

## 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 Letter

### **Learn How to Network It! By Carrie Krysanick, APR**

“Carrie Krysanick does not know a stranger!” So says my hair stylist. He is referring to my knack for making friends with just about EVERYONE I come in contact with, whether it be an acquaintance from aerobics class or the person manning the grocery store checkout. As a result, I have established a cadre of friends from all walks of life.

While it's not necessarily an intentional thing, networking has become a sideline hobby for me. Making connections with a diverse number of people in your life can be extremely rewarding — both professionally and personally.

Networking continues to be the number one reason our chapter members join PRSA. In the business of public relations and in an insular market like Cincinnati, networking can lead to career success. So what are some tips and ways to network effectively?

**Be a joiner.** Signing up to serve on committees that interest you and joining organizations and causes that you believe in will lead to fantastic networking connections.

**Be open.** You never know under what circumstances you could meet people. Earlier, I mentioned aerobics class and the grocery store checkout — one of my newest friends is my friend because of aerobics class, and I always have access to my favorite yogurt flavors at the grocery thanks to my “connection.” You also need to be open to giving people a chance — even people who may not be just like you.

**Be diligent.** Networking is something you have to work at doing. You have to pick up the phone to seek someone's opinion on a work matter; you have to send the email to initiate a lunch meeting. It's all up to you and no one else can do it for you.

**Be fearless.** Successful networking requires a certain amount of confidence. You must be outgoing and take the initiative to make connections. When you ask someone to meet you for lunch, they may (gasp!) say no and you have to be prepared for potential rejection.

**Be yourself.** At the end of the day, you have to be comfortable with how you are networking and where. You can easily do the things that naturally interest you and have meaning for you and still yield positive connections. Why take a Spanish class if French is what you want to really learn?

My final tip is to encourage you to meet me at the July PRSA Networking Happy Hour on Wednesday, July 26 at Nicholson's downtown. I'll personally introduce you to other chapter members. (I'll even let you buy me a drink! ☺) In addition, the Tall Stacks PR team will present volunteer opportunities for Chapter members to work with (and network with) members of the media. The Cincinnati PRSA Chapter has adopted Tall Stacks as its Community Service project for 2006.

I hope to see you at Nicholson's on July 26. Don't be a stranger!

**Special Luncheon with PRSA National President in September  
By Carrie Krysanick, APR**

Cincinnati PRSA will be taking a hiatus from luncheon programs until September so please mark your calendars now for September 12 when the "real" PRSA National President Cheryl Proctor-Rogers is our featured speaker. With more than 25 years experience in the public relations arena, Cheryl Procter-Rogers is currently corporate affairs director for Home Box Office (HBO) where she is responsible for the development and implementation of public relations and integrated marketing communications strategies across 11 states in the Midwest. Her presentation is titled "A New Normal -- How risk, ethics and confirmation bias is shaping the public relations profession."

As communicators, we are challenged daily to navigate through new landscapes, serving as a beacon of light for our companies and clients. Citing examples from her twenty-five year career in public relations and personal experiences, Cheryl Procter-Rogers, APR, Fellow PRSA, will share her observations on why the public relations professional has become more critical than ever to the success of business.

**Chapter News**

**Sponsorship and Marketing Partnership Opportunities  
By Megan Licursi**

A new website, Blacksmith Awards; the upcoming 2007 season. All great opportunities for sponsorship. When targeting top public relations and marketing professionals, sponsorship of the Cincinnati PRSA Chapter is a sound investment. Put your organization in front by reaching the Tri-State's most respected communications professionals. For

details on any of the below sponsorship opportunities, please contact Megan Licursi at 513.404.2545 or [megan@licursi.net](mailto:megan@licursi.net).

### **CincinnatiPRSA.org**

Do you see those glaring orange boxes to the right of this article and on every page of the CincinnatiPRSA.org website? Those banner ads are a perfect opportunity to get your organization or service in front of hundreds of daily visitors to our site. Banner ads run for one year and cost \$1,000.

### **Blacksmith Awards**

We still have several opportunities to sponsor Cincinnati PRSA's annual awards. This year's ceremony is expected to be a bigger and better celebration of local PR excellence, drawing more than 100 Tri-State PR professionals to the event on November 14, 2006.

There are two levels of sponsorship still available, program sponsors and award sponsors:

#### *Program Sponsors: \$350 (2 available)*

- Logo placement on call for entries, invitation and event program
- Full-page ad in the Blacksmith Awards program
- 2 complimentary tickets to the event
- Signage at the event

#### *Award Sponsors: \$150 (9 available)*

- Recognition during award presentation
- Logo placement in the event program
- 1 complimentary ticket to the event
- 50% discount on additional event ticket (add \$25 to package total)

### **2007 Season Event Sponsors**

Once again, in 2007, nine luncheon sponsorships are available. These slots filled up fast in 2006 and are already filling up for 2007. Don't wait, reserve your spot today. For a \$500 investment, the presenting sponsorship package includes:

- Logo and sponsor recognition on meeting announcement postcard mailing (distribution is approx. 450); also on e-mail follow up reminders to chapter members.
- Logo, link and sponsor recognition on the chapter web site ([www.cincinnatiprsa.org](http://www.cincinnatiprsa.org)).
- 2 complimentary tickets to the sponsored meeting, and reserved seats at the president's table.
- Logo signage (provided by sponsor) in primary locations at the meeting.
- Literature/Promotional Items (provided by sponsor) can be distributed at the meeting.
- The opportunity to introduce the guest speaker.

### **Other Sponsorship Opportunities**

Other sponsorship opportunities would be available if there are specific ideas or goals you would like to achieve. Opportunities include:

- Young Professionals Group
- Chapter functions such as accreditation and community service

Sponsorship programs can be tailored to your strategic needs and marketing goals.

For more information about any of the above offerings, please contact Megan Licursi at 513.404.2545 or [megan@licursi.net](mailto:megan@licursi.net).

**Final Call for Werner-VonderHaar-Bogart Award Nominations  
By Debra DeCourcy, APR**

August 1<sup>st</sup> is the deadline for all nominations for the Werner-VonderHaar-Bogart Award, the highest honor the Cincinnati PRSA Chapter can bestow on a public relations professional.

If you know someone who exemplifies service to chapter, service to the profession, service to the Greater Cincinnati Community and service to the Society, please consider nominating that individual for this honor.

Nominations, which detail the candidate's contributions in these criteria, should be sent to Debra DeCourcy at [debra.decourcy@53.com](mailto:debra.decourcy@53.com).

The following are criteria for selection of the WVB recipient:

- Service to the Chapter – Having served as an officer of the chapter, as a board member, a committee chair, or a committee member – preferably a combination of these accomplishments over a sustained period of time.
- Service to the Profession – Having served as a program speaker, a professional development presenter, a panelist, coordinator of an accreditation activity, worked closely with students in the classroom or as a mentor, and worked with faculty, etc. over a sustained period of time.
- Service to the Greater Cincinnati Community – Having done pro bono public relations work in support of a not-for-profit organization, having served as a PR chairman for a not-for-profit committee or board, etc.
- Service to the Society – Having served in a leadership position in a Professional Interest Section or on a District or National ad hoc committee or task force, having served at the District level or National level on a committee, board or as an officer.

The qualified candidate will have demonstrated achievement in at least three of the four service areas.

### **Mark Your Calendar**

#### **PRSA Social July 26, 2006**

The social starts at 6:15 p.m. at Nicholson's, 625 Walnut St., across from the Aronoff Center. The cost is \$10, which includes Nicholson's signature appetizers. You can pay at the door.

Parking is readily available on the street and in the nearby Federated and Convergys garages.

RSVPs are appreciated: e-mail Anne Campbell, [acampbell@fuse.net](mailto:acampbell@fuse.net).

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

### **Accreditation Corner**

#### **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)

#### **The Steps to Getting Your APR By Connie Kolita, APR**

This process usually takes three months and they are:

1. Cincinnati PRSA's APR Review Class (Highly Recommended!)
  - Next one expected in Spring of 2007,
  - The previous one was nine weeks long, with approx. a two-hour class once a week;

2. Send APR application to PRSA National (New York City) ... then from the day they approve it you have one year to complete the process;
3. Go through the oral portion of the process which is Readiness Review... there are two documents you'll need to complete for that ...
  - a written PR Plan and,
  - a Readiness Review Questionnaire;
4. Take the written portion of the process which is the computer-based examination;
5. Celebrate!

Any questions? Feel free to ask Connie Kolita at [KolitaCM@fhlbcin.com](mailto:KolitaCM@fhlbcin.com)

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

Current APRs, I am in the process of setting up an e-mail list of chapter APRs who are willing to sit on our Readiness Review panels as part of the accreditation process. When a Readiness Review is needed, I'd like to be able to send out a mass e-mail in advance which would provide RR details (possible dates and locations). People could check their schedules and e-mail me back if they can sit on the panel. Don't forget, you will earn 1.0 APR maintenance 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 be included in the mass e-mail which will lead to your participation 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, and thanks in advance for your time!

### **Independent Practitioners**

#### **Strategy Style to Present on Websites at Next IPRA Meeting By Pam Gilchrist, APR**

The next Independent Public Relations Alliance meeting is on Monday, August 7, 2006 at 4 pm at Joseph Beth's Bronte Café in Norwood. Suzanne LaChapelle and Kathleen Jenkins from [Strategy Style](#) will be talking about online presence, content planning and strategic design.

Strategy Style Consulting, founded in 2003, helps clients realize a return on investment for their online initiatives. Co-founders Kat Jenkins, with more than 12 years experience and Sue LaChapelle, with more than 18 years experience, bring together a unique combination of expertise in interactive strategy, branding, usability, marketing, and design. Serving companies that range from single-person startups to Fortune 100 companies, Sue and Kat have established a stunning track record of realizing results for their clients and delivering a measurable return on investment. For more information, visit <http://www.strategystyle.com>.

E-mail any specific questions or points you would like covered in Strategy Style's presentation to Pam Gilchrist by Tuesday, July 25<sup>th</sup> at [pgilchrist@pr-link.com](mailto:pgilchrist@pr-link.com).

If you would like to attend the meeting, please RSVP via e-mail to Anne Campbell at [acampbell@fuse.net](mailto:acampbell@fuse.net) or to Pam Gilchrist at [pgilchrist@pr-link.com](mailto:pgilchrist@pr-link.com) by Tuesday, July 25<sup>th</sup>.

If interested in information about the Independent Practitioners of Cincinnati PRSA please contact:

Pam Gilchrist, APR  
PR~Link Public Relations  
(859) 431-9090  
[pgilchrist@pr-link.com](mailto:pgilchrist@pr-link.com)

### **Media Day**

#### **Is Your Organization or Project Worthy of National Attention?**

**By Lisa Desatnik**

Come to our upcoming Media Day and learn how other PR professionals got the attention for their causes.

The panelists will share how they did it and offer important insight. Also, since we just never know when to expect the unexpected, we'll have a panel to share their experiences and suggestions on 'being in the hot seat.' Plus, there will be a mixed media panel and a terrific featured speaker for the luncheon – Richard Laermer, author of Full Frontal PR.

Please plan on joining us October 10 at the Montgomery Inn Banquet Center. For more information, please contact me at 513-984-5474 or [lisadesatnik@fuse.net](mailto:lisadesatnik@fuse.net)

### **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**

Jennifer Ann Castellano  
Mktg Commun Coord  
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6300 Kings Island Dr.  
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513-754-5311  
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Rebecca Crutcher  
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Cincinnati, OH 45202  
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Exec Counselor & Practice Group Leader  
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708 Walnut St.  
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513-564-0700  
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Tricia E. Suit  
P R Mgr  
Taft Museum of Art  
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Cincinnati, OH 45202  
513-684-4526  
[tsuit@taftmuseum.org](mailto:tsuit@taftmuseum.org)

Stacy Wessels, APR  
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*REINSTATED*

Maryam E. Kubasek, APR  
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Tammy C. Reasoner  
VP  
Yardwig Communications LLC  
3306 S Woodmont Ave  
Cincinnati, OH 45213  
513-259-5404  
[tammy@yardwig.com](mailto:tammy@yardwig.com)

## New Professionals

### **Rockin' Volunteers**

**By Emilie Johnson**

Your Rockin' communication and volunteer skills are needed to help us ensure that DOWNTOWN ROCKS every Friday this summer at *Rockin' on Walnut* presented by P&G, a live music happy hour series on the Bella patio and inside the CAC. Please help us roll out the downtown welcome mat as a greeter at *Rockin' on Walnut*. 2-hour shifts are available on Fridays. And, there are way cool incentives for volunteers -- Heineken Premium Light, baby doll T's and gift certificates to Bella and the CAC! Contact [emilie@downtowncincinnati.com](mailto:emilie@downtowncincinnati.com) if you're interested --we're flexible on times. Thank you in advance!

And, PRSA New Professionals can help make *Rockin' on Walnut* a success. Consider making us a venue for your social happy hours, either as a group or just with friends! For detailed information about Rockin' visit <http://downtowncincinnati.com>. You'll find the full live music line up and great parking tips, etc. Contact Emilie or Julie if you have questions at 421-4440 or [emilie@downtowncincinnati.com](mailto:emilie@downtowncincinnati.com) or [julie@downtowncincinnati.com](mailto:julie@downtowncincinnati.com).

*June 2 – August 25, 2006*

### **Job Bank**

The PRSA Cincinnati Chapter's Job Bank matches public relations resumes with open area communications positions.

Looking for a list of open PR positions in the Tri-state? Visit [www.cincinnati.prsa.org](http://www.cincinnati.prsa.org) and click on the "Job Bank" button.

Interested in becoming an active member of the Job Bank by submitting your resume? For PRSA members, please mail 1 hard copy of your resume to:

PRSA Job Bank  
c/o Joshua Hammond, APR  
Northlich  
151 W Fourth Street  
Cincinnati, OH, 45202

AND email an electronic copy to [Josh Hammond](mailto:Josh.Hammond@prsa.org). Non-members should enclose a \$25 check for a three-month membership in the Bank. Include a brief cover note indicating

employment preferences and any companies to whom you do not wish us to send your resume.

Employers wishing to post job openings can email the position announcement to [Josh Hammond](#) or fax to (513) 455-4602.

### **Tall Stacks**

#### **Come to the July Social and Sign Up for the Tall Stacks Media Trailer By Joe Feiertag, APR**

Come join PRSA for our July 26 social at Nicholson's, and sign up to work the media trailer at this year's Tall Stacks.

Representatives from Tall Stacks and Wordsworth Communications will be on hand to give a behind-the-scenes glimpse into the PR planning for this year's event.

Volunteering for the Tall Stacks media trailer is this year's PRSA community service project. Attendees at the July social will get the first pick of media trailer opportunities.

So come out Wednesday, July 26 for food, fun, and an interesting glimpse into the region's biggest event—Tall Stacks.

The social starts at 6:15 p.m. at Nicholson's, 625 Walnut St., across from the Aronoff Center. The cost is \$10, which includes Nicholson's signature appetizers. You can pay at the door.

Parking is readily available on the street and in the nearby Federated and Convergys garages.

RSVPs are appreciated: e-mail Anne Campbell, [acampbell@fuse.net](mailto:acampbell@fuse.net).

More information will follow in an upcoming e-mail to the membership. For additional information, feel free to 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>

*Article from April 2006*

## **Branding Shapes Corporate Images & Reputations** **By Jaime Koziol and Sara Scattarella**

“Yo quiero Taco Bell.” Upon hearing this slogan, most consumers automatically think of a Chihuahua dog and Taco Bell’s infamous ad campaign. International companies — such as McDonalds, Burger King, Taco Bell, Motorola, Verizon Wireless and MasterCard — traditionally credit some of their marketplace success to effective branding.

Branding, often mistaken for advertising, is most simply defined as the audience’s perception. Successful branding, on the other hand, requires positive perceptions of a company’s image and products.

Public relations, as a branding tool, is quickly becoming one of the most important and crucial requirements for positive attitudes and recognition of a brand. While advertising produces catchy jingles and creative tag lines that attract consumer attention, public relations provides companies with extra influence in convincing consumers to select their products instead of a competitor’s.

The most important branding tool is word-of-mouth, or grass-roots marketing. Friends and family are more credible and trusted sources of information about a company and its products than company advertisements and salespersons. William Daddi, senior vice president at Magnet Communications in New York, emphasizes the value of word-of-mouth in the article, “PR Stirs it Up,” by John Karolefski, posted at [www.brand-channel.com](http://www.brand-channel.com). “The ability to generate word-of-mouth support for a brand is the most effective marketing vehicle today because of its high degree of emotional relevance,” he said.

Public relations agencies help create this positive emotional connection with a brand through strategic promotional opportunities. For instance, Daddi describes how Magnet Communications created positive word-of-mouth for the new Bombay Sapphire gin brand from Bacardi U.S. by hiring well-known artists to design unique martini glasses. These glasses were then distributed to special events, top tier design parties and world-

class fashion shows. When the Sapphire gin was poured into these distinctive glasses, the gin received excellent reviews and gained a 20 percent increase in case sales, Daddi added.

Today's consumers are searching for ways to not only express their personal identity, but also to reaffirm themselves through the items they purchase. Often, it is public relations that establishes the relationships between consumers and companies that ensure long-term brand popularity. For example, Nordstrom is one of the most popular department stores among consumers. However, the store does not run official advertisements in print media or billboards. Instead, the store relies upon the influence of clothing trendsetters, and uses these trendsetters to establish consumer desire for store brands. Nordstrom's focus on opinion leaders is an important strategy in a world where advertising-savvy consumers are increasingly looking past traditional marketing mediums to more credible sources of information.

Further evidence that public relations is more effective than advertising may be seen in a comparison of Interbrand's Top 5 Brands and Ad Age's Top 5 Advertisers, posted at the Lewis & Summers Public Relations agency website, [www.prwebsite.com](http://www.prwebsite.com). Google, at the top of the brands list, does little to no advertising when compared to the top advertiser, General Motors. Yet, Google experiences much more widespread consumer awareness and use of its products than General Motors. However, General Motors is not the only Top 5 Advertiser that did not reach the Top 5 Brands list — not one of the top five advertisers even came close to the list of the top brands.

The discrepancy between advertising budgets and brand reputation does not surprise Howard Schultz, chairman and founder of fourth place brand-winner Starbucks. "I look at the money spent on advertising, and it surprises me that people still believe they are getting returns on their investments," he said.

Over the years, companies have increasingly emphasized branding as part of their external relations and relationship-building strategies. As consumers demonstrate their greater preference and trust for word-of-mouth opinions, companies must continue to use more customer-centric techniques to build strong, lasting brands.

### **Visions Viewpoint**

#### **Justice & Young Unveils *Fourth Tuesday Series* By Barbara Flick**

Justice & Young offers Boot camp for Marketing Execs to lift veil off marketing shroud.

The first seminar – "Everything You Need to Know About Marketing That Your Agency Never Told You" – will be held on the fourth Tuesday in July, July 25, 2006 from 9 am till noon. The free, intensive marketing seminar is open to corporate, agency and non profit marketing professionals. Seating is limited and RSVPs can be made by calling Barbara Flick at 513.388.4700 or emailing [bflick@jypublicrelations.com](mailto:bflick@jypublicrelations.com).

**Cincinnati.Com to launch GetPublished!**

**By Ron Liebau**

**513-768-8396**

Cincinnati.Com is preparing to launch GetPublished!, a free and easy way for people and organizations to submit news stories, publicize events and share photos on the area's leading Web site for local news and information.

GetPublished! is designed for people who want to share news about their neighborhood, school, business, church, sports team, organization, family – anything they consider newsworthy. GetPublished! is also for organizations that want to publicize new initiatives, interesting programs or special events.

Submitted news and information will be published on one of more than 185 online community pages being created at Cincinnati.Com in Butler, Clermont, Hamilton and Warren counties.

The GetPublished! material will appear alongside the latest staff-written news and photos from the Cincinnati Enquirer, Cincinnati Post, Community Press and Recorder newspapers, and CiN Weekly. As a bonus: Events submitted for listings online will also become available for use in the Enquirer, Community Press and Recorder, and CiN Weekly.

GetPublished! will be ready for launch later this summer at Cincinnati.Com, which is visited by about 300,000 people in a typical week.

If you'd like to get a head start with this new feature, please call Ron Liebau, Online Communities Editor, at 513-768-8396, or e-mail Ron at [rliebau@enquirer.com](mailto:rliebau@enquirer.com).

If you'd like to see how it works at our affiliated Web site in Northern Kentucky, please visit [www.NKY.Com](http://www.NKY.Com) and click on GetPublished!

**An Offering to PR Professionals from the Cincinnati Business Courier**  
*Ask the Communications & Marketing Expert*  
*A new, monthly advertising feature to Business Courier.*

**By Wende Powell**

**Classified Sales Manager**

**Business Courier**

**513-337-9454**

Frequently Asked Questions:

*Q: Is there a proposed launch date?*

**A:** Yes, July 21st, 2006 - Professional Services Focus

*Q: What is the total package?*

**A:** Option A: December 22, 2006 Book of Lists (Business Services Chapter)  
*Cost: \$500 Total*

Option B:

- July 21, Professional Services Focus
- August 11, 2006 Head of the Class
- Sept 8, 2006 Professional Services Focus
- November 10 Best Places to Work
- December 8 Fast 55
- December 22 Book of Lists (Business Services Chapter)

*Total Cost: \$2340 Total*

*Q: How will I be billed?*

**A:** Option A: \$500  
Option B: \$390 per month

*Q: Who writes the questions and answers?*

**A:** You, the Expert. The Business Courier will handle the pagination of each page. Wende Powell will help you with specific deadlines.

*Q: Can I rotate my employees in the "Ask the Communications & Marketing Expert" feature ad?*

**A:** Yes, Rotations are permitted.

*Q: Where will my ad appear on the page?*

**A:** The 1/6 page positions are sold on a first-come first-served basis. They will stay in the same position throughout the year.

*Q: What is the deadline for July 21st?*

**A:** We need your space held no later than July 10th, and information is due July 14th.

**This program has begun April 1<sup>st</sup>... look for ID cards at a PRSA Luncheon**

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

# NEWPORT AQUARIUM

## 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.

### **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](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**

- *Cincinnati Bar Association* Selects **Justice & Young** As Agency of Record
- **Sabatino/Day** hires **Erik Yorke** as Public Relations Account Supervisor.
- **Wordsworth Communications** has promoted three members of its staff to the position of Account Executive (AE). The new AEs are: **Amanda Sidner Bibbee**, *Susan E. Neltner*, and *Stephanie Wood*.

### **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))

#### **PRSA SELECTS GLOBAL EXECUTIVE SEARCH FIRM SPENCER STUART TO RECRUIT SOCIETY'S NEXT EXECUTIVE DIRECTOR**

**By Cedric Bess**

**212-460-1495**

NEW YORK (July 20, 2006) – The Public Relations Society of America (PRSA) announced today the hiring of global executive search firm Spencer Stuart to aid in the recruitment of the Society's next executive director and chief operating officer. Spencer Stuart will serve as consultants to PRSA's Executive Search Committee, chaired by

Debra A. Miller, Ed.D., APR, Fellow PRSA, senior director of marketing and communications, Clark Atlanta University, Atlanta.

“The Search Committee is confident that the engagement of Spencer Stuart will yield a successful search,” said Miller, who served as PRSA National president in 1997. “The firm’s global reputation and resources, association/not-for-profit practice and experience in corporate communications and public relations makes them ideally suited to partner with us.”

Spencer Stuart is one of the world’s leading executive search consulting firms specializing in senior-level executive search, board director appointments, succession planning and in-depth senior executive management assessments.

Miller and the Executive Search Committee will work closely with Spencer Stuart consultants to recruit, screen and evaluate potential candidates for the executive director and COO post. The position is currently held by Catherine A. Bolton, who has decided not to renew her contract when it expires on Dec. 31, 2006.

“After successfully completing the research phase, the board of directors is pleased to be moving into the search phase of the overall process,” explained PRSA President and CEO Cheryl I. Procter-Rogers, APR, Fellow PRSA, corporate affairs director – north central region, HBO, Rosemont, Ill. “We look forward to the recommendations that will be made by the Search Committee and Spencer Stuart.”

Joining Miller on the Executive Search Committee are:

- **Grace Leong, APR**, president, Hunter Public Relations, New York;
- **Pender McCarter, APR, Fellow PRSA**, director, communication and public relations, Institute for Electrical and Electronics Engineers (IEEE)-USA, Washington, D.C.;
- **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; and
- **Karla Voth**, vice president, special events and programs, PRSA, New York

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).

## **JON MEACHAM TO KEYNOTE PRSA INTERNATIONAL CONFERENCE**

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

*Acclaimed Author and Newsweek Managing Editor Headlines Annual Public Relations Professional Development Gathering, Nov. 11-14 in Salt Lake City*

*Newsweek* Managing Editor and *New York Times* bestselling-author Jon Meacham leads the lineup of industry experts and thought leaders featured during the Public Relations Society of America (PRSA) 2006 International Conference, Nov. 11-14, at the Grand America Hotel in Salt Lake City. Meacham will deliver the keynote address during the Conference's opening General Session on Sunday, Nov. 12.

"Jon Meacham is one of the most influential editors in the news magazine business today," said 2006 Conference Chair Keith Burton, president, InsideEdge, Golin/Harris International, Chicago. "Through his writing, he's shown us that history is a wonderful lens through which we can focus our understanding of social and political trends and events that are shaping our world. For those attending our International Conference, Meacham will be our guide to the future, and he will paint that pathway with poignant stories of people, places and moments in time."



**Newsweek Managing Editor Jon Meacham**

*(Photo courtesy of Royce Carlton Inc).*

Meacham has written groundbreaking cover stories on controversial topics — from Mel Gibson’s “The Passion,” to gun control in America, to the life and death of Ronald Reagan. Under his leadership, *Newsweek* has been honored with the highest industry honor, The National Magazine Award for General Excellence — once for its in-depth coverage of the events of September 11<sup>th</sup>, and again for its coverage of the Iraq War. An acclaimed author and historian, Meacham’s two books — “Franklin and Winston: An Intimate Portrait of an Epic Friendship,” and “American Gospel: God, the Founding Fathers and the Making of a Nation” — were *New York Times* bestsellers.

The PRSA 2006 International Conference, themed “Benchmarking Your Public Relations Strategies with the Best,” will feature three day themes: Advancing Your Leadership Opportunities; Maximizing Value; and Emerging Trends. Sessions will address the latest trends and fundamentals on such topics as advocacy, reputation management, competition, differentiation, integrity, branding, ethics, specialization, industry innovation, measurement, ROI, globalization of economies, integration of public relations and marketing, diversity, new technology and more.

“As public relations professionals, we are challenged daily to provide our employers and clients with the resources and expertise to deliver results within an ever-changing global universe,” said PRSA President and CEO Cheryl I. Procter-Rogers, APR, Fellow PRSA, corporate affairs director, HBO, Rosemont, Ill. ‘Benchmarking your Public Relations Strategies with the Best’ is a timely theme, as the benefits of sharing best practices are endless.”

More than 2,000 public relations professionals and students from around the world are expected to attend the PRSA 2006 International Conference, which will feature more than 100 professional development opportunities, including innovative workshops, seminars and Master Classes. Newly added for the Salt Lake City Conference will be daily “Coffee and Conversation” sessions offering an in-depth look at the history and culture of Utah, and “Fireside Chats” featuring some of the industry’s most respected leaders. Attendees also won’t want to miss the Media Lab, showcasing new media and technologies that are transforming the way PR professionals work and communicate globally with changing audiences — audiences immersed in news and information 24/7.

There will also be networking dinners, an exhibition hall featuring the latest industry products and services and other activities designed to inform, educate and stimulate the thinking of the public relations professionals attending the premier public relations event of the year.

Registration costs for the PRSA 2006 International Conference are \$1,125 for members and \$1,425 for nonmembers (which also includes a one-year PRSA membership for those who qualify). Attendees are encouraged to take advantage of the Conference’s Early Bird registration special — sign up before Sept. 29 and save \$100. Day registrations are also

available. Special room rates for the Grand America and Little America Hotels are available (please specify that you are a PRSA International Conference attendee).

For more conference and hotel registration information, [click here](#).

**National PRSA Calendar of Events (July & August):**

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Contact</b>	<b>Category</b>
25	<a href="#">When Public Opinion Matters</a>	N/A	<a href="#">Colleen Seaver</a>	Relationship & Reputation
27	<a href="#">Crisis Communication Model Response Plans</a>	N/A	<a href="#">Colleen Seaver</a>	Communications Planning & Evaluation
31-1	<a href="#">Crisis Communication Strategy</a>	Chicago, IL	<a href="#">Colleen Seaver</a>	Communications Planning & Evaluation
1	<a href="#">Communicating to Lead and Influence</a>	N/A	<a href="#">Tina Honer</a>	Management & Leadership
3	<a href="#">Leader-Communicator</a>	N/A	<a href="#">Colleen Seaver</a>	Management & Leadership
8	<a href="#">Presentation Skills</a>	N/A	<a href="#">Colleen Seaver</a>	Techniques & Tactics
10	<a href="#">Calculating the ROI on Your Communications</a>	N/A	<a href="#">Colleen Seaver</a>	Communications Planning & Evaluation
11	<a href="#">Media Relations 101: How to Deliver Effective Media Standups</a>	New York, NY	<a href="#">Colleen Seaver</a>	Media Relations
14	<a href="#">Writing That Sells — Products, Services and Ideas</a>	Seattle, WA	<a href="#">Colleen Seaver</a>	Techniques & Tactics
15	<a href="#">Extreme Makeover for a Web Site</a>	N/A	<a href="#">Colleen Seaver</a>	Relationship & Reputation
17	<a href="#">Get the Word Out on the Web</a>	N/A	<a href="#">Colleen Seaver</a>	Techniques & Tactics
17-18	<a href="#">Building and Evaluating an Employee Communications Program</a>	Boston, MA	<a href="#">Colleen Seaver</a>	Communications Planning & Evaluation
21-22	<a href="#">Measuring PR Effectiveness</a>	New York, NY	<a href="#">Colleen Seaver</a>	Communications Planning & Evaluation
21-22	<a href="#">Public Relations Programming: A Comprehensive Approach</a>	San Francisco, CA	<a href="#">Colleen Seaver</a>	Communications Planning & Evaluation
22	<a href="#">Managing and Motivating</a>	N/A	<a href="#">Colleen</a>	Management &

	<a href="#">People to Succeed!</a>		<a href="#">Seaver</a>	Leadership
24	<a href="#">Media Training for Media Trainers</a>	N/A	<a href="#">Colleen Seaver</a>	Media Relations
26-27	<a href="#">PR Reality Tour</a>	Reno, NV	<a href="#">Colleen Seaver</a>	Communications Planning & Evaluation
31	<a href="#">PR in a Pandemic: Planning for Communications During an Avian Influenza Outbreak</a>	N/A	<a href="#">Tina Honer</a>	Communications Planning & Evaluation