resort Collection restaurants, including Oceans Bar & Grill at Edgewater Beach and Golf Resort, the H2O Bar and Grill at Majestic Beach Resort, two markets, several pool bars, a Pizza Hut, and 90,000 square feet of banquet space within the resorts. Barrera earned his culinary degree from the prestigious

Pennsylvania Culinary Institute, and worked at several nationally reputed restaurants like Patina, Daighilev and the Four Seasons Hotel in Los Angeles before coming to the Resort Collection eight years ago.

BamaJam is an annual weekend music festival held on 600 acres off of Hwy. 167 north of Enterprise, AL. The festival features a line up of southern rock bands and famous musicians including Hank Williams, Jr., Trace Adkins, Tracy Lawrence, Ricky Skaggs and others. The three-day event focuses on celebrating music, food and art. Artisans and vendors showcase their talents in the Bama Market while musicians keep music flowing in the music lounge. For more information visit [www.bamajammusicfestival.com](http://www.bamajammusicfestival.com).

*Pictured above from left: ZZ Top on Stage at BamaJam 2008; Top Attorney Chris Patterson.*

## 'Florida Super Lawyers' Names Patterson Top Attorney

Chris Patterson, a member of The Panama City Beaches Chamber of Commerce, has been named by *Florida Super Lawyers* magazine as one of the top attorneys in Florida for 2008. Only five percent of the lawyers in the state are recognized by the magazine. Chris Patterson was previously awarded this distinction in 2006 and 2007.

The selections for Super Lawyers are made by Law & Politics, a division of Key Professional Media, Inc. of Minneapolis, Minn. Each year, Law & Politics undertakes a rigorous multi-phase selection process that includes a statewide survey of lawyers, independent evaluation of candidates by Law & Politics' attorney-led research staff, a peer review of candidates by practice area, and a good-standing and disciplinary check.

Law & Politics publishes *Super Lawyers* magazines across the country. In addition to the magazines, Law & Politics publishes newspaper inserts and magazine special sections devoted to the chosen lawyers. In 2008, *Super Lawyers* will reach more than 13 million readers.

*Super Lawyers* can be found online at [superlawyers.com](http://superlawyers.com), where lawyers can be searched by practice area and location.

## MEDIA MATTERS

### DEALING WITH THE MEDIA IN A CRISIS

In the last year, a number of local businesses have experienced situations which require crisis communications. It's a reminder for all of us, large and small business owners, that we could be thrust into the spotlight when we least expect it, and that we need to have a plan in place before this happens.

**1.** Whether the media attention is local or national, the advice is the same: ***You must be accessible.*** If something happens in the middle of the night, reporters have morning papers and morning news shows which may want to carry the story. If your cell phone goes straight to voicemail because it's 2:00 a.m., you may hear about the crisis at 5:00 a.m. - on the morning news - along with everyone else.

**2.** If you wait to talk to the media because you don't have approval on a press release, reporters will find someone else who will talk to them - a maid, a security guard, a spring breaker... someone who probably has less information than you do. ***Always respond to a media request, even if it's just to tell them you'll have more info for them later.*** When issuing a press release, be cognizant of a reporter's deadline. If you issue it too late in the day, incorrect info may circulate for another 24 hours; the reporter may have moved on to another story and the information you provided could be ignored.

**3.** Before a crisis happens be sure to know ***who, within your organization, will serve as a media contact*** and be sure to provide those individuals with media training. During a crisis they'll need to have the answers to these questions - who, what, where, when, why and how. Good media training should provide confidence and competency.

***Ultimately, a reporter only needs three things for a story: a theme, facts, and a quote. The quote is the only thing they need from you.***

*Joanna Banks-Morgan is the President of Diva Productions, a firm specializing in providing video production services and media training for clients throughout the Emerald Coast. She graduated Summa Cum Laude with a degree in Communication, and is a member of the Public Relations Society of America and Women in Communications.*