

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

Tricks and Treats By Carrie Krysanick, APR

How did it get to be fall already? More importantly, why are there Christmas decorations in the stores? In other words, where has this year gone?

As I wrap up my presidency, I'll give you a few updates.

I hope you were able to take advantage of the info-packed Media Day, organized by Lisa Desatnik. There were lots of great insights, including those of an impromptu media luncheon panel who saved the day after our speaker cancellation. Kevin Dugan led the media panel in a discussion of what makes a "Bad Pitch." We all think we know this, but it never hurts to hear it over and over and over and over...well, you get my point.

Our Chapter delegates are busy getting ready to represent us at Assembly in Salt Lake City during the International Conference. While the Chapter provides some financial support, this is a huge commitment of time, energy and usually some finances of their own for these delegates, so we are most grateful. This year, Mike Boehmer, Debra DeCourcy and Jeffrey Seal will be representing the Cincinnati Chapter interests. Three cheers for our three voters!

Hats off also to our Cincy New Pros group who is shouldering the responsibility for administering the East Central District Diamond Awards this year (and next year). It's the Cincinnati Chapter's turn to take on this large-scale project for the district and it's a lot of work. Nicole Ropp of the Cincinnati Northern Kentucky International Airport has taken the lead on this and is doing a fantastic job. This project will make money for the Chapter which will largely fund the New Pros initiatives.

Speaking of awards, I hope to see you at the Blacksmith Awards Banquet on Thursday, November 16 at The Phoenix downtown. It's a great opportunity to celebrate the great PR work of the Chapter. Even if you did not submit an award, you'll feel like a winner at this party! See you then!

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.

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

- 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

- 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).

- 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.

Mark Your Calendar

BLACKSMITH AWARDS DINNER -- November 16

You are invited to join the Cincinnati Chapter of PRSA in honoring outstanding work by the professionals in our public relations community.

Hollis Towns, managing editor of the Cincinnati Enquirer, will serve as emcee for the evening, and will be joined by Mark Perzel of WGUC-FM.

- Where:** The Phoenix
812 Race Street, downtown Cincinnati
- Time:** 6:00 PM Registration and social hour
6:30 PM Dinner served
7:00 PM Program begins
- Cost:** \$50 per person
Checks and cash are our preferred method of payment. However, we do accept MasterCard and Visa. Payment can be made prior to event OR at the door. To prepay, checks can be mailed to Cincinnati PRSA, PO Box 43242, Cincinnati, OH 45243. Credit card information can be faxed to 513-984-9191 or emailed to acampbell@fuse.net
- RSVP:** By November 10. Reservations can be made by emailing our Chapter Administrator, Anne Campbell, at acampbell@fuse.net or by calling our voice mail at 513-792-0402.

Will be accepted until RSVP deadline above. After that time you are still **Cancellations:** financially responsible for the cost of your reservation, even if unable to attend.

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

Information for Those with their APR and Those Without By Connie Kolita, APR

YOU, APR!

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

PRSA Accreditation is the worldwide symbol 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 local Accreditation Chair Connie Kolita and colleagues can help "coach" you through this process.

ACHIEVING YOUR APR: THE STEPS

1. Take Cincinnati PRSA's APR Review Class (highly recommended!). The next class is expected to take place in Spring 2007 (two-hour class once a week for eight or nine weeks, plus study groups if desired). Read the suggested class textbook.
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. Sit for and advance through the "oral portion," which is called "Readiness Review"... there are two documents you'll need to complete for this:
 - Candidate's Readiness Review Questionnaire
 - PR Plan.
4. Sit for and pass the "written portion" of the process which is the "computer-based examination."
5. Celebrate! (FYI, this process typically takes three to six months.)

CALLING CURRENT CHAPTER APRs: READINESS REVIEW PANEL HELP NEEDED

Are you an APR interested in sitting on a local APR Readiness Review panel? You'll earn APR credit.

For more information about any of the blurbs above, contact Cincinnati Accreditation Chair Connie Kolita at KolitaCM@fhlbcin.com. You can also read about accreditation on the PRSA National web site, www.prsa.org, click on Accreditation (APR) link.

Blacksmith Awards

2006 Blacksmith Awards
Presented by the Cincinnati Chapter of the
Public Relations Society of America (PRSA)
By Jon Reischel, APR

You are invited to join the Cincinnati chapter of PRSA in honoring outstanding work by the professionals in our public relations community.

Thursday, November 16, 2006
The Phoenix
812 Race Street, downtown Cincinnati

6:00 p.m. – Registration and social hour
6:30 p.m. – Dinner served
7:00 p.m. – Program begins

Hollis Towns, managing editor of the *Cincinnati Enquirer*, will serve as emcee for the evening, and will be joined by **Mark Perzel** of WGUC-FM.

Tickets:

\$50 per person

RSVP

- Via e-mail: acampbell@fuse.net
- Via Web site: www.cincinnatiprsa.org and click "Blacksmith Awards"
- Via phone: (513) 792-0402

Sponsorship Opportunities

Award Sponsors: \$150

- 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)

Please contact Megan Licursi at megan@licursi.net or 513-404-2545.

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

Follow-Up and Media Day 2007 By Lisa Desatnik

I want to thank everyone who generously gave of their time to help make Media Day a success. There are so many people who pulled together at the end to offer their insight, time and resources. I appreciate each and every one of you! I appreciate the panelists going the extra effort to present topical and important information for all of us.

To everyone who attended the day, thank you for taking time from your schedules to come. I hope that you walked away with information that will be useful to you in your jobs. That was our ultimate goal.

I welcome any comments or suggestions you have for Media Day.

Thanks!

Mentoring Moment

Mentoring Moment *Member Tony Kruessel Finds Value In Mentoring Program* By Pam Gilchrist, APR

When PRSA member Tony Kruessel needed guidance for managing PR in a non-profit setting he connected with a PRSA Mentor.

“The Mentoring Program is great for people new to the profession,” Tony said. “As my mentor, Rick Pender, APR, PRSA Fellow, gave me sound advice on the business and the differences in freelance, agency, corporate and non-profit communications.”

“A lot of our conversations centered on my career goals and how to obtain those goals,” Tony said. He went on to explain, however, that he did not look to his mentor to help him find a job.

“Clearly, the mentoring program should not be used as a job search,” Tony said. “That being said, however, my mentor did open up channels to new networks and contacts for me to explore. Overall, the program was a great way to interact with a senior PR pro, developing both a professional relationship and a friendship. I would do it again in a second.”

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

If you would either like to be connected to a mentor or to serve your chapter as a mentor, please contact Board Member Pam Gilchrist at pgilchrist@pr-link.com.

New Members

Joni Sullivan Baker
Prin
Buoyancy Public Relations
106 Kilkerry Way
Loveland, OH 45140-5422
513-319-3231
jonisbaker@aol.com

Jennifer M. Bellin
Dir, P R
Cincinnati Opera
1243 Elm St
Cincinnati, OH 45202
513-768-5504
jbellen@cincinnatiopera.org

Christina Golembiewski
1150 Thornwood Circle
Cincinnati, OH 45230
513-624-8427
kryisia15@cinci.rr.com

Brian C. Gregg

Spokesman/Commun Mgr
Hamilton Co. Dept. of Job & Family Services
222 E Central Parkway
Cincinnati, OH 45202
513-946-1728
greggb@jfs.hamilton-co.org

Stacy Wessels, APR
President
Image Factory Inc.
330.730.5599
stacywessels@cinci.rr.com
(Relocated from Akron)

REINSTATEMENT:

Brian Clifford
Acct Mgr
Freeman Communications
1369 Cox Ave
Erlanger, KY 41018
859-594-5007
brian@freemancommunications.biz

New Professionals

The Cincy New Pros group welcomes up and coming PR practitioners and communication strategists with five or less years of experience. We invite you to participate in events targeted specifically to topics relevant to establishing yourself as a successful public relations practitioner.

One of the greatest benefits to participating in the Cincy New Pros is the networking. Meet with other new professionals and seasoned PR veterans at each fun, relaxed and informal events and learn more about relevant PR hot topics such as media relations, event planning and crisis communication.

If you are interested in being added to the Cincy New Pros email list, please email Elaine Koenig at elaine.koenig@kentonlibrary.org.

Job Bank

Looking for a list of open PR positions in the Tri-state? The PRSA Cincinnati Chapter's Job Bank matches public relations resumes with open area communications positions. Visit www.cincinnati.rrsa.org and click on the "Job Bank" button.

Interested in submitting your resume to the Job Bank? For PRSA members, please email an electronic copy to Josh Hammond:

jhammond@northlich.com

Non-members should email an electronic copy to Josh Hammond and mail a \$25 check for a three-month membership in the Bank. Please include a brief cover note indicating employment preferences and any companies to whom you do not wish us to release your resume.

PRSA Job Bank
c/o Joshua Hammond, APR
Northlich
720 East Pete Rose Way, Suite 120
Cincinnati, OH, 45202

Employers wishing to post their job openings can email the position announcement to Josh Hammond at:

jhammond@northlich.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.

Werner-VonderHaar-Bogart Award

Werner-VonderHaar-Bogart Award Winner Announced By Debra DeCourcy, APR

Mike Boehmer, APR, former president of the Cincinnati PRSA chapter, has been selected as the 2006 recipient of the Werner-VonderHaar-Bogart Award.

Boehmer, who served as chapter president in 2004, will be presented with the award, the highest honor provided by the chapter to a chapter member, at the 2006 Blacksmith Award ceremony on November 16 at The Phoenix.

The Werner-VonderHaar-Bogart Award was named for William Werner, Edward VonderHaar and Judith Bogart, three Cincinnati PRSA chapter presidents who went on to serve as presidents of PRSA National. Together and individually, each believed in service to the Chapter, to the Society and to the profession.

Boehmer is an excellent example of service at all three levels. According to his W-V-B-nomination, "Mike has been a great asset to the chapter and has quietly and consistently served the Society without expecting recognition in return." In addition to serving as a chapter president, he also has served as chapter delegate to the National Assembly, program chair, Media Day chair and board member. He has helped advance the profession by serving as guest lecturer to students at Ohio University and Northern Kentucky University. And he continues to serve his community as president of the board of directors of Gateway House, a transitional housing facility for recovering addicts and alcoholics.

Congratulations to Mike on this most prestigious honor.



College View

Miami University PRSSA:

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

CW Network: New Network Means New Tactics

By Katie Lind

If you noticed the channels of your television changing, do not assume you are losing your mind. ‘Reorganization’ of Miami’s channels occurred with the airing of the brand-new CW network. This network aims to utilize innovative, virtual techniques to attract audiences.

The CW network aired its lineup of shows beginning Oct. 9. The new network is part of the CBS Corporation and Warner Bros, with the 'C' standing for CBS and the 'W' for Warner.

According to the CW Web site, cwtv.com, the new network will have six nights of primetime programming, and overall show 30 hours of programming throughout the week.

This new network was born from a combination of hit television shows from the WB and UPN networks. Shows such as *America's Next Top Model*, *7th Heaven*, *Gilmore Girls*, *Veronica Mars*, and *Friday Night Smackdown*, will appear on the network, as well as a wide variety of new sitcoms such as the show *Runaway*, about a family in Iowa on the run from the law.

Representatives of the CW are taking a more creative approach when discussing just what the network means.

"I don't look at us as launching a new network", Rick Haskins, Executive Vice President of Marketing and Brand Strategy for the CW network, said. "I look at us as launching a new entertainment brand."

Haskins and his team of marketing and brand strategists will work together to reach their target audience the best they can. While doing this, CW is taking a different approach to conventional advertising.

The network feels in order to reach its intended audience of 18- to 34-year olds, they must contact them through the digital world. Broadcasters plan to exploit the Internet, iPod, and other popular technologies to help establish its place in the market.

Other interesting spins on the advertising and promotional efforts of the network include an opportunity for viewers to have hands-on involvement with the promotional process.

CW's "Free to be Famous," feature allows viewers to build their own promotions of CW shows that can include photos of their friends and family. They will be alerted by e-mail if their piece spots on the air, determined through online voting.

CW is also using the popular online social networking site myspace.com, with a dedicated hub to the network. This past week, the network used myspace.com to launch a contest that will give a band the chance to play on the drama "Supernatural."

CW is not only concerned with trying to engage its target audience, but it also wants to include features that will be educational and interesting to viewers. Tie-ins to products will appear on many of the popular television shows, such as beauty tips from Procter and Gamble's Herbal Essence hair products during *America's Next Top Model* commercial breaks.

“This new network will serve the public with high-quality programming and maintain our ongoing commitment to our diverse audience,” Les Moonves, the chairman of CBS, said, according to the article ‘*Gilmore Girls*’ meet ‘*Smackdown*’ published on cnmmoney.com.

Stacey Lynn Koerner, president of the consumer experience at Interpublic Media states “they’ve taken the best of two networks and put them together on a single network. I think it’s a win-win from a content standpoint.”

Content is exactly what the CW is depending on to launch their network and make it flourish. Many feel they will be successful in doing so because of the innovative ways in which they invite the viewer to become a participant in the entertainment experience.

NKU PRSSA:

www.nkuprssa.org

What Happens When?

**By Kelly Warman
President Elect**

As the school year kicks off, student organizations of all sorts begin recruiting for new members. The PRSSA is no exception. But, what happens after the school sponsored events are over? What happens when people stop coming up to you asking about your organization? What happens when emails stop appearing in your inbox? Some people would say your efforts are over for the semester, and there is always time later in the year to look for new faces. Not me. I say, this is when you need to put those PR skills to work!

If you are like me, you know that effective PR never quits. Everything is fine and dandy when people are excited about getting involved, but it is when the quiet sets in that the real work starts. PR is not about coasting your way through. It is about working hard to earn respect, gain new members, and succeed as an organization.

So what happens when people stop asking about your organization? I will tell you. This is the time for you, as current members to start asking questions. I know, it sounds a little crazy, but how many times have you learned about an organization, a job, a class, etc. because someone came up and asked if you were interested? By seeking people out and talking to them about their interests and whether they would like to join, you have established a relationship with that person. You have made them feel that they are so important to your organization, that you hunted them down, and found them. By doing this, member’s attitudes remain upbeat during slower times of the year. Your organization will gain a reputation as THE organization to join.

My advice? When your phone stops ringing, when your inbox says empty, and when it looks like your work is done, that is when it is time to go into turbo-drive. The work is really just beginning.

Visions Viewpoint

Wordsworth Communications Invitation

By Shannan Boyer

Wordsworth Communications would like to invite members of PRSA to attend downtown's newest seafood restaurant McCormick & Schmick's pre-opening cocktail reception on Nov. 15 from 5:30 - 8:30p.m. The evening is open to the first 50 PRSA members to RSVP. If you would like to attend, please contact Shannan Boyer at Wordsworth, 513-271-7222 ext. 11.

Emotionally Connect Your Employees to Your Business

Let them know "what's in it for them."

Learn how at the November 15 meeting of IABC/Greater Cincinnati

Building and nurturing a brand among employees can be as critical to success as promoting a brand among customers and clients. At the November 15 IABC/Greater Cincinnati meeting, Mark Schumann, ABC, coauthor of the book, *Brand from the Inside*, will tell us "How to Emotionally Connect Your Employees to Your Business." This session will focus on how to build an employer brand to make a difference in how your business recruits, retains, and engages employees.

As Managing Principal, Towers Perrin, Mark specializes in helping businesses use communication, change management and measurement approaches to help employees see "what's in it for them" and to engage, motivate, and emotionally connect employees to the business. Employees who see their workplace as a good place are more likely to believe and promote their employer's product or service as a good one.

During the past 25 years, Mark has counseled leaders of dozens of major businesses around the world during many challenging situations of defining change. In the process, Mark has garnered recognition and awards from IABC and others. He won 13 Gold Quill Awards of Excellence and 34 Silver and Bronze Quills and was named Communicator of the Year of Houston in 1988 and Communicator of the Year of Dallas in 1990. Ten times Business Insurance Magazine selected Mark for awards of excellence in employee communications, and the U.S. International Film Festival twice named films he created as "Best Picture of the Year." Mark is Accredited Business Communicator of IABC and a member of the IABC Executive Board of Directors.

How Do You Connect?

What have you done to build and nurture your brand among your employees? If you're working on or have recently completed an internal branding project, share your ideas and perhaps some samples with your colleagues at your lunch table.

The November 15 meeting starts at noon and includes lunch at the Montgomery Inn Banquet Center, 601 E. Pete Rose Way, Cincinnati.

Please reserve your place by November 8 at iabc_greatercinti@yahoo.com.

PR Grants Available for Non-Profit Organizations
Application Deadline December 31; \$25,000 in Awards To Be Made
Contact: William J. Comcowich, CyberAlert, Inc.
comcowic@cyberalert.com
Phone: 203-375-7200

Stratford, CT –9/19/2006– CyberAlert, Inc., an online media monitoring company, today announced that, for the fourth consecutive year, the company will award a minimum of 10 public relations grants to not-for-profit organizations. Each grant consists of one full year of free news monitoring / press clipping services, ranging in value from \$2,700 to \$3,900. The aggregate value of the grants is expected to total at least \$25,000.

In January 2006, CyberAlert awarded 16 grants with a total value exceeding \$35,000. Recipients of the PR grants included the Alliance for Consumer Education, Canada's National History Society, FishAmerica Foundation, Global Fund for Women, JA Worldwide (Junior Achievement), Marine Biological Laboratory at Woods Hole, National Coalition to Abolish the Death Penalty (NCADP), National Rural Health Association (NRHA), Oklahoma City National Memorial, Partnership Against Domestic Violence, and Relief International.

The previous year CyberAlert awarded PR grants to 16 not-for-profit organizations including the American Jewish World Service, Common Cause Education Fund, Islamic Society of North America, Mothers Against Drunk Driving (Canada), National Alliance for the Mentally Ill, and National Network to End Domestic Violence. In 2004, PR grant winners included Alzheimer's Foundation of America, American Association of Poison Control Centers, Earthwatch Institute, La Leche League, Lutheran World Relief, and RespectED program of the Canadian Red Cross.

All not-for-profit, educational and charitable organizations in the United States and Canada are eligible to apply for the grants, except previous grant recipients. CyberAlert is accepting grant applications until December 31 and will announce the grant recipients in January. A simple and secure grant application is available online at <https://secure.cyberalert.com/grants.html>.

“The PR grant program is one way for CyberAlert to assist not-for-profit organizations and to give back to the public relations profession that has helped our business grow and expand successfully over the past six years,” stated William J. Comcowich, CEO of CyberAlert.

Founded in 1999, CyberAlert (<http://www.cyberalert.com/>) is a worldwide press clipping, media monitoring, broadcast monitoring and Web clipping service. Its CyberAlert® 4.0 worldwide news monitoring service monitors over 25,000 online news sources each day in 17 languages. The company's TV broadcast monitoring service monitors the closed caption text of over 2,100 news programs on over 500 TV stations in the Top 100

markets in the United States. To monitor consumer discussion (online word-of-mouth), its NetPinions™ service monitors over 95,000 Web message boards and UseNet news groups for consumer insight about companies, products, key issues and trends and its BlogSquirrel™ service monitors over 5 million blog postings each day from a total of 20 million blogs worldwide.

Additional information about CyberAlert services is available at <http://www.cyberalert.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.

If you'd like to see how it works at our affiliated Web site in Northern Kentucky, please visit 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 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.

This program has begun April 1st... 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.

Member/Agency/Company News

- **Rodger Roeser, APR** has been appointed President of **Eisen Management Group**.
- **Dawn Woods** and *Encounter* have been booked for the entire month of October at MESH. Friday and Saturday nights from 8:45pm -12:45am on. Jazz/R&B/Dance/Originals.

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)

**COMMITTEE,
ADVISORY BOARD,
AND TASK FORCE
CHAIRS**

PRSA committees and task forces, appointed by the Board of Directors, provide guidance and direction at the policy-making and operational levels of the Society.

[Click here to view a list of our 2006 committee chairs.](#)

PRSA LAUNCHES “ASPECTS OF LEADERSHIP”

New "Blended Learning" Professional Development Program Debuts at the 2006 PRSA International Conference in Salt Lake City

**Cedric Bess
212-460-1495**

NEW YORK (Oct. 9, 2006) – The Public Relations Society of America (PRSA) announces the launch of **Aspects of Leadership**, its latest professional development offering. Aspects of Leadership focuses on building essential leadership skills and reveals how public relations can influence society. Created for mid-level PR professionals, Aspects of Leadership begins as a one-day seminar and is followed by four weeks of online participation. This new blended learning format that integrates traditional classroom teaching with distance learning is designed to fit management education onto busy schedules, while giving participants the tools they need to become successful leaders.

The seminar is presented by D. Quinn Mills, who will also facilitate the online participation. Dr. Mills is the Alfred J. Weatherhead Jr. Professor of Business Administration at Harvard Business School. He has authored two publications: *Leadership: How to Lead, How to Live*; and *Principles of Management*, both published by MindEdge Press. A pioneer in online education, Dr. Mills taught the first online course at the Harvard Business School, “How to Lead, How to Live.”

“Blended learning is a new approach for PRSA,” says Barbara McDonald, vice president of marketing for PRSA. “Aspects of Leadership is designed to be a convenient learning

tool for the very busy professional who seeks instruction in a concentrated environment, then continue the leadership training privately within his or her own schedule.”

Aspects of Leadership also identifies key leadership obstacles and how to overcome them, seven bases for leadership, nine qualities of a leader, how to lead in a team setting and issues surrounding work-life balance and how to find personal fulfillment.

Offered first on Saturday, Nov. 11 as a pre-conference seminar to PRSA’s annual International Conference in Salt Lake City, and again on Dec. 1, in New York City at PRSA headquarters, this program is priced at \$795 for PRSA members and \$895 for nonmembers. Details and registration information can be found at www.prsa.org in the Calendar of Events.

About MindEdge

MindEdge is an educational content provider, publisher, and supplier of online programs for adult learners. Clients include business schools at leading colleges and universities, as well as major corporations and associations. Using relevant, engaging online content and supporting course texts and article compilations, MindEdge helps adults build essential skills and competencies.

TAVIS SMILEY AND ANDREW HEYWARD ADDED TO PRSA 2006 INTERNATIONAL CONFERENCE SPEAKER LINEUP

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

NEW YORK (Aug. 24, 2006) – The premier public relations event of the year just got even better! Broadcaster, author, advocate and philanthropist **Tavis Smiley** and former CBS News president **Andrew Heyward** will share their words of wisdom during the Public Relations Society of America (PRSA) 2006 International Conference, *Benchmarking Your Public Relations Strategies with the Best*, Nov. 11-14, at the Grand America Hotel in Salt Lake City.

The Conference kicks off with two powerful speakers: Smiley and *Newsweek* managing editor **Jon Meacham**. Smiley, host of the late night television talk show, *Tavis Smiley* on

PBS and *The Tavis Smiley Show* from PRI, and Meacham, known as “one of the most influential editors in the news magazine business,” will be the featured speakers during the Opening General Session on Sunday, Nov. 12.



Tavis Smiley (left) and Jon Meacham

Monday’s General Session features former CBS News president Andrew Heyward. Currently serving as an adviser to organizations on the transition to digital media, Heyward was president of CBS News from January 1996 to November 2005 – the second longest tenure of any president in the nearly 50-year history of CBS News. Heyward will share his insights during his session, “News in a Digital World: How it’s Changing and Why You Should Care.”



Andrew Heyward

“In today’s dynamic public relations environment, experience is not enough. Taking strategies and tactics to the next level is critical for organizational success,” explains PRSA President and CEO Cheryl Procter-Rogers, APR, Fellow PRSA. “This year’s conference will feature expert speakers and industry professionals who will share their expertise to help attendees achieve that success.”

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, as well as “Fireside Chats” – an exclusive opportunity to discuss the public relations profession with two of the industry’s most respected leaders – **Richard Edelman**, president and CEO, Edelman, and **Harold Burson, APR, Fellow PRSA**, founder and chairman, Burson-Marsteller.

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. Attendees also won’t want to miss the New Audience Center, showcasing the latest technologies that are transforming the way we work and communicate.

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](#).

JEFFREY JULIN NOMINATED AS 2007 PRSA PRESIDENT-ELECT
Colorado Executive, 10 Others, Nominated to Lead Public Relations Organization
By Cedric Bess
212-460-1495

A leading Colorado-based public relations executive has been nominated as the next president-elect of the Public Relations Society of America (PRSA), the public relations industry’s largest professional organization with more than 30,000 professional and student members.

Current national PRSA Treasurer Jeffrey Julin, APR, has been nominated as the 2007 president-elect of PRSA. Julin was among 11 selected for nomination Aug. 4-5 in Chicago by the Society's 21-member Nominating Committee, chaired by 2004 PRSA President and CEO Del Galloway, APR.

A PRSA national board member since 2002, Julin served as the board secretary in 2005. He is president of MGA Communications, a Denver-based public relations firm consistently ranked as one of the region's top communications firms and nationally recognized for its award-winning work in community relations and issues management. Immediate past president of the Public Relations Organization International, a global network of independent public relations firms, Julin serves on the University of Colorado at Denver Health and Sciences Center and the Center for Bioethics and Humanities Advisory Board. He is a long-term member of the Denver Metro Chamber of Commerce Public Affairs Council.



Jeffrey Julin, 2007 PRSA President-Elect Nominee

“I am extremely pleased and honored to be nominated,” said Julin. “If elected, I look forward to continuing the incredible work the organization is doing to make a difference to our members, their careers and our profession.”

Joining Julin as 2007 nominees are public relations leaders from diverse geographic and professional sectors of PRSA and the profession, including:

- **Anthony D'Angelo, APR**, as treasurer. D'Angelo is director of global marketing communications for Carrier Corporation's Transicold Division, Syracuse, N.Y.;
- **Michael Cherenson, APR**, as secretary. Cherenson is vice president of The Cherenson Group, Livingston, N.J.;
- **Christopher Veronda, APR**, as director, Northeast District. Veronda is manager, communications initiatives, management & employee communications of Eastman Kodak Company, Rochester, N.Y.;
- **Leslie Backus, APR**, as director, Sunshine District. Backus is president of Leslie J. Backus Public Relations, Davie, Fla.;
- **Francis Onofrio, APR**, as director, Tri-State District. Onofrio is president of Mason Onofrio Public Relations, Bethany, Conn.;
- **Dennis Gaschen, APR**, as director, Western District. Gaschen is professor and public relations consultant at California State University, Fullerton, and solo practitioner, Orange, Calif.; and
- **Thomas Eppes, APR, Fellow PRSA**, as director-at-large. Eppes is senior partner of Eric Mower and Associates, Charlotte, N.C.

Three other public relations professionals were nominated to serve as delegates-at-large for the 2007 Assembly, including:

- **Kristie Aylett, APR**, principal, KARD Group, Ocean Springs, Miss.;
- **Jane Dvorak, APR**, president, JKD & Company, Inc. Lakewood, Colo.; and
- **Elisabeth Galligan, APR**, president, Newberry Public Relations & Marketing, Inc., Rumford, R.I.

“The Nominating Committee is pleased to present these candidates to the PRSA Assembly and membership,” said Galloway. “This exceptional group of professionals

will bring a strong commitment to advancing the profession and the professional to the PRSA board of directors.”

The nominees will stand for election November 11 at the Society’s annual Assembly, which precedes the 2006 PRSA International Conference in Salt Lake City. If elected, they will join the 2007 board, which will be headed by current President-Elect Rhoda E. Weiss, APR, Fellow PRSA, president of Rhoda Weiss & Associates, Santa Monica, Calif. As immediate past president, current PRSA President and CEO Cheryl Procter-Rogers, APR, Fellow PRSA, will join them in the Society’s governance.

National PRSA Calendar of Events (October & November):

Date	Event	Location	Contact	Category	Other
October 2006					
17	<u>Cooking Up Good Stories With a Focus on Food and Beverage Trends: Presented by the PRSA Food and Beverage Section</u>	N/A	<u>Tina Honer</u>	Techniques & Tactics	
17	<u>Overcoming Fear of Identity Theft: Using public relations to fight misconceptions and drive consumer adoption</u>	N/A	<u>Colleen Seaver</u>	Techniques & Tactics	
18	<u>How Social Media are Changing Public Relations: Hear about the impact of continuous technology change</u>	N/A	<u>Colleen Seaver</u>	Technology & Emerging Trends	
19	<u>Make Your Copy More Creative</u>	N/A	<u>Colleen Seaver</u>	Techniques & Tactics	
23	<u>Podcasting Workshop</u>	New York, NY	<u>Colleen Seaver</u>	Technology & Emerging Trends	
24	<u>Class-Action Litigation and Reputational Stress: How to use public relations strategies to fight back!</u>	N/A	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
25	<u>Go Ask Your Search Engine:</u>	N/A	<u>Melany</u>	Technology &	

	<u>Utilizing News Search and Blog Search to Increase Visibility for Your Institution</u>		<u>Simpson</u>	Emerging Trends	
26	<u>Making Managers and Supervisors Better Communicators: Overcome the basic pitfalls on your way to a leadership position</u>	N/A	<u>Colleen Seaver</u>	Management & Leadership	
26	<u>Seeing New Value in Association/Nonprofit PR: A Key to Finding and Keeping Members and Donors: Presented by the PRSA Association/Nonprofit Section</u>	N/A	<u>Tina Honer</u>	Relationship & Reputation	
27	<u>Developing a Winning Communications Plan: Get organized and get results!</u>	San Francisco, CA	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
30	<u>Writing That Sells — Products, Services and Ideas</u>	Philadelphia, PA	<u>Colleen Seaver</u>	Techniques & Tactics	
30-31	<u>Crisis Strategy for Senior Advisers and Leaders</u>	New York, NY	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
November 2006					
2	<u>Communications Planning: Start here for more effective planning</u>	N/A	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
7	<u>APR Study Program: Problem-solving skills</u>	N/A	<u>Colleen Seaver</u>	APR	
7	<u>On the Edge of Influence — New Media and the Agency of Tomorrow</u>	N/A	<u>Chris Tearno</u>	Technology & Emerging Trends	
9	<u>Take the “Numb” Out of Numbers: How to make statistics more interesting and accessible</u>	N/A	<u>Colleen Seaver</u>	Techniques & Tactics	
11	<u>Accreditation Power Play</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	APR	
11	<u>Aspects of Leadership</u>	Salt Lake City, Utah/four weeks online	<u>Colleen Seaver</u>	Management & Leadership	

11	<u>Building a Productive Organizational Culture: Why the PR Practitioner Is Indispensible</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Management & Leadership	
11	<u>Creating True Client-Agency Partnerships</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Relationship & Reputation	
11	<u>Executive Podcasting Workshop</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Technology & Emerging Trends	
11	<u>How to Measure the Success of Your Communication Programs</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
11	<u>Measuring Communication Effectiveness - The CES as a Benchmarking Tool</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
11	<u>Pitching Secrets of the Pros</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Media Relations	
11	<u>Writing That Sells - Products, Services and Ideas</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Techniques & Tactics	
11-14	<u>PRSA International Conference: Benchmarking Your Public Relations Strategies With The Best</u>	Salt Lake City, Utah			
12	<u>Being an Effective Editor</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Management & Leadership	
12	<u>Crisis Strategy for Leaders and Trusted Advisors</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
12	<u>Trends in Public Relations Research and Evaluation</u>	Salt Lake City, Utah	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
14	<u>And You Can Quote Me on That!</u>	N/A	<u>Colleen Seaver</u>	Media Relations	
16	<u>Speed Pitching: Condense your pitch into high-impact, instantly useable information that reporters crave</u>	N/A	<u>Colleen Seaver</u>	Media Relations	
21	<u>The 51% Factor</u>	N/A	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
28	<u>Meet the PR Giants!</u>	N/A	<u>Colleen Seaver</u>	Relationship & Reputation	

30-1	<u>Public Relations Programming: A Comprehensive Approach: Dig deeper into the PR function to improve your knowledge and skills</u>	New York, NY	<u>Colleen Seaver</u>	Communications Planning & Evaluation
30	<u>Being an Effective Editor: How to coach your writers</u>	N/A	<u>Colleen Seaver</u>	Management & Leadership