

## **Editor's Note**

### **Comments Welcomed By Shasta Taber**

Dear Members:

If you have any questions, comments or concerns regarding the newsletter, please feel free to let me know by emailing me at [srtaber@hotmail.com](mailto:srtaber@hotmail.com).

Shasta Taber  
Newsletter Editor

## **President's Note**

### **Put on a Happy Face By Carrie Krysanick, APR**

May is a time for transitions — graduations and the end of the school year. For me, it is the end of the Music Hall season for the Symphony and Pops and I feel my own sense of closure, and I take a breather. I start planning and thinking about other things on my PR plate besides publicity and special events. I think about the other aspects of public relations like community relations, internal communications and Web applications and other technology.

The May luncheon will be useful for my transition. The famous smiley faces of Walmart are beckoning! Put on a happy face and join us for a presentation about Community Relations from Walmart's Ron Mosby. We'll be at the Montgomery Inn Banquet Center on Tuesday, May 9 at noon. We're grateful to Bacon's for sponsoring the May luncheon.

For those of you who attended the April luncheon, it was great to see so many local college students and a special thanks to the professionals who agreed to be shadowed by students. I'm still purging my cosmetics collection of all things Body Shop thanks to our informative national speaker, Jon Entine. He did a great job of discussing Corporate Social Responsibility and his investigational journalism reports for ABC News.

Look for more national PR speakers to come to Cincinnati later this year!

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### **Invitation to Attend Board Meeting to Vote on Bylaw — Office Term Limit for Treasurer**

**By Carrie Krysanick, APR**

We value the opinions of our Chapter members and invite you to join us at the next Leadership Team/Board meeting at 8 a.m. on Thursday, June 1 at the Northlich offices downtown.

The Treasurer is a key Board position for Cincinnati PRSA. Working side-by-side with our accountant, the Treasurer monitors the financial health of the Chapter, processes payments and deposits and reports with open-book accountability to the Board. It is a position that requires training and consistency. Currently our bylaws state that the Treasurer can only serve a two-year term. The Board is proposing that we change the term status for the Treasurer so he/she may serve up to six years in the office of Treasurer, the same term limit as other Board members. The Board believes this is most beneficial for the Chapter.

In accordance with our bylaws, we are giving you 30 days notice of this vote. We need a 2/3 affirmative vote of those members present to pass this new bylaw. If you have an opinion on this matter and would like to attend the meeting to vote, please join us on June 1.

Please let me know if you need more information. [ckrysanick@cincinnati-symphony.org](mailto:ckrysanick@cincinnati-symphony.org)

### **Chapter News**

#### **New Chapter Website Coming Soon! By Rodger Roeser, APR**

The Cincinnati Chapter of PRSA is proud to announce a new website is coming soon. Same great URL, but with a freshened look, more robust content and tools to help the advancing professional. The new website is being developed and designed, pro bono, by Justice & Young. Thanks to the committee of Josh Hammond and Joe Feiertag for their assistance. If anyone has any suggestions and other ways to improve our site, please don't hesitate to contact our immediate past president, Rodger Roeser, or anyone else on the committee.

We look forward to bringing our members a more attractive, user friendly, and genuinely Cincinnati website.

### **Mark Your Calendar**

**May 9, 2006, PRSA Luncheon**

**Featuring Ron Mosby, Community Affairs Manager, Wal-Mart**

Click [here](http://www.cincinnati-prsa.org/meetings.htm) to check out further details on this luncheon & upcoming events on the Cincinnati Chapter's website. (<http://www.cincinnati-prsa.org/meetings.htm>)

## **Accreditation News**

### **PRSA Accreditation By Connie Kolita, APR**

*Did you know you no longer need five years of experience to earn the APR accreditation? The APR test is offered throughout the year.*

PRSA Accreditation is the worldwide credential of competence in public relations. The Cincinnati chapter stands ready to help you achieve this important step in your career! An APR review class is held each year and APR accreditation chair Connie Kolita can help "coach" candidates through the process.

For more information, email Connie ([KolitaCM@fhlbcin.com](mailto:KolitaCM@fhlbcin.com)) or visit [PRaccreditation.org](http://PRaccreditation.org)

### **Calling Current Chapter APRs: Readiness Review Help Needed By Connie Kolita, APR**

Current APRs, we will be getting in touch to request your services! We are in need of APRs to sit on our chapter's Readiness Review panels as part of the accreditation process. You will earn 1.0 APR points for assisting (as of right now that is 1.0 point per year, whether you sit on one panel or several. National may award more points in the future and we are trying to get those powers that be to change this system, but it is what it is for now). If you would like to sit on a Readiness Review panel, contact Connie Kolita, APR Chair, at [KolitaCM@fhlbcin.com](mailto:KolitaCM@fhlbcin.com). We would be thrilled to have you!

### **Spring APR Class in the Works By Connie Kolita, APR**

If you are interested in being part of the spring 2006 APR review class, e-mail Accreditation Chair Connie Kolita at [kolitacm@fhlbcin.com](mailto:kolitacm@fhlbcin.com). She is currently thinking about an evening once-a-week class in the downtown area and is compiling a list of individuals who have expressed interest.

If interested please email Connie at [KolitaCM@fhlbcin.com](mailto:KolitaCM@fhlbcin.com)

### **Seeking Co-Chair for APR By Connie Kolita, APR**

Connie is also in need of a "wingman" to help with the class! E-mail Connie Kolita at [KolitaCM@fhlbcin.com](mailto:KolitaCM@fhlbcin.com)

## **Ethics Segment**

### **PRSA Code Provision: Free Flow of Information**

**By Debbie Copeland-Bloom, APR**

On April 10, PRSA urged the Federal Communications Commission (FCC) to maintain the 31-year old ban on same-market ownership of newspapers and broadcast stations.

Last year, in a Professional Standards Advisory, PRSA recommended that professional spokespersons and expert commentators be responsible for sharing, upfront, with their audiences when they have received payment for espousing a point of view.

Both of these efforts support PRSA's Code Provision of the Free Flow of Information. In order for informed decision making to occur within our society, our citizens must be able to access a diversity of information and be confident that they can trust the sources of that information.

Our responsibility as PR professionals, in protecting the free flow of information, is to assure that we are honest and accurate in our communications and that we avoid deceptive practices.

### **Independent Practitioners**

#### **Cincinnati Independent Practitioners Alliance (IPRA) Update By Pam Gilchrist, APR**

The Outsourcing PR panel at the March monthly meeting, sponsored by the Cincinnati PRSA Independent Public Relations Alliance, was very successful. The 75 people who attended the meeting listened as Laura Carr, Megan Licursi, Pamela Gilchrist, Rebecca Schultz, Mimi Smith and moderator Judith Bogart shared the reasons and benefits for hiring an outside PR practitioner as well as the best method for selecting an outside practitioner.



MarchLunchPhoto.jpg

Independent practitioners are often classified into three different types:

- Consultants are experienced PR practitioners who are often retained over a period of time to provide services to the client organization. These services include strategic communications planning, development, corporate and crisis communications, community relations, media relations, issues management and writing services to key internal and external audiences.
- Freelancers are specialists who are called upon for a short-term period or a special project. This may include training a client in media training, writing brochure copy or a news release, ghostwriting articles, conducting media relations for a project launch, a conference, concert tour or a special event, supervising print production or news distribution from concept to completion or managing a special project.

- A Virtual Agency is a team of specialists who bring interdisciplinary expertise to a client project or campaign – providing clients with maximum flexibility without the overhead of office space and staff.

*So why would an organization hire an independent practitioner?*

Here are a few examples of when organizations might decide to hire an independent practitioner. Independent practitioners can give professional PR service without the expense of adding to staff. The organization could be too small to have an in-house public relations department. Independent practitioners can have expertise in an area that the organization's current team needs. The organization's public relations team may need additional help to meet a tight deadline or to work on a special PR project. In these situations, and others, many organizations find that using an independent practitioner makes sense financially and professionally.

*NEXT IPRA MEETING TO BE HELD ON MAY DAY*

The next Cincinnati PRSA Independent Public Relations Alliance meeting for PRSA members will be on Monday, May 1<sup>st</sup> at 4:00 p.m. at Bronte (Joseph-Beth's Café). The table topic will be "Tools and Systems for Running Your Business." Please call Anne Campbell at (513) 792-0402 or e-mail [acampbell@fuse.net](mailto:acampbell@fuse.net) or [pgilchrist@pr-link.com](mailto:pgilchrist@pr-link.com) by Friday, April 28<sup>th</sup> if you would like to attend.

## **Mentoring Program**

### **Mentoring Moment**

**By Pam Gilchrist, APR**

*"Tell me, and I will forget  
Show me, and I may not remember  
Involve me, and I will understand"*

-- Native American proverb

Looking for a guide through the wilderness?

Perhaps, you're looking for a mentor.

Working with a mentor is one of the best ways to develop yourself and is a great way not to have to go it alone.

Most of us have professional fears, new challenges and unknowns. Whether it's moving on to a higher rung of the career ladder or taking on a challenging new assignment, a mentor can help.

A mentor should feel like an advisor, someone on your side; loyal, interested, and most importantly, experienced in areas that you may not be. Mostly, a mentor should be someone you can trust. A mentor leads by example and is a role model.

Your mentor can show you the ropes, point you in the right direction and suggest training or professional development.

There are a few important things that will help you make the most of your mentor.

- Meet with them on a regular basis
- Set clear objectives
- Rely on them for guidance, not answers
- Be honest
- A mentor isn't a dumping ground

The Cincinnati Chapter of PRSA has several senior chapter members who are available to serve as mentors. If you are interested in working with a mentor, please contact Board Member Pam Gilchrist at [pgilchrist@pr-link.com](mailto:pgilchrist@pr-link.com)

### **New Members**

Kristan A. Getsy  
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### **New Professionals**

#### **Meet the Pros By Elaine Koenig**

Don't miss your chance to *Meet the Pros* on Thursday, April 27 at McFadden's downtown. Five experienced public relations practitioners, representing the different areas of PR, will be on hand to answer any questions you have on agency-life, the corporate world, working in a non-profit, handling media relations and starting out on your own. The panel includes: Jill Issacs, public relations manager for Newport Aquarium; Chris Kemper, vice president of media relations for National City Corporation; Robin Klaene, director of public relations for Kenton County Public Library; Megan Licursi, principal of Megan Licursi Marketing Communications; and Jon Reischel, director of public relations for Strata-G Communications. Join us as they share the insights and knowledge they have gained throughout their careers.

The night will begin with food, drinks and networking at 6:30 p.m. Cost is \$15 per person. Please RSVP to Elaine Koenig by Monday, April 24 by calling (859) 962-4060 ext. 4204 or emailing [Elaine.Koenig@kentonlibrary.org](mailto:Elaine.Koenig@kentonlibrary.org). Please make checks out to Cincinnati PRSA and mail to: Elaine Koenig, 502 Scott Boulevard, Covington, KY 41011.

Our next happy hour will be on Thursday, May 18 at 6 p.m. Join us for a fun night of socializing at Willie's in Covington!

Check the New Pros Web site at [http://www.cincinnati-prsa.org/new\\_professionals.htm](http://www.cincinnati-prsa.org/new_professionals.htm) for more information throughout the year.

Another great resource that New Professionals should consider is joining the PRSA New Professional National Affinity Group. Cost is only \$15 for an entire year. Members receive special access to the New Professionals Web site, and discounted prices to the teleseminars planned just for New Professionals. For more information on the National New Professionals Affinity Group, visit [http://www.prsa.org/\\_Networking/np/](http://www.prsa.org/_Networking/np/).

### **Job Hunting Segment**

#### **Cover Your Bases With a Good Cover Letter**

*Second in a five-part series about job hunting.*

By Joe Feiertag, APR

If a resume is a summary of your work experience, a cover letter is where you match that experience to a specific job at a specific company. After all, a resume is purely historical. It offers no direct statement about what you plan to do for your future employer. For that you need a great cover letter.

In writing your letter, consider the strategy of those professional job seekers—headhunters. Good headhunters put their energy into finding the perfect match between a job candidate and the work to be done. They find the one person who can walk into an interview prepared to do the work on the spot. Your cover letter is how you communicate this same thing about you.

It takes research to determine how your skills can profit a particular business. Fortunately, there are many sources to help you.

If it's a public company, read a copy of their annual report. If they're not, obtain brochures or similar materials. News stories, magazine articles, trade journals, online sources and word of mouth may be even more helpful. You can also visit your library and look through *Ward's Business Directory*, *Standard & Poor's Corporate Register*, *The Dun & Bradstreet Million Dollar Directory* or *The Dun & Bradstreet Regional Business Directory*.

When you are ready to finally sit down and write the cover letter, remember that it should be no longer than one page, and even then no more than about four paragraphs.

In the opening paragraph state your reason for writing. Explain the type of work you are interested in, and indicate how you learned about the employer. Whenever possible use networking sources to introduce yourself in your opening.

In your next paragraph be specific about why you are interested in the company. Summarize your strongest qualifications to show what you have to offer. For example, if the employment ad stresses the importance of teamwork, be sure to include a sentence that shows your skills in this area.

In your closing refer the reader to your resume or job application. Request an interview and state your intention to call soon.

Just as you tailor each cover letter to a specific company, make sure you address each letter to a specific individual. Avoid jargon and complicated sentence structures. Express your capabilities with confidence, but avoid sounding boastful. Never exaggerate your experience.

Make sure the letter looks completely professional, with standard business letter formatting. Have at least one person check your letter for mistakes.

Finally, there are a number of free online resources to assist you, including articles and sample cover letters at Monster.com, in the Career Advice section. Hotjobs.com offers similar advice in its Career Tools section.

In the June issue of PRVisions we'll look at tips for acing the job interview.

### **Job Bank**

Don't forget our chapter also has a job bank located on our website....  
<http://www.cincinnatiiprsa.org/Job%20Bank.htm>

### **Tall Stacks**

**Tall Stacks Volunteer Opportunities**  
**By Joe Feiertag, APR**

Tall Stacks will once again offer volunteer opportunities for PRSA members interested in assisting at the event's media relations trailer.

We're working with Tall Stacks and with Wordsworth Communications, the event's PR firm, to determine how many volunteers will be needed, and when. We will relay the details in upcoming issues of PRVisions.

This year's event will be held on the riverfront from Oct. 4 to Oct. 8. Anyone with questions can e-mail Joe Feiertag at [FlyCinci@aol.com](mailto:FlyCinci@aol.com).

### **Volunteer Bank**

#### **The Cincinnati PRSA Volunteer Bank Is Open for Business**

**By Jeff Seal, APR**

Volunteer your PR skills to a worthy cause, and you can make new contacts, add material to your portfolio and earn APR maintenance points.

Visit the volunteer bank at <http://www.cincinnati-prsa.org/Job%20Bank.htm>. If you know of a nonprofit organization that would like to request volunteer PR assistance, please have them contact Jeff Seal, APR, at [jseal@fuse.net](mailto:jseal@fuse.net).

### **College View**

***Miami University PRSSA:***

<http://www.orgs.muohio.edu/muprssa>

#### **Technology Public Relations Adapts to Constantly Changing Industry**

**By Ashley Muddima**

In the 1990s, technology fever spread across the United States. However, when the stock prices plummeted in 1999, the technology industry suffered greatly. As technology companies closed down, public relations agencies specializing in the technology industry were forced to reevaluate the ways they communicated a company's image and messages to the public.

Technology companies today still face tough competition, despite the exit of numerous companies from the industry. On its Web site [www.antennagroup.com](http://www.antennagroup.com), the Antenna Group — a public relations firm specializing in technology — explains that advertising budgets have decreased since 1999. As a result, technology companies must rely heavily on public relations tactics, not paid media space, to distribute messages.

Public relations firms representing the technology industry are also limited in the number of technology publications available to spread messages.

However, in spite of these challenges, many public relations firms have implemented successful campaigns and message distribution for technology companies. Web-Ex, an interactive online business service and an Antenna Group client, provides one example of an effective public relations campaign in the technology sector. In 1999, web companies crowded the web server industry. WebEx differentiated its products from other web companies by offering a unique option — real-time meetings on the Internet. In order to stress the interactivity and benefits of Web-Ex products, the Antenna Group created a communication buzz with top technology analysts and pitched story articles about WebEx products to business-specific publications, including *Forbes* and the *Wall Street Journal*. By 2000, Web-Ex was a clear market leader in the industry.

To recreate WebEx's success, public relations agencies must promote client services in creative ways. Lou Hoffman, chief executive officer of The Hoffman Agency, explains the value of targeted and distinctive product positioning in the January 2006 *American Venture Magazine* article, "Creating the Right Image." "The best product does not always win" the highest market share, he said. Instead, technology buyers drift toward companies that have strong messages and "stand for something," Hoffman added. He suggests technology companies "hammer" messages into their primary publics "again and again and again."

In the March 2005 *PRWeek* article, "Technology's Live Wires," Steve Jursa, a partner in the public relations firm Porter Novelli, describes how technology companies are increasingly hiring public relations agencies that offer more than media relations and news releases. Instead, companies want a "more holistic view of communications" that includes strategic problem solving and creative tactics, he said.

For instance, Ogilvy Public Relations Worldwide — an international public relations agency with a strong technology practice group — uses word-of-mouth to spread messages for technology companies. Ogilvy refers to word-of-mouth as "buzz culture communications," on its Web site, [www.ogilvypr.com](http://www.ogilvypr.com), and explains that word-of-mouth communication through Internet and wireless use spreads information on a more personal level than mass media.

By using innovative ways of positioning clients and spreading key messages, technology public relations has helped companies develop stronger reputations and images in a competitive marketplace. Wherever the continually changing technology industry leads in the future, public relations will continue to adapt and provide companies with the strategic communication planning needed to ensure effective relationship building.

### **Visions Viewpoint**

**Non Profit Needing Assistance for Focus Group**

**By James R. Gleason, Ph.D.**

**President, MarkED/Career Paths**

**PH 614.486.6708 x215 FX 614.486.1819**

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www.Career-Paths.org

Our not-for-profit curriculum research center is working with the Ohio Board of Regents and the Ohio Department of Education to develop standards for various business courses in high school and community college settings. We depend on input from the business community to help us determine what should be taught. A couple of cancellations have gotten us into a bit of a jam with the 4/25 focus group in Cincinnati.

In the Cincinnati area, we are seeking nominees for any and all of the following:

### **Cincinnati area**

- April 25:* \*Senior managers of marketing, marketing research, communications/PR, internet-based marketing and promotion, merchandising, and professional selling
- May 23:* \*Retail merchandising
- \*Corporate finance
- \*Administrative services, office management
- May 24:* \*Marketing communications (Mid-management, advertising, PR, etc.)
- \*Financial planning and investments
- \*Operations management

These focus groups will have very real and significant impact on how our young people are taught about business. It will affect both the skills they bring to the table and their attitudes toward business. This is a chance for our business community to make a difference in educational outcomes for students throughout Ohio.

FYI, there is additional information on our web site: [www.Mark-ED.org](http://www.Mark-ED.org)

**This program will begin April 1<sup>st</sup> ... look for ID cards soon at a future PRSA Luncheon**

**F.I.N.S. Program**



**A Million Gallons Of Fun**

(Flash ID -N- Save)

The F.I.N.S. program is designed to offer PRSA members an easy, short-step option toward purchasing tickets to the Newport Aquarium at a discount.

*What is F.I.N.S.?*

F.I.N.S. is an acronym for "Flash ID -N- Save". When members come to the Newport Aquarium, have them show their organization's ID badge at the ticket window. The Newport Aquarium is able to provide preprinted cards with PRSA's name on them to be

distributed soon to members. These cards will act as an ID badge. The member and their guests will receive discounted ticket prices. (They must have their current, valid, organization ID to receive the discount.) Showing their organization's ID badge will provide a \$2 discount for each adult and child ticket purchased and a \$3 discount for every senior ticket purchased. This discount will be taken off of the regular general admission price.

Some of the unique benefits of this program are:

- No out-of-pocket money needed prior to a visit.
- No worries about losing a paper ticket.
- Member discount applies every day of the year.... no expiration date.
- Discounts can be applied to every visit members make to the aquarium, as long as they show a current, valid, member ID badge at the ticket window.

The Newport Aquarium reserves the right to change the General Admission Price, and/or benefit(s) to the F.I.N.S. Program at any time during the Agreement.

### **The Generations Dynamic**

#### **Millennials. GenX. Boomers. Silents.**

*A more in-depth seminar from the January 2004 luncheon!*

Coming to Cincinnati.

*"Phenomenal"*, his audiences repeatedly write in their evaluations.

A half-day seminar on Generational Marketing And Advertising Strategy.

Millennials. GenX. Boomers. Silents.

The story of each generation's unique formative years. Their unique core values and consumer attitudes. Case studies, spots, ads, and research from such giants as GAP, Wendy's, Cadillac, Disney, Sony, Fidelity, Ameriprise, General Motors, Secret Deodorant, Boston Pops, U. S. Army, Coca Cola, Sprite, and many other users of this rapidly-emerging marketplace strategy.

*Generational Strategy.*

Essential training. Understanding generational strategy is no longer an "option".

Enhances your skill-set. Enhances your resume'.

Bring your clients. This is a nice value-added service from you to them.

*VIDEO TAPING: This seminar will be video-taped for an upcoming television special and for Chuck Underwood's online training program. By attending, you agree that "cutaway" audience shots that might include you may be used without restriction and compensation.*

Chuck Underwood's company is The Generational Imperative, Inc.

Want to take a look at his website?      [www.genimperative.com](http://www.genimperative.com)

Want to ask him about the seminar?      [chuck@genimperative.com](mailto:chuck@genimperative.com)

**Date:**            Friday, May 12

**Time:**            Registration/Continental Breakfast: 7:45am - 8:20am.  
Seminar: 8:20am - 12:00PM + optional Q/A session until 12:30pm.

**Place:**            The Montgomery Inn Banquet Center, 601 E Pete Rose Way, Downtown Cincinnati  
Click [here](#) for directions.

**Cost:**            \$69 for Cincinnati Chapter PRSA Members; \$99 for non-members/guests  
Payment is due by the reservation deadline. Checks are the preferred method of payment. However, we do accept MasterCard and Visa. Checks can be mailed to:

PRSA Cincinnati Chapter, PO Box 43242, Cincinnati, OH 45243.  
Credit card info can be faxed to 513-984-9191 or emailed to [acampbell@fuse.net](mailto:acampbell@fuse.net)

**RSVP:**            Registration will close at Noon on Monday, May 8. Limited space. First come first served.

Reservations may be made one of three ways:

- 1) Call and leave a message on our chapter voice mail, 513-792-0402
- 2) Send an email to our Chapter Administrator, [acampbell@fuse.net](mailto:acampbell@fuse.net)

**APPLICATIONS NOW BEING ACCEPTED FOR STATEWIDE  
PSYCHOLOGICALLY HEALTHY WORKPLACE AWARD**

**By Katie Crabtree Thomas  
(614) 224-0034 or (800) 783-1983  
[kcrabtree@ohpsych.org](mailto:kcrabtree@ohpsych.org)**

Applications are now being accepted for the Ohio Psychological Association's (OPA) Psychologically Healthy Workplace Awards, which recognizes businesses and

organizations that demonstrate a commitment to the psychological health and well being of its employees.

Awards will be given to up to six companies, one each in the categories of large, medium and small for-profit companies, and large, medium and small not-for-profit companies. Companies statewide are encouraged to apply. Each applicant will be judged on criteria including: Work Life Balance, Employee Recognition, Employee Involvement, Employee Growth and Development and Health and Safety.

Employers may call (800) 783-1983 or e-mail [kcrabtree@ohpsych.org](mailto:kcrabtree@ohpsych.org) to request an application for the award program, which is supported in part by the American Psychological Association (APA), or may apply online at [www.ohpsych.org/Public/phwa.htm](http://www.ohpsych.org/Public/phwa.htm). Deadline for entries is July 29, 2006.

### **Member/Agency/Company News**

#### **Justice & Young**

- The Alcoholism Council of Cincinnati (ACC), a local affiliate of the National Council on Alcohol and Drug Dependence (NCADD), will be working with Justice & Young Advertising and Public Relations in effort to gain awareness of their alcohol and drug prevention activities and treatment programs.
- Tri-Serv, Human Resources Firm, Selects Justice & Young for Public Relations, Marketing Strategy

#### **Request for News!**

#### **By Shasta Taber**

If you, or you know someone, that is a member of the Cincinnati Chapter of PRSA that has received an award, been promoted or recently hired, or even their company/agency has received an award, or new client please share it with the rest of the chapter by submitting a short article to Shasta Taber, newsletter editor at [srtaber@hotmail.com](mailto:srtaber@hotmail.com). Articles submitted in a Microsoft Word document would be greatly appreciated.

### **PRSA National News (from [www.prsa.org](http://www.prsa.org))**

#### **Search for 2007 PRSA National Leadership Underway**

**Del Galloway, APR at 877-354-2600 or at [delgalloway@onideas.com](mailto:delgalloway@onideas.com).**

**Staff Liaison, Donna Jonas at 212-460-1403 or at [donna.jonas@prsa.org](mailto:donna.jonas@prsa.org)**

The 2006 PRSA Nominating Committee has begun its annual process of recruiting candidates for officer and director positions on the 2007 Board of Directors. The

positions open for nomination are:

*President-Elect*

*Treasurer*

*Secretary*

*Director, Northeast District*

*Director, Sunshine District*

*Director, Tri-State District*

*Director, Director-at-Large*

*Assembly Delegate-at-Large (3 open positions)*

To be eligible for an officer or director position, an individual must be a member in good standing who is Accredited and has been either a voting delegate in at least one national Assembly, a Chapter president, a Section or District chair, or a national committee or task force chair.

Candidates for the three assembly delegate-at-large positions must be Accredited OR a current officer at the Chapter, Section or District level.

For more information on the 2006 Nomination process, visit [http://www.prsa.org/\\_About/Leadership/candidates06.asp?ident=np07](http://www.prsa.org/_About/Leadership/candidates06.asp?ident=np07) or send your questions to [nominating@prsa.org](mailto:nominating@prsa.org), or call Donna Jonas at 212-460-1403.

*Deadline for filing candidate application material is Monday, June 12, 2006, 5:00 p.m., EDT (in the same time zone in which the candidate resides).*

**PRSA ANNOUNCES FORMATION OF SEARCH COMMITTEE TO FIND  
SOCIETY'S NEXT EXECUTIVE DIRECTOR AND COO**

**By Cedric Bess  
212-460-1495**

NEW YORK (January 12, 2006) — The Public Relations Society of America (PRSA) announced today the formation of a search committee charged with finding the Society's next Executive Director and Chief Operating Officer. Catherine A. Bolton, current executive director and COO of the 20,000-plus member organization for public relations professionals, recently announced that she will not renew her contract, which ends December 31, 2006. Bolton has held the top staff position at PRSA since 2000.

PRSA President and CEO Cheryl Procter-Rogers, APR, Fellow PRSA, and Immediate Past President Judy Phair, APR, Fellow PRSA, said that the PRSA Board of Directors approved the appointment of these seven individuals to the search committee:

- **Grace Leong, APR**, president, Hunter Public Relations, New York, N.Y.;
- **Pender McCarter, APR, Fellow PRSA**, director, communication and public relations, Institute for Electrical and Electronics Engineers (IEEE)-USA, Washington, D.C.;
- **Dr. Debra A. Miller, APR, Fellow PRSA**, senior director of marketing and communications, Clark Atlanta University, Atlanta, Ga.;
- **Robert “Pritch” Pritchard, APR, Fellow PRSA**, Captain, U.S. Navy (Ret.), assistant professor of public relations, Ball State University, Muncie, Ind.;
- **David Rickey, APR**, vice president of public relations, Alfa Corporation, Montgomery, Ala.;
- **Ellen Shedlarz**, chief talent officer, Hill & Knowlton, Inc., New York, N.Y.; and
- **Karla Voth**, vice president, special events and programs, PRSA, New York, N.Y.

This committee represents the broad spectrum of PRSA, as well as special expertise in human resources in public relations and in the day-to-day operation of PRSA. It is charged with making its final recommendation(s) for a new Executive Director and COO to the PRSA Board of Directors by October 2006. The committee reports to the Board of Directors, which will make the final selection.

For more information on this selection process or to submit the name of a potential candidate, please contact the search committee at [execsearch@prsa.org](mailto:execsearch@prsa.org).

**National PRSA Calendar of Events (April & May):**

Date	Event	Location	Contact	Category	Other
April 2006					
25	The Board and C-Suite Praise It: New Metrics for PR Teleseminar	N/A	Chris Tearno	PD - Counselors Academy	
26	Growing Your Independent Practice: How to Build a Business That Works for You Teleseminar	N/A	James Abel	PD - Independent Practitioners Alliance	
26	The Changing Influence of High-Tech Analysts in a New Media Age Teleseminar	N/A	Merideth McIntyre	PD - Technology	
27	Making Managers and	N/A	Genevieve	PD - Employee	

	Supervisors Better Communicators		DeLaurier	Communications	
27-28	Western District Conference	Hollywood, CA	Denis Wolcott	District Conference	
30-2	PRSA Military and Public Safety Section 2006 Conference	Baltimore, MD	Tina Honer	PD - Military and Public Safety	
May 2006					
1-2	Public Relations Programming: A Comprehensive Approach	Boston, MA	Genevieve DeLaurier	PD - PR Planning	
2	APR Study Program: Public Relations Planning and Preparing for Crises	N/A	Genevieve DeLaurier	PD - Accreditation	
4	Producing an Effective Annual Report in the Sarbanes-Oxley Era: Don't Just Comply, Communicate	N/A	Genevieve DeLaurier	PD - Financial Communications	
4-5	PRSA International Section Spring Symposium in Partnership With the Center for Strategic and International Studies (CSIS)	Washington, DC	Merideth McIntyre	Symposium - International	
9	Blogosphere: Why PR Professionals Should Sit Up and Take Notice	N/A	Genevieve DeLaurier	PD - Technology	
10	Opposing Ends of the Spectrum: Consumer Attitudes and Behaviors on Energy Efficiency Teleseminar	N/A	James Abel	PD - Environmental	
11	Getting the Most Out of Surveys	N/A	Genevieve DeLaurier	PD - Research/Evaluation	
16	Make Your Contacts Count: Networking Know-How for Business & Career Success	N/A	Genevieve DeLaurier	PD - Career Development	

18	Go Site-Seeing: World-Class Techniques Communicators Can Steal from Award-Winning Web Sites	N/A	Genevieve DeLaurier	PD - Technology	
18-19	Leadership and Management of the Public Relations Function	New York, NY	Genevieve DeLaurier	PD - Leadership	
19	Writing that Sells...Products, Services, Ideas	San Francisco, CA	Genevieve DeLaurier	PD - Writing	
21-23	Counselors Academy Spring Conference	Savannah, GA	Chris Tearno	PD - Counselors Academy	
23	The Celebrity Spokesperson: Leveraging Sports and Entertainment Personalities to Enhance Your Media Relations Initiatives Teleseminar	N/A	Merideth McIntyre	PD - Entertainment and Sports	
24	Work Smarter, Not Harder: Online Tools For Managing Your Business Better Teleseminar	N/A	James Abel	PD - Independent Practitioners Alliance	
25	Building Community Relationships	N/A	Genevieve DeLaurier	PD - Community Relations	
31-3	Towards a New Global Public Relations Model: From Theory to Practice	New York, NY	Genevieve DeLaurier	PD - Executive Education	
31	American Attitudes and Perceptions of Corporate Social Responsibility - A Survey from Fleishman-Hillard, Inc. Teleseminar	N/A	Melany Simpson	PD - Strategic Social Responsibility	