

FUN FACTS

- She was born in Fort Lauderdale.
 - She likes traveling, photography and wine tasting.
 - She lives in Boynton Beach.
 - She launched Spectrum last October.
 - She previously served as the assistant vice president of media relations and press secretary at Florida Atlantic University.
 - The new firm focuses on education, government, science, technology, health and environment.
- Visit spectrum-publicrelations.com.

What do you think about Kristine's public relations work?



ANDREW DUFFELL,
PRESIDENT OF RESEARCH
PARK AT FAU

"Kristine's approach to the business of PR is focused and comprehensive; she is the consummate professional and an asset to South Florida."



AILEEN IZQUIERDO,
VICE PRESIDENT OF PUBLIC
AFFAIRS AND MARKETING FOR
BROWARD COLLEGE

"It's rare to find the combination of professionalism, dedication and personality embodied by Kristine. For the last nine years she has been a valuable colleague who has performed at only the highest levels time and again."

ON THE SPOT



KRISTINE GOBBO OWNER OF SPECTRUM PUBLIC RELATIONS IN BOYNTON BEACH

How and why did you get into public relations?

Originally, I started in public relations after college and worked for the (Gov.) Chiles administration, and a little time with Buddy Mackay. I knew then I was in love with public relations.

What did you do before?

I had worked for (Florida Atlantic University) for nine years in that position, where I headed up the media relations department.

Why did you decide to open your own firm?

One of the wonderful things there (at FAU) is you get to work with many academic disciplines. On any day, it could be opening up a medical school or promoting Dalai Lama's visit. I became familiar in many specialized areas and enjoyed working in science, government and medicine. I wanted to put more of a focus on these areas, and it was a wonderful time to do so.

What is Spectrum's focus?

A lot ... on high-tech businesses and their relationships to local and state economy. Also start-ups in tech ... creating their visibility, creating their reputation, maintaining relationships in the community. I also enjoy ... working with other institutes of higher education.

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It provides guidance on communication topics. Small companies might not be able to hire a PR firm, (so this blog might be helpful to them). My focus is on nonprofit work, regardless of their ability to hire somebody. That is what the blog is for.