

Jeannie M. Ferrara  
Public Relations/Publicist

Jeannie Bladlund-Ferrara (just Jeannie is fine) originally from Michigan, is a full-time student, in the Bachelor's Degree program in communications at the University of Phoenix. What began as a hobby working for the past 10 years with non-profits, Churches and public school music programs, has developed into the passion for sharing good news about local organizations and businesses that are really making a difference on the Treasure Coast.

I have been blessed to become an active contributor, and trusted source to over 40 different media outlets in South Florida. I am also a student-member of the Florida Public Relations Association (FPRA). Last fall, I published my first "bound" book entitled, "The Fatherless American: The Growing Minority That is Changing America, that was released by PublishAmerica.com, and is also being sold on Amazon.com. Just recently I signed the contract for my second book, "Publicity & Marketing For Mere Mortals" that will also be published by PublishAmerica.com probably in July 2010. This book grew from my work with local non-profits and Church organizations that continually ask, "How do you do it (citizen journalism)?" Media convergence, declining revenue for major publishing house (hence, decreasing staff sizes in news outlets) has created both opportunities and challenges for those that need to communicate with a large audience.

On a personal note, I have been in Florida, off and on for 25 years now and currently live in Palm City, FL. I am a Christian mom of three very active teenagers. One in college in Oklahoma, one in high school, and one in her last year of middle school. All three are very active in music programs with their schools and community organizations. As a family, we have had the pleasure to come to know that "*music is God's gift to the soul,*" and have advocated music education for almost two decades. I spend quite a bit of time with my favorite groups, the Woman's Club of Stuart (a General Federation of Women's Clubs), the Treasure Coast Community Singers (TCCS), the Treasure Coast planning committee for the Leukemia & Lymphoma Light the Night Walk fundraising, and the Rotary Club of Stuart. For more information about me, and my philosophy, "If you want to *sell* to people buy an ad, if you want to *tell* people, call Thy Word," [www.thywordpublicrelations.com](http://www.thywordpublicrelations.com).

**"Too blessed to be stressed"**  
**Jeannie Ferrara - Member FPRA**

*Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions; they become habits. Watch your habits; they become character. Watch your character; it becomes your destiny.*