

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.

Shasta Taber
Newsletter Editor

President's Letter

Ask not what PRSA can do for you... By Carrie Krysanick, APR

How could you not be blown away by the 2006 President's Award Recipient Ross Love? His community leadership is beyond measure and I found myself very inspired by his achievements, his character and his family.

And I'm not the only one. A PR colleague, also energized by Ross Love's presentation, mentioned to me that we should encourage our members to become community volunteers. (Thanks Peter H!)

Volunteering in the community is often seen as important from a career and networking standpoint. Yet, it also is important from a humanity standpoint — it's the right thing to do. As a PR professional, your skills and abilities are often sought after by non-profit organizations. However, that doesn't mean you have to volunteer in a PR capacity. Rolling up your sleeves and serving meals or serving others in any kind of capacity can give you that jolt, that energy you feel when you know you are helping someone else. True volunteerism should come from the heart, not for the resume. In some ways, volunteering is one of the most selfish things you can do because of the positive effect it has on you.

This is a good segue to a preview of our July PRSA Networking Happy Hour on Wednesday, July 26 at Nicholson's downtown. Members of the Tall Stacks PR team will be on hand to offer background on this year's festivities as well as to discuss volunteer opportunities for Chapter members to work with members of the media. The Cincinnati PRSA Chapter has adopted Tall Stacks as its Community Service project for 2006. Should be a fun opportunity!

I hope to see you at Nicholson's in July.

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 Procter-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

Nomination Time For Werner-VonderHaar-Bogart Award By Debra DeCourcy, APR

The Werner-VonderHaar-Bogart Award is the highest honor the Cincinnati Chapter can bestow upon a public relations professional. Nominations for this award are now being accepted. .

The WVB award recognizes service to the chapter, the profession, the community and society. William Werner, Edward VonderHaar and Judith Bogart all went from successes as presidents of the Cincinnati Chapter to serving with distinction as PRSA National presidents. What made them exceptional were the depth, breadth and quality of service to our profession, to the Cincinnati community and to PRSA. The award named in their honor is meant to continue to acknowledge the value of exceptional service.

Please e-mail nominations to debra.decourcy@53.com. Deadline for nominations is August 1.

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.

New Chapter Website Coming Soon!
By Rodger Roeser, APR

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

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

Mark Your Calendar

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.

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) or visit PRaccreditation.org

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

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

Diversity Segment

Diversity: It's Time to Start Walking the Walk By Steven Cody Chairman, PRSA Counselors Academy & Managing Partner, Peppercom

According to the 2004 U.S. Census, 80 percent of our population was white, 13 percent black, 14 percent Hispanic and the rest a mix of Asian, Eastern European and others.* As our country's population becomes increasingly diverse, so too do some of our largest cities. According to TNS Market Development, of the top 10 DMA markets, Los Angeles is the most diverse with a 62 percent multicultural sum, followed by Houston at 53 percent and San Francisco at 48 percent.

As we all know, the number of whites as a percentage of the population is dropping faster than President Bush's approval ratings. In fact by 2050, demographers project that Hispanics will account for 24 percent, blacks 15 percent and Asians eight percent.

While these changes are occurring right outside our office windows, the public relations

industry as a whole seems not only content to remain predominately white, but pats itself on the back for whatever minimal strides taken to attract minorities to our ranks. A recent *PR News-Counselors Academy* survey of 580 industry professionals showed that 68 percent felt the corporate communications side of the industry was keeping pace with the need to reflect an increasingly diverse workplace.

As an agency guy, I obviously can't comment on what corporate communications departments are, or are not, doing to become more diverse. I can, though, share what one mid-sized firm has and is doing.

First of all, Peppercom recognizes that creating a more diverse workforce isn't just a nice-to-have. It's a must-have. As we're starting to see, more clients are demanding that their agencies reflect the population to whom they're selling their products and services. Smart marketers realize that the various population segments that make up our rapidly-changing country aren't just vague "targets." They're customers, vendors and employees. They're also our next door neighbors in the home towns in which we conduct business. And, most importantly from a marketing public relations standpoint, they're the viewers, readers and listeners of our marketing messages.

While in our 11-year history we've always employed minorities, we didn't really become focused on the business need for becoming more diverse until four or five years ago. It was really my professional affiliations with the Counselors Academy and the Council of PR Firms that opened my eyes to how important workplace diversity is and how little we, as an industry, were doing. I met and worked with Gigi DeMier, APR, Fellow PRSA, a smart and savvy practitioner with a great firm based in San Juan, Puerto Rico. I met and worked with Vickee Jordan-Adams, one of the bright stars of our industry and a top media trainer at Hill & Knowlton. I met Kim Hunter, whose LaGrant Foundation is a guiding light in matching talented students of various ethnic backgrounds with corporate communications departments and agencies.

By being exposed to these and other individuals, I became more and more aware of what we, at Peppercom, needed to do to become more diverse. We began by inviting any number of multicultural "partner" agencies to visit our firm and deliver presentations on the changing face of America and the marketing implications and challenges of such change. We also invited any number of journalists who represented a wide variety of traditional and emerging minority-focused media to visit and engage in dialogue with our troops. We began casting a wider net with our intern program and made connections with traditionally black colleges and universities. Last, but not least, I've delivered any number of presentations to student representatives of the Public Relations Student Society of America and have leveraged those opportunities to reach out and connect with minority students.

My firm has taken significant strides in recent years to becoming more diverse, but we have a long way to go to be truly representative of the society at large. Where are we now? We have a 14 percent minority rate within our 60-person firm. Is that acceptable? No, it is not. Am I in agreement with my peers at the Counselors Academy and readers of

PR News that the corporate communications side of the industry is doing enough? No, I'm not.

So, how should other firms start a similar campaign to become more diverse? It starts with top management. You must have a mind-set that says, "diversity is a top business initiative today, not tomorrow." You need to reach out and create partnerships such as the ones I have described. And, you need to look at diversity as more than a skin-deep challenge. For me, diversity also means attracting more young men to our industry (especially considering the ranks of junior employees are, by some accounts, more than 70 percent female). It also means attracting individuals with unique and varied professional backgrounds: nurses, lawyers, accountants, etc. Only when we reflect the widest possible definition of diversity can the public relations industry sit back and pat itself on the back. Until then, each and every executive in a hiring position should take the steps now to begin reflecting the greater societal changes. If we don't, some other profession that has embraced diversity will step in and fill our shoes.

*Percentage is greater than 100 percent because some people can be counted in both the Hispanic and black categories.

Independent Practitioners

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

Media Day

Have You Marked Your Calendar For October 10?

By Lisa Desatnik

That's the date for Media Day this year. We'll be covering topics relating to pitching to national media and responding to those not so positive media inquiries, and we'll also have a mixed media panel. Richard Laermer, author of the much talked about book *Full Frontal PR*, will be our lunch speaker.

Media Day will be the morning and lunch time on that Tuesday, and it will be held at the Montgomery Inn Banquet Center. We'll let you know more information later. If you have any questions, please don't hesitate to contact me at 513-984-5474 or 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

New Members

Jennifer Anne Churchill
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New Professionals

New Pros Activities By Nicole Ropp

PRSA Cincy New Pros hosted a “Meet the Pros” night on April 27 at McFadden’s downtown. Panelists Jill Issacs, public relations manager for Newport Aquarium; Chris Kemper, vice president of media relations for National City Corporation; Robin Klaene, director of public relations for Kenton County Public Library and Jon Reischel, director of public relations for Strata-G Communications.

The New Pros continue to offer social and professional development events for members with 5 years experience or less. Next up: **Getting Your APR or Master’s Degree**, an informational session on continuing education in Public Relations. The program will be held on June 22 at the Kenton County Library.

This year, the New Pros will organize the Diamond Awards, which honor the best in PR campaigns and tactics within our 15-chapter district. In addition to generating revenue,

coordinating the awards offers the opportunity to represent our chapter to the region. Look for entry forms in July.

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 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 or julie@downtowncincinnati.com.

Job Hunting Segment

Ace the Interview and the Job Is Yours

Third in a five-part series about job hunting.

By Joe Feiertag, APR

So you've made it to the job interview. This is it. You're about to dazzle the interviewer with your qualifications and win the PR job you've been dreaming about.

Because of the research you've done in the past few weeks, you know exactly the kind of person this company is looking for. You've carefully thought out how you will match your skills to the job at hand.

You have done your research haven't you?

In a competitive job market, the interview isn't a fact-finding mission. It's your chance to demonstrate your ability to do the work. Just as research forms the basis for a good PR plan, it can also prepare you for a winning job interview.

To identify the company's needs, look for insight from trade journals, the media, the internet and the company's own literature. Read the company's annual report, for example, and make note of adjectives used to describe the leadership and the employees.

List the adjectives that describe yourself. Do they match? Prepare brief stories about your work that illustrate qualities the company values.

Most important of all, familiarize yourself with all aspects of the organization, including its structure and history, location of facilities, types of clients, its products or services, pricing, potential markets, financial status, competition and any recent changes. What's more, learn what you can about the person or people with whom you will be meeting.

In addition to evaluating the organization, be sure to evaluate yourself carefully in order to present yourself in the best light. Analyze both your strengths and weaknesses honestly so that you know exactly what to say and how to say it.

Examine past problems and prepare a strong case for these should the issues come up. At the same time, never volunteer negative information about yourself or a former employer.

Just as important as what you say is how you say it. Pay equal attention to your nonverbal communication. Maintain eye contact when listening and talking. Practice posture that is relaxed, straight-on and open. Know your nervous habits and practice controlling them. Be prepared to use facial expressions to convey sincerity, and a tone of voice that is firm but relaxed. Remember that being a good listener can influence how well you respond.

When the time for the interview finally arrives, make sure you arrive 10 to 15 minutes early so that you can be sure your appearance is intact. Throughout the interview be enthusiastic. Before leaving, make sure you know the next step in the process and how your candidacy will be evaluated.

Follow-up the interview with a short thank-you letter that lets them know you are still interested in the job. To further sell yourself, take the opportunity to mention something you may have neglected to bring out.

In the September issue of *PRVisions* we'll look at common interview questions.

Job Bank

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

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.

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.

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.

College View

Miami University PRSSA:

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

Article from March 2006

**B2B Public Relations: Serving the Forgotten Customer
By Jaime Koziol & Sara Scattarella**

Business-to-business (B2B) public relations is an often overlooked sector of public relations that dramatically impacts a company's profitability and ability to satisfy consumers. While most professionals in the B2B field agree that their public relations sector is not emphasized in college textbooks or curriculum, they believe B2B's significance to companies and their business partners should not go unnoticed.

According to Sarah Stone, former president of Miami's PRSSA chapter and public relations director at CG Marketing Communications, the lack of B2B coursework in college does not reflect its importance in the business world. She explained that consumers often forget about many of the behind-the-scenes exchanges between businesses that affect the products and services businesses use, and the products and services businesses provide to consumers. For example, B2B public relations may motivate a restaurant to choose a particular brand of dishwasher, or a house builder to select a steel company for building materials.

Several differences place a distinct divide between B2B public relations and business-to-consumer (B2C) public relations, including each sector's unique objectives, marketing problems and key audiences. One of the most important differences between B2B public relations and B2C public relations is the public each sector is targeting with its communications and relationship-building. In B2C exchanges, products are sold to the consumer on a more personal level through retail outlets and store salespersons. In these settings, consumers are only provided with a minimal amount of information about the product, brand and company, so decisions are based on the emotional level.

In contrast, when products are being sold between businesses in B2B exchanges, the buyers have established relationships with the product's seller and are often experts on the product. Therefore, product buyers make decisions based on more rational decision-making processes. To meet the needs of B2B buyers, it is important for a business to build relationships with buyers and to provide sufficient technical information about the product.

Not only is the approach to selling products different in B2B public relations, but the marketing strategies employed in B2B are also quite unique. Trade media is key in B2B public relations, Stone said. Professionals in B2B public relations must know the names and content of all of the different trade publications available in their client's industry. Since trade publications are often more technical and specific in their content than media publications for mass consumption, trade publications offer a great resource for businesses to describe the particular benefits of their product or service. Trade publications also ensure information reaches the target audience, versus the mass audience reached by less interest-specific media.

B2B public relations also differs from B2C public relations in the types of branding messages conveyed to audiences. "Consumers favor product brands, while B2B buyers prefer company brands," explained Jeanne Russo in the spring 2000 *Public Relations Strategist* article, "Building B2B Public Relations." B2B buyers "are buying an 'enhanced product'— the actual product enhanced by the company's service, support,

reputation, stability, technology expertise, and sales team,” she added. While often downplayed in importance, B2B exchanges allow businesses to continue operations, and maintain the manufacturing and distribution of products and services for consumers. However, for a company to succeed in B2B exchanges, it must first place B2B public relations on the same level as its more prominent counterpart, B2C public relations.

Visions Viewpoint

New Directions with New Media

By Grant Cambridge

Director of New Media

Sound Images, Inc.

V. 513.241.7475

www.soundimages.com

Many communication, advertising, and marketing professionals have heard the term “new media” thrown around for years. When asked, most would describe such products as Web sites, CD-ROMs, DVDs, podcasts, text messaging, and anything else “interactive.” Though accurate and truthful in many ways, there still exists the need and question of uncovering the underlying principles that exist in the products described above as well as future “new media” products sitting on the horizon. With a fundamental background, the door opens up to using these tools in the most effective and efficient means possible.

In order to help us define “new media,” perhaps we need to take a step backwards and relate it to the differences of what may as well be considered “old media.” One of the most fundamental characteristics of today’s new media is that it is composed of digital code. All formats can be described using a mathematical function and can consequently be manipulated. Secondly, new media products are all developed in modular forms. Take the World Wide Web for instance. Though it consists of numerous Web pages, each contains separate media elements that can be accessed on their own. A third element is the automation capability that exists as a result of the first two features. This is perhaps the ingredient that introduces the “interactivity” of new media. The “call and response” concept that exists with today’s new media products is a result of automated commands developed and assigned to respond to the user’s instructions. Finally, and perhaps most impressive, is the variability component associated with new media. A new media format is not necessarily locked into a fixed state as a result of the content’s manipulation abilities and modularity. Re-purposing content is the offspring of new media’s variability.

So how do these intrinsic, new media capabilities inherently support our mission as professionals in generating and enhancing a message? If we utilize those four new media characteristics as our guide, we can begin to realize the focus and vast communication potential that lies before us. For instance, the mere fact that today’s new media exists in a digital format allows us to create endless permutations and combinations of our message’s assets. Manipulating data and saving multiple variations along the way allows us to easily tailor our message specifically for a more current time, place, and direct

audience. Have you seen those Microsoft Office ads in business subscription magazines featuring the dinosaurs holding a conversation via text bubbles? Inserted in the text bubbles is the subscriber's name to help personalize the message and magnetize its audience into the subject matter. This benefit also means that there is no excuse for inconsistency of branding across all communication lines. Your message existing in a subscription magazine can easily be customized and imbedded on a DVD, given the demographic is appropriate and the same customer profiling data exists. Today's new media and technology is further removing us from the "square peg in a round hole" paradigm, allowing our message to fit easier across all formats and adapt to virtually anyone's lifestyle.

Another benefit to the inner workings of our new communication's model is our ability to further gain information about our current and potential customers. This concept though, can blur the lines of "interactive." Everyone is familiar and aware of the motivation behind today's "Preferred Shopper Discount Cards" that exist with various retail establishments ranging from grocery store chains to gas stations. It's no secret that while these companies wish to provide you with "savings" when utilizing their preferred cards, their true motivation is in tracking the purchasing habits of their customers, armed with some personal information. All opinions and feelings aside, this same model exists, albeit more subtly, if we look at how a consumer consumes his or her media choices. This "pull" model of the consumer reaching out to generate their media experience allows Apple to track who is downloading what podcasts as well as allowing American Idol to chart their audience by allowing them to text message or call in their vote. Consequently, this shift of media empowers communication professionals to be more educated, direct, and efficient in defining their market.

Knowing your audience today is no longer an option but a requirement. Today's wealth and supply of information is ever increasing and consequently, so are the marketing and communication possibilities. Today's new media only adds fuel to the fire and blurs the pictures of solutions. However, as with anything else, each product carries pros and cons dependent on the medium's format, user functionality/friendliness, deliverability, and cost. Each of these qualities needs to be considered in defining the best product for your audience. For instance, when trying to reach a Hispanic market, one needs to identify and focus on the product that can defy any potential language, technology, and economic barriers. In this case, a podcast may not be the most suitable answer. Though it can be produced and purchased relatively inexpensively, the technological requirements of a computer with a broadband Internet connection, and procuring the media may all prove too intimidating resulting in a great product but ineffective in reaching its audience. Another example to take into consideration is the leave-behind sales and marketing materials. These materials are becoming inherently more and more critical by involving a level of engagement. Everyone is familiar with the proverb, "Tell me, I'll forget. Show me, I'll remember. Involve me, I'll understand." An element of interaction not only exposes the user and educates them further on your product or service, it also allows a stronger bond and identity to be formed to the culture of your brand. Visit any car manufacture website and engage yourself into building your own customized car. Select all the colors, interior materials, and options to your heart's content. Through the

qualification system, a calculator can gauge the total MSRP, estimate your payments, locate the vehicle at a nearby dealership, and even view current offers. If your marketing and communication materials are simply static and lack an engagement of the senses, you better believe your competition is engaging the end user, reducing the chance of your message being remembered or understood.

How can some of today's professionals utilize the current technology and communication means to their advantage? A little creative and critical thinking can open the doors to various solutions. News organizations and educational programming can reach the general public about in depth news stories or interviews without the limitation of broadcast restrictions. Corporations and executives can utilize the technology to direct internal communications or external communications in regards to investor relations or mergers and acquisitions. Public relations firms can utilize the medium as a more direct way to address public affairs, product and service announcements, and special events. Politicians and campaign committees can take advantage of new media materials to discuss the candidate's platform, goals and experience more deeply than a brochure or traditional media campaign. Real estate agents can utilize a frequent podcast to continuously update the availability and sales of property.

Regardless of the industry and the message, today's new media offerings create communication opportunities that can be influenced and generated with very specific goals in mind. This model is one of excitement and opportunity. One that will gain ever increasing speed, acceptance and influence. How do these opportunities fit into your current communication plan? How will these opportunities fit into your future communication plan? Perhaps today is the day to be thinking about tomorrow.

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

By Wendie 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.

**Fine Arts Fund Program
By Mike Boberg**

Ever thought of serving on an arts organization's board of directors? If so, the Fine Arts Fund (FAF) has just the program for you! The FAF is currently in search of PR Professionals for their Business on Board® for the Arts (BoB) board development program, a comprehensive professional training about nonprofit boards. Applications are now being accepted through July 15, 2006 for the 2006 BoB Class. For more information, see details on the attached .pdf or email Heather Hallenberg at hhallenberg@fineartsfund.org

This program has begun April 1st... look for ID cards at a PRSA Luncheon

F.I.N.S. Program

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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 kerabtree@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.

Member/Agency/Company News

- New PRSA Member **Dawn Woods**, Director of Marketing/PR for **HealthSpan** and independent recording artist has been hired with her band to perform her unique blend of R&B, Dance, and Jazz at the Havana Martini Club. Friday night, July 28th 9:30 pm -1:30 am.
- **Justice & Young** added **Gold Star Chili** to their account roster.

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)

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 11th, 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](#).

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 (June & July):

Date	Event	Location	Contact	Category	Other
June 2006					
19-20	<u>Building and Evaluating an Employee Communications Program</u>	Atlanta, GA	<u>Genevieve DeLaurier</u>	PD - Employee Communications	
21-22	<u>Account-Ability: Gaining Financial Communications Skills for Today's Practitioner</u>	New York, NY	<u>Merideth McIntyre</u>	PD - Financial Communications	
22	<u>When the News Is Bad: Handling the Toughest Questions And Emotional Questioners</u>	N/A	<u>Genevieve DeLaurier</u>	PD - Crisis Communications	
22-24	<u>2006 Sunshine District Conference: Studio PR</u>	Naples, FL	<u>Lauren Smith</u>	District Conference	
27	<u>Discovering the New America: Communicating to Multicultural Audiences</u>	N/A	<u>Genevieve DeLaurier</u>	PD - Multicultural Communications	
27	<u>SOLD OUT - Tech2006 East Coast Conference - SOLD OUT</u>	New York, NY	<u>Merideth McIntyre</u>	PD - Technology	
28	<u>Health Intersection Event: Patient-centric Medicine and Medicare Part D — Trends and Implications for the Health Care Industry and the</u>	New York, NY	<u>Melany Simpson</u>	PD - Health Academy	

	<u>Role of PR</u>				
29	<u>Government Organizations, the Freedom of Information Act and the Importance of Transparency Teleseminar</u>	N/A	<u>James Abel</u>	PD - Public Affairs and Government	

July 2006

13	<u>Producing a Corporate Responsibility Report</u>	N/A	<u>Genevieve DeLaurier</u>	Relationship & Reputation	
14	<u>APR Study Program: Planning Terminology and Structure</u>	N/A	<u>Genevieve DeLaurier</u>	Communications Planning & Evaluation	
18	<u>Rulers for the New World</u>	N/A	<u>Genevieve DeLaurier</u>	Technology & Emerging Trends	
20	<u>Beyond the Inverted Pyramid</u>	N/A	<u>Genevieve DeLaurier</u>	Techniques & Tactics	
24	<u>Developing a Winning Communications Plan</u>	New York, NY	<u>Genevieve DeLaurier</u>	Communications Planning & Evaluation	
25	<u>When Public Opinion Matters</u>	N/A	<u>Genevieve DeLaurier</u>	Relationship & Reputation	
27	<u>Crisis Communication Model Response Plans</u>	N/A	<u>Genevieve DeLaurier</u>	Communications Planning & Evaluation	
31-1	<u>Crisis Communication Strategy</u>	Chicago, IL	<u>Genevieve DeLaurier</u>	Communications Planning & Evaluation	