

Editor's Note

Benefits By Shasta Taber

In this issue of *PRVisions* several benefits of membership to our chapter are mentioned. Some are obvious and some are not, at least until thought about....

1. A new program that allows members and their guests discounted tickets to the Newport Aquarium (details in Visions Viewpoint).
2. New professionals get opportunities to network with each other and other more experienced members while at the same time attending career development events (details in New Professionals).
3. Also an opportunity to allow a college student to shadow you for part of a day... while this might not seem to be a benefit to you... it could be, if that student winds up being a good intern or new hire (details in ProAm Day).

These are only a few of the benefits, there are of course numerous others... especially when thought about.

President's Note

Be Open To New Possibilities By Carrie Krysanick, APR

Spring has sprung... well, sort of. We did receive snowfall this past week. But Opening Day is just around the corner and we need to be open to new possibilities.

1. Be open to revisiting those New Year's Resolutions. Have you been diligent?
2. Be open to a new professional development opportunity. What have you been yearning to learn?
3. Be open to new technology. Have you been downloading podcasts or blogging?
4. Be open to being a mentor. Your guidance is important. Have you signed up for a student shadow?

Speaking of which... the annual Pro-Am luncheon is Tuesday, April 11 at the Phoenix. Jon Entine, a global expert on Corporate Social Responsibility, will offer guidance on how to identify socially responsible opportunities and avoid crises that can result from poorly conceived or executed CSR initiatives. Jon is an award winning former investigative producer for *20/20*, *PrimeTime Live* and Tom Brokaw's producer on *NBC Nightly News*. He is a senior counselor with Northlich. This should be an excellent topic for PRSA members and their student shadows. Many thanks to those of you who have graciously offered to shadow a student. It's very important to reach out to our future members.

In fact, we are expecting such a large crowd for the April meeting that the Montgomery Inn Banquet Center could not accommodate us and we will be meeting at the Phoenix at 9th and Race streets downtown. If you are located downtown, simply put on your walking shoes and head over. If not, please refer to the accompanying article for parking hints. (The \$1 garage is the best!)

I look forward to seeing you at the Phoenix on April 11. (And while there are no bibs and barbecue sauce, the menu looks very good!).

Mark Your Calendar

April 11, 2006, PRSA Luncheon

**GREEN BUSINESS OR GREENWASHING:
The Perils and Promise of Strategic Corporate Social Responsibility**

A decade ago, Corporate Social Responsibility (CSR) was a quirky idea promoted by upstart firms like Patagonia. Today, the public expects visible CSR initiatives at businesses large and small, and many companies use them to burnish their image, build brand equity and increase employee loyalty.

But is CSR really a win-win situation for companies and their stakeholders?

On April 11, Jon Entine, a global expert on CSR, will discuss the hottest trend in strategic communications. He will offer guidance on how to identify socially responsible opportunities and avoid crises that can result from poorly conceived CSR initiatives.

Headquartered in Cincinnati, Jon lectures around the world on CSR, public policy and media bias. Jon is a fellow at the American Enterprise Institute in Washington, D.C., is on the faculty of Miami University and serves as a senior counselor with Northlich. Formerly, Jon was an Emmy-award winning investigative producer for 20/20 and PrimeTime Live, and for a number of years was Tom Brokaw's producer on NBC Nightly News.

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

Accreditation News

**PRSA Accreditation
By Connie Kolita, APR**

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

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

For more information, email Connie (KolitaCM@fhlbcin.com) or visit PRaccreditation.org

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

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

If interested please email Connie at KolitaCM@fhlbcin.com

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

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

Ethics Segment

**PRSA Code Provisions
By Debbie Copeland-Bloom, APR**

Over the last two months, this column has covered the preamble and professional values sections of the Member Code of Ethics. We've reached the PRSA Code Provisions—the meat of the Member Code of Ethics.

The six Code Provisions (Free Flow of Information, Competition, Disclosure of Information, Safeguarding Confidences, Conflicts of Interest, and Enhancing the Profession) serve as a framework that, when followed, enables us to fulfill our ethical responsibilities as PR practitioners.

In the discussion of each provision, the Member Code of Ethics provides us with a description of the provision (the Core Principle), why it is important to our profession (the Intent), the actions that we demonstrate in following the provision (Guidelines), and Examples of Improper Conduct Under this Provision.

Supporting the Code Provisions, PRSA provides us with Professional Standards Advisories. Available on PRSA's web site, they provide guidance on specific, timely issues PR practitioners may be facing, such as "Telling the Truth, Especially in Wartime." (This advisory tackles the challenge of military public affairs officers maintaining their credibility when military operations may need to use misinformation to deceive an enemy.)

Beginning in April, this column will provide an overview of the first provision, Free Flow of Information. I welcome any observations, questions or experiences that will benefit our discussion of the provisions. You can email me at ddcopelandbloom@health-partners.org.

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

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

Jodi L. Schroeder
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Reardon Smith Whittaker
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513-293-6785
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Andrea L. Thrasher
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Cincinnati, OH 45247
(Assoc Mem PRSSA Grad)

Sean T. Parker
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New Professionals

Meet the Pros Night By Elaine Koenig

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

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

Check the New Pros Web site at http://www.cincinnati-prsa.org/new_professionals.htm for more information throughout the year.

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

Job Bank

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

ProAm DAY

PRSA Professionals Needed for Pro Am Day
By Margot Benish

University of Cincinnati has submitted their list of students attending the Pro Am Day event and it's even bigger than last year. It looks like we are tracking for the biggest Pro Am Day participation by students ever! To make this successful, we need as many professionals as possible to participate so we can ensure every student has an opportunity to participate.

This year's Pro Am Day is scheduled for Tuesday, April 11 corresponding with the monthly luncheon. For those who have yet to participate in Pro Am Day, it is the Cincinnati Chapter's chance to show students their PR career through shadowing a PRSA professional. Shadowing takes place either before or after the luncheon for a couple of hours. Students want to see what you do, understand your segment of the industry, and see if it is something they want to pursue in their professional life. It's the perfect time to encourage students just entering the major as well as give some insight to those who are about to enter the workforce in public relations or a related field.

Tall Stacks

Tall Stacks Volunteer Opportunities
By Joe Feiertag, APR

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

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

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

Volunteer Bank

The Cincinnati PRSA Volunteer Bank Is Open for Business

By Jeff Seal, APR

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

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>

Investor Relations: Making Sense of Dollars & Cents By Emily Hennings

When a company enters the stock market, it not only gains access to public investors but also makes a major commitment to take on the responsibilities of a quotation. In addition to regulatory requirements, companies also face expectations from the market, analysts, investors and media who monitor and judge stock performance. Effective communication with these four key publics is the role of the investor relations professional.

According to “Introduction to IR” posted by the Investor Relation Society at www.ir-soc.org.uk, investor relations (also referred to as financial or shareholder relations) “encompasses the broad range of activities through which a quoted company communicates with its current and potential investors.” At www.prsa.org, the Public Relations Society of America defines the communications responsibilities of an investor relations professional as “creating and maintaining investor confidence, and building positive relationships with the financial community.” These experts must ensure that a company’s activities and objectives are positively perceived by present and potential investors in the financial community.

A key responsibility of an investor relations professional or department is responding to requests for company financial information from shareholders, institutional investors, brokers and the media. In investor relations, the decision of when to release company information can have a dramatic effect on the value of company stocks. By understanding and communicating the company’s key strategic initiatives and how they relate to sales growth, describing operational changes as a result of acquisitions, joint ventures or strategic alliances, and predicting future profitability, an investor relations professional can impact attitudes about the value of company stock.

According to the Investor Relations Society, it is the duty of an investor relations officer to not only communicate the performance and quality of company management, but also to report on the financial, market and growth predictions of a company. Information can be distributed through company visits, road shows, annual reports, one-to-one meetings, written statements and company websites.

However, investor relations is not simply a one-way channel of communication from the company to the market. This sector of public relations also involves relaying feedback from the financial community to the company. While investors and financial advisers are concerned with strategic and operational information that will help them predict how the company might perform in the future, companies are concerned with investor perceptions of company performance and stock value.

The Public Relations Society of America defines essential skills for an investor relations professional as follows — having effective writing and persuasive speaking skills, problem-solving capabilities, objective thinking, people skills and the ability to gather research properly. When applying for a job in investor relations, it is important to have a reliable knowledge base of the client or company's activities, and the ability to convey that information in a manner that convinces the potential employer of one's knowledge of the marketplace. For instance, Hawk Associate Incorporated, an investor relations company, asks its employees to have a good understanding of regulatory and financial issues, as well as a readiness to use technology.

Pursuing a career in investor relations also requires management and teamwork skills. An investor relations executive must be a leader capable of directing the work of the investor relations team. In turn, this team must be able to compile company facts and figures, and present an appropriate view of the company. The ability to command respect and gain the confidence of the finance and banking industries requires extensive research, experience and proper judgment to accomplish goals. In a world of increasingly publicized accounting scandals and corporate fraud, an investor relations professional must demonstrate complete honesty, integrity and a strong work ethic, as well.

To compensate professionals for the challenges of developing this broad skill base, investor relations professionals receive some of the largest salaries in public relations. According to www.salary.com, the average salary for an investor relations professional in the United States, not including any bonuses, is \$152,150.

As the process of globalization continues and the number of publicly traded companies increases, investor relations professionals are sure to find a company that matches their interests in products, corporate culture, corporate size and location. With a high demand for investor relations professionals, the main challenge for job applicants is determining which company offers the best stock options.

Student Requests

A graduate student needs your help!
By Sooyeon Kim
Grady College of Journalism and Mass Communication
University of Georgia
moon1020@uga.edu

Dear Public Relations Professional,

Would you please help a graduate student in need of information?

Your help is crucial in completion of my thesis. It is only with your help that this research will be successful.

I would greatly appreciate your help with my research by completing the survey.

By completing the survey you are agreeing to participate in the research. Please begin the survey now by clicking on the <http://www.surveymonkey.com/s.asp?A=111196525E73685> button.

If you have any questions about the research, now or during the course of the project, please contact me.

Visions Viewpoint

This program will begin April 1st... look for ID cards soon at a future PRSA Luncheon

F.I.N.S. Program



(Flash ID –N- Save)

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

What is F.I.N.S.?

F.I.N.S. is an acronym for “Flash ID -N- Save”. When members come to the Newport Aquarium, have them show their organization’s ID badge at the ticket window. The Newport Aquarium is able to provide preprinted cards with PRSA’s name on them to be distributed soon to members. These cards will act as an ID badge. The member and their guests will receive discounted ticket prices. (They must have their current, valid, organization ID to receive the discount.) Showing their organization’s ID badge will provide a \$2 discount for each adult and child ticket purchased and a \$3 discount for every senior ticket purchased. This discount will be taken off of the regular general admission price.

Some of the unique benefits of this program are:

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

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

The Generations Dynamic

Millennials. GenX. Boomers. Silents.

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

Coming to Cincinnati.

“Phenomenal”, his audiences repeatedly write in their evaluations.

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

Millennials. GenX. Boomers. Silents.

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

Generational Strategy.

Essential training. Understanding generational strategy is no longer an “option”.

Enhances your skill-set. Enhances your resume’.

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

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

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

Want to take a look at his website? www.genimperative.com

Want to ask him about the seminar? chuck@genimperative.com

Date: Friday, May 12

- Time:** Registration/Continental Breakfast: 7:45am - 8:20am.
Seminar: 8:20am - 12:00PM + optional Q/A session until 12:30pm.
- Place:** The Montgomery Inn Banquet Center, 601 E Pete Rose Way, Downtown Cincinnati
Click [here](#) for directions.
- Cost:** \$69 for Cincinnati Chapter PRSA Members; \$99 for non-members/guests
Payment is due by the reservation deadline. Checks are the preferred method of payment. However, we do accept MasterCard and Visa. Checks can be mailed to:
PRSA Cincinnati Chapter, PO Box 43242, Cincinnati, OH 45243.
Credit card info can be faxed to 513-984-9191 or emailed to acampbell@fuse.net
- RSVP:** Registration will close at Noon on Monday, May 8. Limited space. First come first served.
Reservations may be made one of three ways:
1) Call and leave a message on our chapter voice mail, 513-792-0402
2) Send an email to our Chapter Administrator, acampbell@fuse.net

Use Your Resume To Help Negotiate a Higher Salary

By Deborah Walker, CCMC

Career Coach ~ Resume Writer

Most job seekers believe that salary negotiation starts once they have an offer in hand, but nothing could be farther from the truth. In fact, your resume can make the difference between negotiating at the top end of the salary range—or the bottom end—in your next job offer. If that sounds strange to you, consider the following points:

- A prospective employer's first impression of you is created entirely by your resume.
- The employer's first impression of you will assign a value and build a level of urgency for the employer to contact you—before someone else does.
- First impressions are nearly impossible to change.

If your resume sells your skills short, then you can't expect to receive offers at the upper end of your salary scale. Your current resume could be losing you thousands of dollars in income power. By making a few key changes in your resume now, you can position yourself for higher salaries in the future.

There are three resume strategies for promoting high salary negotiation success:

1. Show that you are a high return on investment with quantifiable results.

Many job seekers throw around the phrase “results oriented”, but they fail to back it up with concrete evidence—leaving the reader to conclude otherwise. You may feel that you have no quantifiable evidence of your value in previous jobs, but every job has quantifiable results that can better reflect your worth on your resume. Revenue, sales dollars and material costs are not the only results that use numbers.

Consider using the number of man-hours saved in process improvements, the percentage of repeat customers, or the number of peers helped by a particular efficiency to help reflect your abilities. Every employee is hired to solve problems, and most problems have some quantifiable element at their core.

2. Illustrate the breadth of your experience.

Notice the use of the word “breadth” rather than “length” of experience. Just because a candidate has been doing a job for a long time does not necessarily mean he is worth

more. Breadth of experience focuses on quality, not quantity.

There are two key ways to express breadth of experience:

- *Industry knowledge*

Since industry expertise is usually in high demand, you can show your value through insider understanding of industry issues.

- *Transferable skills*

If your career spans many industries within the same occupation, highlight the transferable skills that have enabled you to bridge the gaps from industry to industry.

3. Entice the reader to want to know more about you.

Job seekers often make the mistake of assuming that the job of their resume is to inform the reader. Not so! The ONLY job of your resume is to entice the reader to want to know more about you.

What that translates to is an understanding of what to include and what to leave off your resume. Too much detail can distract the reader and lose his interest, but not enough information, and the reader will wonder what you have been doing with your life. A proper balance between detail and result will win the reader's interest and leave them saying, "I've got to call this guy for an interview today!"

A professional resume writer can create a resume that sells you as a high return on investment. By portraying you as someone with great breadth of experience and a wide range of critical skills, potential employers will see you immediately as someone of high value, building their vision—and your self-confidence—of you in the upper end of the salary scale.

Find more job-search tips and resume samples at:

www.AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com

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

**By Katie Crabtree Thomas
(614) 224-0034 or (800) 783-1983**

kcrabtree@ohpsych.org

Applications are now being accepted for the Ohio Psychological Association's (OPA) Psychologically Healthy Workplace Awards, which recognizes businesses and organizations that demonstrate a commitment to the psychological health and well being of its employees.

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

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

Member/Agency/Company News

Gail Myers – Health Alliance of Greater Cincinnati

Gail Myers, vice president, public relations and marketing, **Health Alliance of Greater Cincinnati**, has been named one of the “Top 10 Women in Advertising, Marketing and PR” by *Women's Business Cincinnati* in their first issue.

Justice & Young

Home Builder John Henry Homes Taps **Justice & Young Public Relations** to direct local PR for ABC's *Extreme Home Makeover* in Northern Kentucky.

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)

DAVID C. RICKEY, APR, NAMED TO FILL DIRECTOR VACANCY ON PRSA BOARD OF DIRECTORS

By Cedric L. Bess

212-460-1495

cedric.bess@prsa.org

NEW YORK (March 22, 2006) - David C. Rickey, APR, has been named to fill the vacancy on the Public Relations Society of America (PRSA) board of directors created by the resignation of Gary D. McCormick, APR. Rickey, vice president - public relations, Alfa Insurance, Montgomery, Ala., will fulfill the remainder of McCormick's term, ending Dec. 31, 2007.

"We are thrilled that our members will benefit from the leadership and experience of Dave Rickey as a member of the national board," said PRSA President & CEO Cheryl I. Procter-Rogers, APR, Fellow PRSA. "He has demonstrated time and again his passion for PRSA and for our profession. We welcome him to the team!"

"This is an incredible honor. I am so excited about working with the Board, our volunteer leaders and with PRSA staff," said Rickey, who has held numerous national leadership positions within PRSA over the years.

Currently serving as the chair of the Board of Ethics and Professional Standards (BEPS), a position he has held since 2003, Rickey also served as co-chair of the PRSA 2003 International Conference in New Orleans. He has also served on the following committees: Audit (chair), Corporate Outreach, Executive Search, Financial Advisory, Leadership and Governance, Nominating and Strategic Planning.

Rickey was among four candidates from the Southeast District seeking the position who were interviewed by the PRSA Executive Committee and approved by the Board of Directors. Article IV, Section 3a of the PRSA Bylaws states: *Vacancies occurring among the Directors, other than the office of President and CEO or President-Elect, may be filled for the balance of the unexpired term by the Board of Directors at any regular meeting or at any special meeting called for that purpose.* McCormick resigned his position on the PRSA board of directors due to the demands of his professional career.

17th Annual PRSA Health Academy Conference

Are you prepared - as a health care communicator - to provide the communications solutions that impact the key constituents you serve?

The PRSA Health Academy can help you answer that question and manage the cutting-edge issues confronting the world of health care public relations at the...

17th Annual PRSA Health Academy Conference

April 5-7, 2006

The M Street Hotel

Washington, D.C.

Consumers Industry and Government: Preparing for America's next great challenge in health care public relations

Benefit from the strategic sessions that include a pre-conference seminar, concurrent tracks, and outstanding plenary presentations. Highlights include:

April 5

- Pre-conference seminar at the U.S. Food and Drug Administration (FDA)

April 6 - 7

- Keynote speaker **Judy Woodruff, former host of CNN's *Inside Politics***, will speak about the political climate in Washington today and how it is likely to affect health care issues.
- Moderator **Bill Griffeth, host of CNBC's *Power Lunch***, will lead a panel discussion on Dealing with Seismic Change - Communicating Medicare Part D. Lessons from the Frontlines (Plenary)
- Plenary session featuring key insights and lessons learned from media and public relations experts who lived through some of 2005's scariest crises
- Concurrent sessions in three key areas: Pharmaceutical, Payor/Insurers and Hospitals/Providers
- Media lunch - "Meet the Health Care Media"

Don't miss this premiere event for public relations, communications and public affairs executives in the health care industry.

Visit <http://www.healthacademy.prsa.org/> to register and for program details.

The PRSA Health Academy - where health care and public relations intersect

**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 (March & April):

Date	Event	Location	Contact	Category	Other
March 2006					
31	Association/Nonprofit Section Conference	New York, NY	Tina Honer	PD - Association/Nonprofit	
April 2006					
3	Strategic Communication Planning and Action	Seattle, WA	Genevieve DeLaurier	PD - Strategic Planning	

3	Towards a New Global Public Relations Model: From Theory to Practice – Free Teleseminar	N/A	Genevieve DeLaurier	PD - Executive Education	
4	Towards a New Global Public Relations Model: From Theory to Practice – Free Teleseminar	N/A	Genevieve DeLaurier	PD - Executive Education	
5	What a Long, Strange Trip It's Been: Selling Tacoma's Superfund Cleanup to the Community Teleseminar	N/A	James Abel	PD - Environmental	
5-7	PRSA Health Academy 2006 Spring Conference	Washington, DC	Melany Simpson	PD - Health Academy	
6	Reaching Out to the Next Generation of Online Public Relations: Integrated Newsrooms, Clipsheet Analysis, Media Contacts and Blogs	N/A	Genevieve DeLaurier	PD - Technology	
6-7	Crisis Communication Strategy	New York, NY	Genevieve DeLaurier	PD - Crisis Communications	
11	Reputation Management for Reputation Managers	N/A	Genevieve DeLaurier	PD - Reputation Management	
13	Develop an Approval Process That Doesn't Drive You Nuts	N/A	Genevieve DeLaurier	PD - Writing	
18	Help! My Office Is Obsolete - Transforming a Small Office from Drab to Fab	N/A	Genevieve DeLaurier	PD - Firm Management	
19	Effective Communication: A Leading Indicator of Financial Performance — The 2005/2006 Watson/Wyatt Communication ROI Study Teleseminar	N/A	Merideth McIntyre	PD - Employee Communications	
19-21	2006 CHE National	Washington,	Melany	PD - Counselors to	

	Senior Summit	D.C.	Simpson	Higher Education	
20	How to Hit It Out of the Ballpark When Presenting to Senior Management	N/A	Genevieve DeLaurier	PD - Presentation Skills	
21	Developing a Winning Communications Plan	Chicago, IL	Genevieve DeLaurier	PD - PR Planning	
25	The Board and C-Suite Praise It: New Metrics for PR Teleseminar	N/A	Chris Tearno	PD - Counselors Academy	
26	Growing Your Independent Practice: How to Build a Business That Works for You Teleseminar	N/A	James Abel	PD - Independent Practitioners Alliance	
27	Making Managers and Supervisors Better Communicators	N/A	Genevieve DeLaurier	PD - Employee Communications	
27-28	Western District Conference	Hollywood, CA	Denis Wolcott	District Conference	
30-2	PRSA Military and Public Safety Section 2006 Conference	Baltimore, MD	Tina Honer	PD - Military and Public Safety	