

Editor's Note

Expanding Opportunities By Shasta Taber

As you can see within our newsletter, the opportunities have and are continuing to expand for our members. Please take advantage of these events and make the most of your membership.

I hope you enjoy and if you have any questions, comments or concerns please email me at srtaber@hotmail.com

President's Note

President's Blog By Carrie Krysanick, APR

For those of you who attended our February luncheon (and there were a lot of you!), you will understand why I am starting a blog in lieu of my President's letter. It's my attempt to start some word-of-mouth, consumer-generated buzz about our Chapter activities!

For those of you who were unable to attend the February lunch meeting or who would like a refresher, our speaker, Pete Blackshaw, has made his slides available to us. You will find the Powerpoint presentation in this newsletter and on the Cincinnati PRSA Web site.

Thanks to those of you who came to the February lunch. There was a friendly crowd, informative speaker and yummy food. What more could you want?

So...let's do it again on Tuesday, March 14 for *Everything you've ever wanted to know about working with an outside consultant*. We will have a panel discussion moderated by Judith Bogart, APR, Fellow PRSA, former Cincinnati and National PRSA President. The program is sponsored by The Cincinnati PRSA Independent Public Relations Alliance and will discuss the ins and outs of engaging and working with outside consultants.

As I continue blogging, I want to say that working with the PRSSA chapters and PR students is one of my number one priorities as president of the chapter. Please consider letting a student shadow you for Pro-Am Day on April 11. It is so helpful for students to get a taste of PR life. It really only involves a few hours of your time before or after the luncheon. In the past when I've had students shadow me, I gave them a packet of info about my organization, led them on a brief tour, talked about my job, asked them some questions, answered their questions and then attended the luncheon with them. It's that easy! Please sign up let a student shadow you.

Another lesson I learned from Pete Blackshaw is to seek feedback. So I ask you to please let me know of any questions or concerns you have regarding our Chapter. I will do my

best to respond promptly and informatively. My email address is ckryanick@cincinnati-symphony.org and my direct line is 513-744-3258.

I look forward to seeing you in March!

Mark Your Calendar

**Outsourcing PR
March 14th Luncheon Features Panel Of Independent PR Pros
Moderated By Judith Bogart, APR, Fellow PRSA,
former National and Cincinnati PRSA President**

**Sponsored by:
The Cincinnati PRSA Independent Public Relations Alliance
L.A. Carr Communications
Megan Licursi Marketing Communications
PR~Link Public Relations, LLC
Schultz Marketing Communications, Inc.
Smith Marketing Group, LLC**

***Join us to find out (almost) everything you've ever wanted to know
about working with an outside PR consultant***

Despite tight budgets and shrinking full-time staffs, many organizations still want access to quality PR help but often don't know where to find these professionals or whether they can afford senior-level expertise and top-notch service. See if this sounds familiar...

- Your in-house communications department needs additional PR support but, hiring new staff is not in your budget
- Your company needs PR consultation and support but is too small to have an in-house public relations department
- Your agency needs a PR specialist in a certain area to help you meet a tight deadline, win a new account or serve an existing client
- You need a PR professional who can line up a top-notch team of professionals to help you meet client needs in communications or PR
- You need a local PR representative who knows area reporters better than an out of town agency
- You need reliable, affordable and creative public relations services for a short-term project or ongoing consultation.

More and more there is a growing need for senior-level communications expertise and white-glove service at affordable pricing. Fortunately, the Cincinnati-area has a number of highly experienced, independent communications professionals who deliver big-agency results and personalized client service at small-shop agency pricing.

Independent PR pros are an exceptional resource for corporations, associations, full-service public relations firms, advertising agencies and nonprofit organizations. Many organizations find that using an independent PR professional makes sense professionally and financially. Most of these pros are experienced professionals who formerly held senior-level positions at big agencies or corporations, so you can get the big-agency brains without the big agency price tag. Add to this the fact that we are living in a post-geographic work style and flex-time economy – and knowledge workers can be located virtually anywhere.

Profile Of The Independent PR Practitioner

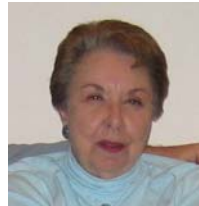
In 2004, PRSA conducted its first national study of individual public relations pros working in private practice.

- Independent PR practitioners have an average of 15-20 years of experience
- Most of the respondents (69 percent) were female
- Ninety-two percent were PRSA members
- Forty-four percent were Accredited by PRSA
- This group was equally divided by the type of previous practice – agency or corporate.

Here are profiles on our moderator and panelists:

Program Moderator

Judith S. Bogart, APR, Fellow PRSA



Semi-Retired Consultant

Judith S. Bogart was inducted into PRSA's College of Fellows in 1990. She was president of the Cincinnati chapter of PRSA, national president of PRSA and was chair of the North American Public Relations Council.

Judith has served as public relations officer with a national public relations and advertising agency, as the communications officer with a healthcare organization, as the public relations director for two Girl Scout councils and as a community relations consultant for several urban desegregation programs. She has also consulted with a wide range of clients and specializes in team development and leadership training, in strategic communication planning and in communication effectiveness studies.

Laura A. Carr
Public Relations Strategist
L.A. Carr Communications



Laura Carr is a communications professional with 30 years of experience in solving communications problems and enhancing organizational effectiveness. She develops and implements strategic public and community relations programs, marketing plans, community outreach, communication effectiveness studies, public awareness campaigns and special events.

In 1996, she started her own public relations and marketing communications consultancy. Her clients include corporations, small businesses, arts organizations and non-profits. Laura earned a Master of Arts degree in Management with a concentration in Team Development from Antioch University in Yellow Springs, Ohio; a Bachelor of Arts degree in English from Xavier University in Cincinnati, Ohio; certification in Corporate Community Relations from Boston College in Boston, Massachusetts, and a certification in grant writing from The Grantsmanship Center.

She is a graduate of Leadership Cincinnati, Class XXVI and the Urban League of Greater Cincinnati African American Leadership Development Program, a member of The Public Relations Society of America, Black Career Women and the National Association of Black Journalists.

Megan Licursi, APR
Principal
Megan Licursi Marketing Communications

Megan Licursi brings clients demonstrated success generating publicity, media opportunities and innovative marketing solutions. Her efforts that have boosted sales, achieved strategic goals and increased market visibility. Her clients range from business-to-business service companies and manufacturers to national nonprofits as well as online retailers and start-ups. Her work has won awards from BtoB Magazine, PRWeek, and she received the industry's highest honor: A Silver Anvil from the Public Relations Society of America.

Pamela Gilchrist, APR
President
PR~Link Public Relations, LLC®



Pamela Gilchrist, APR, president of PR~Link Public Relations, LLC, has 20+ years of experience in strategic communications, public relations and marketing. She founded PR~Link in 1999 after holding top communications posts with two Fortune 500s, serving as a director at an area telco and as an AE at a Columbus-based Ad/PR firm. PR~Link integrates messaging, thought-leadership and identity programs into overall business plans using scaleable teams of senior PR experts located throughout the country. The firm has specific expertise in B2B, technology, financial services, health and wellness, hospitality and publishing.

Pam has been an active leader in the Cincinnati PRSA Chapter since relocating to the area in 1995. She has earned numerous local, district and national awards for her PR work including the prestigious Golden World Trophy from the International Public Relations Association (IPRA). She is a member of the PRSA Counselors Academy and the PRSA Independent Practitioners. She holds a master's in PR/Journalism from The Ohio State University. She was named one of the top 40 leaders under the age of 40 by the *Cincinnati Business Courier*.

Rebecca Schultz, APR
President
SCHULTZ MARKETING COMMUNICATIONS, Inc.

Schultz Marketing Communications, Inc. provides both strategic and tactical marketing services, with a focus on brand identity/message development and integrated marketing communications planning and implementation. Client industries include life sciences and health care, technology, consumer packaged goods, fine arts and professional services.

Becky has been a public relations and marketing communications practitioner for 25 years. She has 11 years of agency experience, supporting both business-to-business and consumer accounts, and 14 years of corporate experience, most recently serving as Director of Creative Services for Convergys. She is an accredited member of the Public Relations Society of America and past president of PRSA's Cincinnati Chapter. Active in the arts and education, Becky is Board President for the Kentucky Symphony Orchestra, a member of Business Volunteers for the Arts, past president of the NKU Alumni Association and parent representative for the Turkey Foot Middle School Site-Based Council, Edgewood, Ky.

**Mimi Smith, APR
President
Smith Marketing Group, LLC**



Mimi Smith, APR, owns a Cincinnati-based public relations and marketing consulting company. With more than 17 years of experience, Smith's background includes particular expertise in health care, having worked in the industry for the past seven years providing strategic counsel in the areas of communications, marketing and market analysis, planning and evaluation. Prior to that, she worked in agency public relations where her clients included hospitals and health care-related companies, government service organizations, and financial funding groups. Smith also brings to her work significant experience in market research, data analysis and reporting, including competitive analysis.

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

Accreditation News

New APR's

Deborah S. Leonard, APR
Director of Community Relations
Environmental Technologies & Communications, Inc.
31 Triangle Park Dr., Ste. 3103
Cincinnati, OH 45246
513-772-7903
deb.Leonard@etc-online.com

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) or visit PRaccreditation.org

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. 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

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

Diversity Segment

A Different Type of Lunch
By Laura Carr

Someone asked me why I belong to PRSA. A woman attended a luncheon recently and was "dismayed" that there was no diversity at our meeting. Unfortunately, there aren't many minorities in public relations in Greater Cincinnati.

Unlike the person who had an "isn't it awful" approach, I choose to make a difference at each meeting I attend. I am much more than a statistic. I am an African American woman and a citizen of the world. I have a kaleidoscope of interests and talents that I willingly share. My ethnicity is one very valued dimension of who I am.

Our PRSA chapter will benefit by being more diverse. There should be more men, senior practitioners and minorities represented. We should challenge ourselves to invite our colleagues, friends and business associates to join us at a PRSA luncheon. Some will look like us and many will not. We should encourage young people in high school and college to pursue public relations as a career.

I know that the "diversity issue" is one that PRSA and many other organizations struggle with. It's really not that hard. Everyone wants to feel welcomed when they attend a meeting. We need to feel valued and know that we can gain value from any organization we choose to join.

I am challenging each of us to shake ourselves up and change the conversation. Invite someone new to the next PRSA luncheon. Who knows, it might be the beginning of a different type of conversation. It will definitely be a different type of lunch!

Ethics Segment

Values

By Debbie Copeland-Bloom, APR

Mission Statements. Vision Statements. Core Values. While they may be called by different names, companies, big and small, have them. In our personal and professional lives, it is not unusual for books, consultants or presenters to suggest that we ponder and document what is important to us, what we stand for, and our goals for the future.

Not surprisingly, PRSA's Member Code of Ethics begins with a list of professional values that are "fundamental beliefs that guide our behaviors and decision-making process." These core values "provide the foundation for the Member Code of Ethics and set the industry standard for the professional practice of public relations."

The values are: advocacy, honesty, expertise, independence, loyalty, and fairness.

As I consider these values, I break them into two sets. I see the values of honesty, loyalty and fairness as critical to our human relationships and interactions. In his book, *The 7 Habits of Highly Effective People*, Steven Covey describes these as "principles" instead of values. He writes: "These principles are part of most every major enduring religion, as well as enduring social philosophies and ethical systems. They are self-evident and can easily be validated by any individual. It's almost as if these principles or natural laws are part of the human conscience."

I see the second set of values, advocacy, expertise and independence, as fundamental to our profession (among many others). Our work requires that we serve as advocates for those we represent and that we support informed public debate. As professionals, we are responsible for performing at a highly capable, experienced level. And, in order to provide objective counsel, we must be our own person, taking a minority or unpopular position when necessary.

When these six values are evident in our behaviors, we gain the trust of others and are better positioned to assume a critical role related to ethics in our organizations or when counseling clients. Philip Seib and Kathy Fitzpatrick in *Public Relations Ethics* indicate that a shared understanding of what constitutes ethical behavior is key to decision making in organizations. "By helping to raise the ethical standard of the organizations they represent, public relations professionals will enhance their own reputation. By further cultivating their own ethical competence, practitioners will define their future as organizational ethics advisors."

One way that we can build our ethical competence is by evaluating our actions in relation to our professional values: advocacy, honesty, expertise, independence, loyalty, and fairness.

Independent Practitioners

OUTSOURCING PR

By Pamela Gilchrist, APR

The Future of Outsourcing is the cover story in a recent edition of *BusinessWeek* magazine. The story talks about how outsourcing is transforming whole industries and changing the way we work. And while *BusinessWeek* may be referring to sending work to other countries, more and more communications and PR departments are outsourcing work to independent PR consultants. If you'd like to know more on this topic, be sure to join us for our March 14th luncheon and read the related article in this issue of the newsletter.

Loosely based on the *BusinessWeek* article, here are five best practices that pay off:

1 Go Outside for the Right Reasons

Don't decide to send work out simply because your competitors are doing it. And don't outsource a mess.

2 Choose Your Model Carefully

As you develop your strategy, weigh whether you should work with a consultant, freelancer or virtual team.

3 Get Your People On Board

Keep in mind that employees and middle managers can make your bold move happen--or stop you in your tracks.

4 Be Prepared to Invest Time and Effort

As research firm Gartner points out, 80% of companies cite cost-cutting as the main reason for outsourcing. But you won't save as much unless you're prepared to invest serious management time and effort. Training, face-to-face meetings and offering in-depth background all play into future success.

5 Treat Your Partners As Equals

While working with new partners can seem scary at first, outsourcing veterans agree that the gains are greater if you regard them as equals. It is important to make them a part of your team. "If you try to treat these suppliers as a body shop - telling them exactly what to do and how to do it - it does not go well," says Christopher Cartwright, CEO of the corporate and financial services division of Dutch-American publisher Wolters Kluwer. Cartwright felt his company did not get the maximum payoff from its initial project as a result. Now he ensures that his company's project managers and software architects work closely with their counterparts.

Some Working Definitions

Consultants:

IPRA consultants are experienced PR practitioners who often have worked in senior management positions with large corporations or agencies. They frequently are retained over a period of time either as a consultant or to provide direct core 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:

IPRA freelancers are specialists who are called upon for a short-term period or a special project. This may include training a client in media relations, writing brochure copy or a press release, ghostwriting articles, conducting media relations for a product launch, a conference, concert tour or a special event, supervising print production or news distribution from concept to completion or managing a special program.

Virtual Agency:

IPRA members have the ability to quickly assemble a top-notch 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.

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

New Members

Jill Marie Cooper, APR
Mktg Coord
Apple Sauce, Inc.
741 Centre View Blvd
Ft Mitchell, KY 41017
859-331-3900
jcooper@applesauceinc.com

Jennifer M. Pierson
Corp Commun Mgr
Messer Construction Company
5158 Fishwick Dr.
Cincinnati, OH 45216
513-482-4431
jpierson@messer.com

New Professionals

The Results are In... By Elaine Koenig

Thanks to all the New Professionals who returned survey responses. Tiffany Sands from Wordsworth Communication was the lucky winner of a free PRSA monthly luncheon! We've incorporated everyone's responses to plan another great year for PR practitioners with five years or less of experience. We plan to organize meetings every month, alternating between social happy hours and informal professional development programs. A few topics we have planned include media training, networking, workplace 101, career advancement and more! Check the New Pros Web site at 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/.

Job Hunting Segment

First in a five-part series about job hunting.

Write a Resume That Puts You On Top By Joe Feiertag, APR

Regardless of whether you're looking for career advancement or your first real job in PR, your resume is an essential tool in helping you take that next step. The right resume sent to the right person is truly a key that can unlock doors to advancement. To understand what it takes to write that winning resume, it helps to see it through the eyes of the person whose desk it will ultimately land on.

To that person, your resume is just one of many sitting in a stack. The prospective interviewer is looking for any reason to cast your resume aside and narrow down his or her choices. So, in writing your resume, your goal is not only to document your professional or educational history, it is to make sure your resume is crafted perfectly.

If the task seems daunting, it need not be. With the right help you can produce a resume that quickly rises to the top of the stack.

The first rule is to stress your accomplishments, your skills and your problem-solving abilities more than your responsibilities and duties. In this way, you demonstrate the value you can bring to a prospective employer.

There are three standard resume formats:

The **chronological style** lists your work history starting with your current position and spanning back in time. Each job is described in terms of title, dates of employment, employer's name and a description of your accomplishments. Most employers prefer this chronological format. This style is particularly valuable when you have a solid work history with no gaps in time, and when the job you seek is directly related to your current experience.

The **functional style** of resume focuses on your major areas of knowledge and/or accomplishments more than job titles, names of employers and dates of employment. This style is most useful if you are just starting out and have little or no work history.

A **targeted resume** is a hybrid of both styles. It incorporates information about your work history and major skill areas. In this format you state the title of the position that you are seeking and list the skills and accomplishments that best demonstrate your qualifications. This resume style is recommended when you are confident in your job objective and have related knowledge, skills and/or experience to support your objective.

In any format, be sure to eliminate any irrelevant information so that your resume fits on one page. Only people with extensive experience or advanced degrees should use two or more pages.

There are many online resources to assist you in writing your resume. Monster.com offers free articles, tips and resume samples. There's even a Resume Readiness Quiz. Hotjobs.com also offers a wealth of free advice in its Career Tools section.

Once you have crafted your resume, take time to proofread the final product several times. Better still, ask someone you trust to do the same. Not only should you weed out grammatical and spelling errors, you should be careful not to inflate your job title or fudge dates.

At a minimum, most companies will check the basic information. Any error, whether a misspelled word or inflated work experience, can put you out of the running.

After sending your resume—whether by mail, fax or email—wait a week to 10 days and follow up with a note reaffirming your interest in the job. Use this opportunity to inquire about the status of the position. Many a job seeker has gotten an interview and ultimately the job because they followed up and showed interest.

In the April issue of PRVisions we'll look at the importance of a good cover letter.

Sidebar: Designing Your Resume

- Select a single, easy-to-read type style and limit the number of type sizes.
- Be consistent when positioning your section headings.
- Use white space to give your resume a clean, well-organized appearance.
- Use quality paper to print your resume and make sure each copy looks like an original.

Job Bank

Don't forget our chapter also has a job bank located on our website....

<http://www.cincinnati-prsa.org/Job%20Bank.htm>

ProAm DAY

2006 ProAm Day Scheduled!!!

By Margot Benish

Another year has passed and there's a new bunch of PR students who want to know what the public relations profession is really all about. A perfect opportunity for PRSA members to join in! This year's Pro Am Day is scheduled for Tuesday, April 11 corresponding with the monthly luncheon.

For those who have yet to participate in Pro Am Day, it is the Cincinnati Chapter's chance to show students their PR career through shadowing a PRSA professional. Shadowing takes place either before or after the luncheon for a couple of hours. Students want to see what you do, understand your segment of the industry, and see if it is something they want to pursue in their professional life. It's the perfect time to encourage students just entering the major as well as give some insight to those who are about to enter the workforce in public relations or a related field.

We need as many professionals as possible to participate so we can ensure every student has an opportunity to participate. Additional specifics will be sent in the near future as I try to match student interests with professionals. So in the meantime, write April 11th in on your calendar and block off either before or after the luncheon for your shadower.

Please contact Margot Benish at 513-421-9000 or margotbenish@livenation.com to sign up to participate. Be sure to specify morning shadow or afternoon.

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.

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.

Our chapter’s volunteer bank already offers these opportunities, and will post more soon:

Reaching Out For Kids, Inc	(non-profit Junior Golf Program offered free of charge to kids 7 -17 years of age in the Greater Cincinnati area. Program is focused on golf and character education.)	Posted 01/06/06
Mark Work Pay in Cincinnati	(Creates and implements a campaign to provide free tax return assistance for income-qualified wage earners in the Greater Cincinnati area)	Posted 12/12/05
Prevent Blindness Ohio	(Dedicated to preventing blindness and preserving sight)	Posted 12/12/05
Cincinnati Habitat of Humanity	(Builds and renovates homes for low income families)	Posted 09/07/05

Pink Ribbon Girls	(Support network for young women diagnosed with breast cancer)	Posted 09/07/05
ZONTA International	(Worldwide services organization of executives in business and the professions, working together to improve the legal, political, economic and professional status of women)	Posted 07/31/05
Cincinnati Nature Center	(CNC is a nonprofit environmental education organization serving Greater Cincinnati with hands-on programs for all ages.)	Posted 07/16/05
Community Land Co-Operative of Cincinnati	(Provides affordable housing to low-income resident of the West End of Cincinnati)	Posted 07/10/05
Granny's Garden School	(Collaborates with local educators to foster hands-on, schoolyard-based learning experiences for children by using the environment to teach across the curriculum)	Posted 06/27/05

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.

College View

University of Cincinnati:

Confessions of a Fledgling PRSSA President By Katie Hollstegge UC PRSSA President

Just before the start of the 2005-2006 academic year I received some great news; the University of Cincinnati's application to become an official member of PRSSA had been accepted. I was excited that our group could actually change its name from the PRSO (public relations student organization, the alias we had been operating under for a year) to the PRSSA. Now UC students interested in PR could receive scholarships, attend national conferences, access "member only" portions of prssa.org, and make connections with business professionals as well as other enthusiastic PR students across the nation. Along with the new opportunities came lots of new responsibilities. I had been in charge of a few organizations in high school, but most of them were well established and required little effort or initiative. Never before was I faced with such tasks as collecting dues, finding speakers, and organizing fun and fundraising activities. Fortunately, I was not alone in starting these tasks. My faculty advisor (Dr. Maribeth Metzler), the vice

president (Pete Mentrek), treasurer (Jackie Bryant), PR director (Allison Hoehn), secretary (Nikki Huberfield), national liaison (Jamie Aronson), and historian (Liz Rankin) were all eager to embark on the journey that will lay the foundation for the new organization. To date we have 21 dues paying members, about 40 students who regularly attend meetings, and we are quickly approaching our second membership drive. Our members are currently competing in the Batemen competition, working on a PR campaign for the McMicken College of Arts and Sciences graduation party, and preparing PR plans for Bearcast (UC's student run radio station). We are presently working on booking a speaker from Clear Channel, as well as other UC faculty members currently working in business communication. We look forward to expanding our membership, exploring new projects, and making new contacts in the community in 2006.

If you have any further questions about UC PRSSA or have interest in speaking to our membership, please email me at hollstka@email.uc.edu.

Miami University PRSSA:

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

Capital Campaigns Make Every Penny Count

By Whitney Gibb & Claire Guappone

In a society often dominated by the interests of “big business” and focused on the bottom line, nonprofit public relations provides a valuable opportunity for public relations professionals to demonstrate their altruistic motives on a daily basis.

A nonprofit organization is defined as a tax-exempt organization that serves the public interest. It can have a charitable, educational, scientific, religious or literary focus.

While nonprofit organizations vary in size and purpose, they are mostly distinguished from for-profit organizations by their tax-exempt status. Without the traditional products and services offered by for-profit organizations, nonprofit organizations must rely upon fundraising to acquire sufficient funds to maintain operations.

One type of fundraising often used by nonprofit organizations is a capital campaign— a campaign to raise a large amount of money from corporations and individuals to complete a substantial project. Capital campaigns can range in length from three months to two years. Planning is the first and most important step of the campaign. Studies should be completed before the campaign launch to determine a monetary goal and campaign leadership.

Robert B. Sharp, a professional consultant from California paraphrased in Wilcox, Cameron, Ault and Agee's *Public Relations Strategies and Tactics*, describes the steps following the feasibility study: “get the board's approval and support,” “enlist volunteer

leadership,” “begin soliciting gifts,” “stop for a midpoint evaluation,” “determine closing strategies,” “honor volunteer leadership,” and “perform ‘administrative wrap-up.’”

A campaign chairperson and volunteer chairperson conduct the gift solicitations from the private phase of soliciting larger donations to the more public phase of soliciting smaller donations. According to “Capital Campaign Overview: A Nonprofit Overview,” posted at <http://nonprofit.about.com/>, major gifts from corporations and individuals can account for up to 70% to 80% of funds raised.

Daniel Selnick describes the key components of the communication and media relations stages of a successful nonprofit awareness campaign in the article, “Public Relations and Nonprofits: A Necessary Alliance,” from the August 2005 *PRSA Tactics*.

“Whether your organization’s mission statement is the one message you want to communicate or there are others, you need first to define your messages, make sure you have buy-in from the organization’s leadership, convey them to every employee and incorporate them into all outgoing communications,” he wrote. “Once you’ve established your messages, the experts who will deliver them, and your key stakeholders, you need to decide the vehicles you will need to convey these messages.”

After determining which types of media and specific media outlets will be most appropriate for conveying campaign messages to the public, the campaign chairperson begins the public implementation phase of the campaign. However, adjustments are frequently made throughout this phase to clarify the campaign’s financial goal, timeline or strategy, Sharp said.

Like other public relations campaigns, evaluation is the final phase of the capital campaign. During the evaluation phase, the campaign chairperson and the nonprofit’s Board of Directors determine the campaign’s effectiveness and create guidelines for future fundraising plans.

Whether a nonprofit organization needs to raise \$2,000 or \$100,000, a capital campaign can provide the community and financial support necessary to ensure fundraising success. All the nonprofit organization needs is a worthy cause and a dedicated public relations professional.

Visions Viewpoint

“Deadbeat Most Wanted” Posters Hamilton County Child Support Services Submitted by Mike Boehmer, APR

Hamilton County Child Support Services, a division of the county’s Department of Job and Family Services, has added a “stick” to complement the “carrots” in its strategic communications efforts.

For the first time, Hamilton County Child Support Services has created a Most Wanted poster to help collect past-due payments. State law (ORC 3123.96) gives county Child Support agencies the authority to produce and distribute Most Wanted posters. The posters have been very effective in other Ohio counties.

Governmental offices, businesses and other organizations throughout the Tri-State are displaying the poster in areas visible to the public. Please contact Kristin Stitsinger at (513) 946-7265 if your organization wants to participate.

The purpose of the Child Support program is to provide children with the opportunity for a better life. By working with both parents to establish and enforce orders, child support professionals help children receive the financial and medical support that has been ordered for them. Child support makes a real difference in managing food, shelter, clothing, medical and dental expenses.

Child Support payments can help reduce a parent's reliance on tax-supported programs.

For a full listing of local parents with child support warrants, visit the Hamilton County Sheriff's Office Web site at www.hcso.org and choose "deadbeats" from the Public Services menu.

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

**By Katie Crabtree Thomas
(614) 224-0034 or (800) 783-1983
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 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. Deadline for entries is July 29, 2006.

**Erma Bombeck Writers' Workshop
By Tim Bete, Director of Erma Bombeck Writers' Workshop**

The Erma Bombeck Writers' Workshop is a one-of-a-kind event for humor and human-interest writing. Speakers include Dave Barry (Pulitzer Prize-winning humor columnist) and Susan Konig (former New York Post columnist and author of Why Animals Sleep So Close to the Road and Other Lies I Tell My Children). The 2006 workshop will be held Thurs., March 23 to Sat., March 25, 2006 in Dayton, Ohio. The registration fee is \$325 and includes all workshop sessions as well as two continental breakfasts, two lunches and three dinners.

For more information, see <http://www.HumorWriters.org>

Member/Agency/Company News

Newport Aquarium's Isaacs Named

NKU Outstanding Alumna for 2005

Newport Aquarium's Spokeswoman and Public Relations Manager Jill Isaacs received Northern Kentucky University's prestigious "Outstanding Alumna" Award January 27, 2006.

Paramount King's Island

Paramount King's Island was voted #1 seasonal theme park in US and #29 in the world by Amusement Business Magazine.

Strata-G Communications

Strata-G Communications announced it has been named public relations agency of record for Charlotte, N.C.-based Husqvarna, the global manufacturer of forest, lawn and garden power equipment for all applications.

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. Articles submitted in a Microsoft Word document would be greatly appreciated.

PRSA National News (from www.prsa.org)

**HBO EXECUTIVE CHERYL PROCTER-ROGERS, APR, FELLOW PRSA,
TAKES HELM AS PRSA PRESIDENT AND CEO**

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

NEW YORK (January 19, 2006) — With an eye towards “creating a new normal and breaking new ground,” public relations executive Cheryl Procter-Rogers, APR, Fellow PRSA, takes office as the 2006 president and CEO of the Public Relations Society of America (PRSA). Procter-Rogers, regional corporate affairs director for Home Box Office (HBO) in Rosemont, Ill., brings more than 25 years of public relations experience to PRSA, the world’s largest organization for public relations professionals.



Cheryl Procter-Rogers, APR, Fellow PRSA

“My desire is to leverage the collective experience and resources of our local, regional and national leadership to increase member value, and to inspire those who have considered membership to join us,” said Procter-Rogers, recipient of PRSA’s 2005 D. Parke Gibson Pioneer Award for multicultural public relations and the youngest member ever to be inducted into the PRSA College of Fellows. “As a Board, we will build on the success of the core tenets of our profession and the Society.”

During her presidency, Procter-Rogers will lead the charge in making cultural shifts that will have a long-term impact on the viability, growth and success of PRSA and the

profession. To accomplish this, the 2006 Board of Directors has prioritized five initiatives:

- **Technology:** Investing in the Society's technology to deliver member services and professional development in formats that meet member's needs.
- **Financial Accountability:** Reviewing the Society's current business model, as well as financial policies and procedures, to find new revenue sources and ways to reduce expenses.
- **Issues Management:** Enhancing PRSA's continued effort to serve as an advocate for the profession and the leading voice for the industry on ethical and industry issues.
- **Measurement:** Establishing measurement tools that will help the Society's leadership be more accountable and provide members with a return on their investment.
- **Branding and Marketing:** Following a brand management strategy that ensures PRSA continues its work to advance the profession and the professional.

Since joining PRSA in 1983, Procter-Rogers has been an active leader both locally and nationally. In addition to being the second African American elected to serve as the Society's president and CEO (Debra A. Miller, Ed.D., APR, Fellow PRSA, was the first in 1997), she was the first African American elected president of the Chicago Chapter of PRSA. She has also served on numerous committees and task forces, and is a member of PRSA's Corporate, Multicultural Communications, and Entertainment and Sports Professional Interest Sections.

Procter-Rogers' professional career includes serving as director of public relations and advertising for Nielsen Marketing Research, Northbrook, Ill., manager of public relations and advertising for Golden State Mutual Life Insurance Company, Los Angeles, Calif., and establishing her own LA-based public relations firm, Step Ahead Public Relations. She received her MBA from the Keller Graduate School of Management in Chicago and a bachelor's in English and Journalism at Bradley University, Peoria, Ill.

As an advocate of education, Procter-Rogers has contributed to many books and spent time lecturing to students, professionals and organizations across the United States. Most recently, University of Northern Iowa professor Gayle Pohl, APR, invited Procter-Rogers to contribute a chapter to a communications textbook, *“No Mulligans Allowed: Strategically Plotting Your Public Relations Course,”* published by Kenall/Hunt Publishing Company. She was one of 11 public relations practitioners interviewed for the CD companion to *“Public Relations: The Profession and the Practice,”* published by McGraw Hill Higher Education, and was the 2005 Vernon C. Schranz Distinguished Lecturer in Public Relations at Ball State University.

PRSA ISSUES CALL FOR SILVER AND BRONZE ANVIL AWARD ENTRIES

Society Honors Excellence in Public Relations Practice

By Cedric Bess

212-460-1495

NEW YORK (January 9, 2006) — The Public Relations Society of America has issued a call for entries for the PR profession’s most distinguished honors, the Silver and Bronze Anvil Awards.

PRSA will accept entries for the Silver Anvil Awards at the early-bird fee of \$275 for PRSA members and \$350 for nonmembers through Feb. 17, 2006. Entries received from Feb. 18, 2006 to March 3, 2006, the final deadline, pay a standard entry fee of \$325 for PRSA members and \$400 for nonmembers.

The Bronze Anvil Awards were introduced in 1969 to honor specific tactics in a public relations campaign. Entries will be accepted until March 17, 2006, at the early-bird rate of \$150 for PRSA members and \$225 for nonmembers. Thereafter, entries will be accepted until March 31, 2006, at the standard entry rate of \$175 for PRSA members and \$250 for nonmembers.

Silver Anvil Award finalists will be notified by PRSA, and the winners will be announced at PRSA’s annual awards ceremony, The Silver Anvil Evening, at the Equitable Tower in New York City, June 8, 2006. Finalists who do not receive a Silver Anvil will receive a Silver Anvil Award of Excellence. Bronze Anvil and Bronze Anvil Award of Commendation winners will be announced following Silver Anvil Evening.

For applicants interested in advice on preparing entries, PRSA is offering a professional development course titled, “Getting the Rewards — and Awards — That Your Work Deserves.” Senior Silver and Bronze Anvil judges will share tips and insights to help applicants create an award-winning entry. The course will be offered as a workshop at PRSA headquarters in New York City, Jan. 24, 2006, at 10:00 a.m. ET, and as a

teleseminar Jan. 24, 2006, at 3:00 p.m. ET. Registration for these events can be completed at www.prsa.org or by calling 800-350-0111.

Online entry forms and information about preparing entries will be available on the Silver Anvil section page of www.prsa.org. Online resources include a database of two-page summaries of winning programs, searchable by category, industry or keyword. For more information, contact Don Bill at 212-460-1456 or don.bill@prsa.org.

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.

National PRSA Calendar of Events (February & March)

Date	Event	Location	Contact	Category	Other
February 2006					
27-28	Proving Your Worth: Planning and Measuring the Communication Function	St. Michael, Barbados	Genevieve DeLaurier	PD - Research/Evaluation	
28	The Accountability Imperative: Why Metrics and Measurement are Crucial to Public Relations	N/A	Melany Simpson	PD - Counselors to Higher Education	
28	The Write Way: Tips for Becoming a Better Writer	N/A	Genevieve DeLaurier	PD - Writing	
March 2006					
1	The Changing Face of Public Relations: Latino Media Issues, Including Electronic Publicity and Media Training - Part I	N/A	Genevieve DeLaurier	PD - Multicultural Communications	
2-3	Southwest District Conference	Fort Worth, TX	Ashley Wesson Antle	District Conference	
6-7	Building and Evaluating an Employee Communications Program	San Antonio, TX	Genevieve DeLaurier	PD - Employee Communications	
8	The Changing Face of Public Relations: Latino Media Issues, Including Electronic Publicity and Media Training - Part II	N/A	Genevieve DeLaurier	PD - Multicultural Communications	
9	The How of Wow: A Guide to Being a Great Speechmaker	N/A	Genevieve DeLaurier	PD - Speech/Presentation Skills	
10	Writing That Sells...Products, Services, Ideas	New York, NY	Genevieve DeLaurier	PD - Writing	
14	Preparing an Outstanding Portfolio: Readiness Review Teleseminar	N/A	Genevieve DeLaurier	PD - Accreditation	
16	Think Like a Reader and Get Read	N/A	Genevieve DeLaurier	PD - Writing	

20-21	Measuring PR Effectiveness: Research and Evaluation	Chicago, IL	Genevieve DeLaurier	PD - Research/Evaluation	
21	Societal Trends and Their Implications for Communications Teleseminar	N/A	Chris Tearno	PD - Counselors Academy	
23	Re-Engineering Employee Communication: A Strategic Analysis and Discussion	N/A	Genevieve DeLaurier	PD - Employee Communications	
28	Challenges That U.S.-Based Multinationals Face Due to Anti-Globalization and Anti-U.S. Sentiment Teleseminar	N/A	Merideth McIntyre	PD - International	
28	Online Tools for Managing Your Business More Efficiently and Effectively Teleseminar	N/A	James Abel	PD - Independent Practitioners Alliance	
31	Association/Nonprofit Section Conference	New York, NY	Tina Honer	PD - Association/Nonprofit	