

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

Creating a New Normal By Carrie Krysanick, APR

I don't know about you, but I am feeling very ENERGIZED about our profession. "There has never been a better time to be a Public Relations professional." This is a direct quote from National PRSA President Cheryl Procter-Rogers, APR, Fellow PRSA, at our recent luncheon. Her speech, "Creating a New Normal" focused on the importance of Ethics, Diversity and Risk Taking in Public Relations and was very inspiring. It also really encouraged me about my career choice — and that's exactly what we try to do in PRSA — support you in your career.

One way the Chapter will be doing that is by presenting Media Day in a whole new way. We are "creating a new normal" with this half-day professional development seminar with some new topics and interesting speakers. The keynote speaker is nationally renowned author, Richard Laermer, discussing his topic, "Full Frontal PR." (No worries, clothing will remain in tact!)

So get excited about being a PR professional! Get excited about Montgomery Inn barbecue sauce and chips and please plan to join us on Tuesday, October 10 for Media Day 2006!

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

MEDIA DAY -- October 10 Learn From The Pros, Learn From The Media The Do's, The Don'ts and Everything In Between

Location: Montgomery Inn Banquet Center
601 East Pete Rose Way, Downtown Cincinnati
Free Parking
Phone: 513-784-9555

Format: Three information-packed panel discussions
followed by lunch and nationally known speaker

Registration/Continental Breakfast 8:00 a.m. - 8:25 a.m.

Moderator of Panels: Former WEBN Personality, Robin Wood

Being In The Hot Seat 8:30 a.m. - 9:15 a.m.

It's a place no one wants to be - a crisis happens, a client/customer fuels discord against your organization, a reporter calls wanting to dig deeper. Let's face it, the unexpected, is just that, unexpected. Our panelists are public relations professionals who have been in those situations. Their stories and insightful information and advice will be invaluable to anyone practicing public relations.

Panelists:

Janet Walsh - chief officer, public affairs for Cincinnati Public Schools

Joe Feiertag - public affairs manager for CVG Airport

Laurie Petrie - communications director for Council on Aging of Southwestern Ohio

Maureen Kaiser - manager, marketing communications for Paramount's Kings Island

Getting National Attention

9:30 a.m. - 10:15 a.m.

Have you had success gaining national exposure? Our public relations panelists have, and they're ready to share with you their stories and what they learned from the experience. You'll gain knowledge as to what makes for a national story, get important tips on approaching national media, and learn some of the ins and outs of working with them.

Panelists:

Jim Feuer - media relations director for Cincinnati Children's Hospital Medical Center

Cresta Lewis - counselor with Dan Pinger Public Relations

Shannan Boyer - account supervisor with Wordsworth Communications

Jill Isaacs - public relations manager for Newport Aquarium

Mixed Media

10:30 a.m. - 11:15 a.m.

A diverse group of print and broadcast media will be a part of this group. Linda Parker of Cincinnati.com / Cincinnati Enquirer, Bob Morford of WCPO, Felix Winternitz of CincyBusiness, and Kevin Reynolds of WVXU/WGUC will share important information about getting the word out about your organization.

Luncheon Registration

11:15 a.m. - 11:30 a.m.

Luncheon Buffet

11:30 a.m. - 12:00 p.m.

Luncheon Speaker, Richard Laermer

12:15 p.m. - 1:15 p.m.

Nationally Renowned Author, Speaker and PR Wizard Richard Laermer To Present: Full Frontal PR

Don't miss our lunch speaker! We're bringing you expert insight from one of the nation's most quoted experts on 'building the buzz'.

Richard Laermer, former magazine and newspaper journalist, and author of five best selling books including the award-winning *Full Frontal PR*, will help you figure out how to get YOUR story to stand out. In an increasingly cluttered world, you'll learn to look at things differently, to gain a new perspective on making your mark.

In 1991, Richard founded RLM Public Relations, with offices in New York and Los Angeles. Its blue-chip clients include Consumer Reports, E*TRADE Financial, Barnes & Noble, HBO Online and Sesame Workshop.

For Richard, and so much more, you'll definitely want to mark your calendars for this Media Day!

Sponsored by:



Where:	Montgomery Inn Banquet Center, 601 E Pete Rose Way (downtown Cincinnati) Directions
Time:	8 am Check-in & Networking for full day 11:15 Check-in for Luncheon only
Cost:	<p>FULL DAY: (includes continental breakfast and buffet lunch) \$100 Cincinnati PRSA Chapter Members \$125 Non-members \$25 Full-time students</p> <p>LUNCHEON ONLY: \$23 Cincinnati PRSA Chapter Members \$28 Non-members \$18 Full-time students</p> <p>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</p>

	emailed to acampbell@fuse.net
RSVP:	By noon on Wednesday, October 4. 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.
Cancellations:	Will be accepted until RSVP deadline above. After that time you are still financially responsible for the cost of your reservation, even if unable to attend.

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

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

The Steps to Getting Your APR By Connie Kolita, APR

This process usually takes three months and they are:

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

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

Any questions? Feel free to ask Connie Kolita at KolitaCM@fhlbcin.com

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

Current APRs, I am in the process of setting up an e-mail list of chapter APRs who are willing to sit on our Readiness Review panels as part of the accreditation process. When a Readiness Review is needed, I'd like to be able to send out a mass e-mail in advance which would provide RR details (possible dates and locations). People could check their schedules and e-mail me back if they can sit on the panel. Don't forget, you will earn 1.0 APR maintenance points for assisting (as of right now that is 1.0 point per year, whether you sit on one panel or several. National may award more points in the future and we are trying to get those powers that be to change this system, but it is what it is for now). If you would like to be included in the mass e-mail which will lead to your participation on a Readiness Review panel, contact Connie Kolita, APR Chair, at KolitaCM@fhlbcin.com. We would be thrilled to have you, and thanks in advance for your time!

Blacksmith Awards

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

The Blacksmith Awards, presented by the Cincinnati Chapter of the Public Relations Society of America, honor the best of Greater Cincinnati's public relations community, from talented, experienced practitioners to stellar work that has local, national and international impact. The competition is open to all individuals, companies and organizations whose place of business is within the Greater Cincinnati area. Entries are due by Friday, October 6, 2006. Awards will be presented at the Blacksmith Awards Dinner on Thursday, November 16, 2006 at The Phoenix in downtown Cincinnati. Special thanks to this year's presenting sponsor Wordsworth Communications. Award categories are listed below. For an entry form or to reserve your spot at the November 16 Awards Dinner, please contact PRSA Cincinnati Chapter Administrator Anne Campbell at acampbell@fuse.net.

AWARD CATEGORIES

Entry Types

1. CAMPAIGNS: Full public relations programs that are strategic, multifaceted, and exemplify the four-step process designed to attain specific goals. Submit in a three-ring binder.

2. TACTICS: A single project, such as a brochure, annual report, multimedia presentation, videotape, Web site, public service message or other communications tool prepared to accomplish a specific purpose.

Individual items that are a part of a larger program or campaign may be entered as single examples only if the entire program is not entered. Submit in a flat folder (except for multimedia).

Categories

1. COMMUNITY RELATIONS: Designed to strengthen relations or build understanding between the organization and the community or any external public(s).

2. INSTITUTIONAL RELATIONS: Designed to impact an organization's stature, reputation or relations with its publics, including media.

3. EVENTS AND OBSERVANCES: Scheduled to heighten public awareness of an organization within a community or among public(s) or serve another unique purpose.

4. PUBLIC SERVICE: Designed to advance public understanding of a societal issue, problem or concern. (Similar programs conducted principally to enhance an organization's standing or to otherwise serve its interests directly should be entered in Category 2: Institutional Relations.)

5. INTERNAL COMMUNICATIONS: Designed to improve relations among special publics directly allied with an organization, such as employees, members, affiliated dealers or franchisees.

6. PUBLIC AFFAIRS: Created to influence public policy and/or affect legislation, regulations, political activities or candidates at local, state or federal government levels for the benefit of the organization.

7. MARKETING – CONSUMER RELATED: Domestic or international programs or materials that introduce, publicize and promote products and services to a consumer audience.

8. MARKETING – BUSINESS TO BUSINESS: Domestic or international programs or materials to introduce, publicize and promote products and services from one business to another business.

9. CRISIS COMMUNICATIONS: Planned to manage the effect and/or reputation that an accident, natural disaster or other emergency situation has on an organization.

10. INTEGRATED COMMUNICATIONS: Employs creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications.

Outstanding Professionals

These award recipients must have demonstrated respect for and appreciation of the function of public relations, actively supported and/or originated creative and ethical public relations programming, and used public relations concepts and techniques to successfully solve problems or take advantage of opportunities. Award recipients are expected to be available to attend the event.

1. Professional of the Year: Honors a current member of the Cincinnati Chapter of PRSA who has worked in the public relations field for five years or more and who has a track record of outstanding professional achievement over the last year.

2. Rookie of the Year: Recognizes an outstanding member of the PRSA Cincinnati Chapter and the public relations profession. The nominee must have three years or less of professional industry experience, and demonstrated excellence in practicing public relations. Active involvement in the chapter and community/charity support and involvement will also be carefully considered.

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.

Diamond Awards

**Call for Entries
By Jonathan Kissell**

The East Central District of PRSA is pleased to announce its 29th annual awards competition for excellence in public relations, The Diamond Awards (formerly known as the Round-Up Awards).

Early Bird Deadline: September 22, 2006
Entry Deadline: September 29, 2006

For additional information about ECD, visit the district web site at: www.ecd.prsa.org.

This year's competition is proudly hosted by the Cincinnati Chapter.

Independent Practitioners

Next IPRA Meeting By Pam Gilchrist, APR

The next Independent Public Relations Alliance meeting is on Monday, October 2, 2006.

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

Nationally Renowned PR Wizard, Author & Speaker Among Highlights of 2006 PRSA Media Day Workshop By Lisa Desatnik

Learning how to 'build a buzz' is just one of the many reasons why you'll want to attend the 2006 PRSA Media Day.

Moderated by former WEBN radio personality Robin Wood, it will include three interactive morning panels and a nationally renowned luncheon speaker. Through discussions with area media and experienced public relations colleagues, you'll have an opportunity to learn from those in the field how to get attention when the news is good, and how to prepare and react when the news is bad.

Attendees will also learn how to get people talking through the expert insight of one of the nation's most quoted PR wizards. Luncheon Featured Speaker Richard Laermer, author of five best selling books including *Full Frontal PR* and former magazine and newspaper journalist, will give you a new and fresh perspective on making your mark.

With offices in New York and Los Angeles, Richard's RLM Public Relations blue chip client list includes Consumer Reports, E*TRADE Financial, Barnes & Noble, HBO Online and Sesame Workshop.

The 2006 PRSA Media Day will be Tuesday, October 10 at the Montgomery Inn Banquet Center downtown Cincinnati from 8 a.m. until 1:15 p.m. Cost for the entire day (including breakfast and lunch) is \$100 for PRSA members, \$125 for non-members, and \$25 for full-time students. Cost for the luncheon ONLY is \$23 for PRSA members, \$28 for non-members, and \$18 for full-time students. Reservations are required and the deadline is Wednesday, October 4. To reserve a seat or get more information, please call PRSA at 513-792-0402 or send an email to acampbell@fuse.net.

Hope to see you there!

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

Katherine M. Brungs
Corp Commun Mgr
Western & Southern Financial Group
400 Broadway
Cincinnati, OH 45202
513-369-1930
kathy.brungs@wslife.com

Barbara Flick
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Justice & Young Advertising and Public Relations
6925 Valley Ave, Ste 200
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513-388-4700 ext. 3024
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Sara Paige Snyder
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National Speaking of Women's Health Foundation
625 Eden Park Dr, Ste 200
Cincinnati, OH 45202
513-419-6513
ssnyder@speakingofwomenshealth.com

Preeti Thakar
Asst - Commun
Cincinnati Art Museum
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513-639-2954
preeti.thakar@cincyart.org

REINSTATEMENT:

Sherry Y. English
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University of Cincinnati

College of Law
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513-556-0060
sherry.english@uc.edu

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-prsa.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

Job Hunting Segment

Prepare For Common Interview Questions

Fourth in a five-part series about job hunting.

By Joe Feiertag, APR

In the last article we discussed strategies for handling job interviews. This month we will look specifically at job interview questions.

One of the best ways to prepare for an interview is to write out answers to common questions ahead of time. Think of it as preparing key messages for a PR plan. Only this time the plan is to land the PR job you have been seeking.

You can practice and refine your answers by doing a mock interview with a friend or relative. Remember to use active verbs and concrete examples of your successes. Always be positive.

To help you get started, here are 15 common interview questions and some tips for forming good answers.

Why do you want to work here?

Instead of explaining what you want, talk first about their needs. Explain how you would like to join their team—to help them reach a particular goal. (This is where doing company research ahead of time can really come in handy.)

What do you find most attractive and least attractive about this position?

Here's a tricky one. Start by listing four or five positive factors and a single minor problem.

Tell me all about you?

Keep your answer short. If your resume is written well you can use it as a basis for your answer.

Describe the most difficult decision you've ever had to make?

Describe a situation that had a positive outcome. Try to use an example that might relate to your prospective employer.

How long would it take you to make a meaningful contribution to our company?

Not long at all, once you are oriented and get your feet wet.

Are you a good manager? Explain?

Emphasize your ability to plan, organize and relate well to team members.

What is your management style?

State how you are open to suggestions and how you encourage teamwork, while always putting your main focus on getting the job done right and on time.

Why do you want to leave your current position?

If possible, talk about factors beyond your control that have affected your current company, such as your department being consolidated or eliminated. Be careful not to come across bitter or angry.

How do you resolve conflicts or problems at work?

The best first step is to discuss issues privately.

What do you feel is an ideal work environment?

One where the employees are treated fairly.

How would you rate your present firm?

Never make disparaging remarks about past or current employers.

If you were just starting your career today, what would you do differently?

Very little, if anything, because you are happy with your life.

What can you do for us?

Relate your experience solving problems. Focus your answers on issues that relate to the current company.

What are your strong points?

Focus on four or five skills that can specifically benefit the company.

List your weak points?

If you say you have none, you come across as arrogant. It is best not to cite a personal characteristic. Identify instead the lack of a certain skill or experience.

If the interview process goes well, they may soon be making you a job offer. In the November issue of PRVisions we'll look at salary negotiation techniques.

Tall Stacks

Work with the Media at Tall Stacks By Joe Feiertag, APR

Gain hands-on media-relations experience. Network with other PR professionals. And get free admission to Tall Stacks.

You can get all this—and a chance to earn APR service credit—by volunteering to work the media relations trailer at Tall Stacks 2006.

This year's event will be held on the riverfront from Wednesday, Oct. 4 to Sunday, Oct. 8. Several volunteer spots are still open.

Media trailer volunteers are asked to work one six-hour shift from either 6:30 a.m. to 12:30 p.m. or from 12:30 p.m. to 6:30 p.m. During their shifts volunteers help escort members of the media around the event.

Anyone interested in assisting with the media should e-mail Pepper Peale at ppeale@wordsworthweb.com.

Don't wait. The sooner you sign up, the more likely you will get your preferred time slot.

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.cincinnatiprsa.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>

Keeping Up in the World of Technology

By Alyssa Thomas

Ever heard of Bloglines.com or NewsGator.com? What about MySpace.com? As college students, we are probably more familiar with the latter site, but in fact all three are examples of websites companies use for blogs and Really Simple Syndication (RSS) to aid in their marketing campaigns.

New technology, including podcasts, video- and photo- sharing sites, social networking sites, blogs, and RSS feeds, is causing PR professionals to rethink how they construct campaigns.

“We must be thinking about things that extend beyond traditional public relations because if we don’t, we are limiting ourselves and our own growth”, Rick Murray, president of Edelman’s me2revolution said, in Katie Sweeney’s article “The buzz on blogs”, published on PRSA.com.

Sites such as bloglines or newsgator give companies access to blogs and podcasts. According to newsgator.com, newsgator online is a free web-based RSS aggregator with access to blogs and podcasts. Similarly, bloglines allows you to access blogs, podcasts, online news, and newsgroups for free.

For PR professionals who aim to extend their audience reach, blogging is a great resource. According to Marketingterms.com, a blog is defined as “a frequent, chronological publication of personal thoughts and Web links.” Tools such as this allow PR professionals to learn more about their consumers in order to build a stronger relationship.

One popular way to build client relationships is to make a company profile on the social networking site MySpace.com. The site already segments users into categories such as age, geography, and interests. This makes it easier to market to one target audience.

According to Gwen Moran, a columnist for entrepreneur.com, Libby Pigg, senior account manager at Edelman Interactive in New York City, a PR firm dedicated to providing public relations counsel and strategic communications services, uses MySpace.com to launch profiles for the companies she works for, giving each of them a personality. She can then contact members of her target audience to become the companies’ “friends.” Once the company is “friends” with a person, they can send messages and notices about their company as well as gain a better understanding of who the “friend” is through examination of their personal profile.

Edelman Interactive is just one of the top PR firms realizing the importance of keeping up with the advancement of technology. Murray refers to the new blogging phenomenon as a “conversation agency” where companies can receive consumer feedback.

Customer comments and reactions are extremely valuable for these companies. These can “improve the next generation of a product’s design . . . [and] customers love it when a company listens to them,” John Cass, director of blogging strategies for Backbone Media said, in “The buzz on blogs.”

Not only do blogs aid in consumer marketing strategies, but they also help in generating story ideas for journalists. This can in turn be useful for PR professionals.

“That means blogs can sometimes serve as an indirect path to mainstream media coverage. More important, they can be an ‘early warning system’ that something might develop into a major story—either positive or negative for your client,” Adam Brown, creative director of eKetchum, Ketchum’s Digital Media Marketing and Communications Specialists group, said in “The buzz on blogs.”

If PR professionals choose to ignore these “early warning signs” it could be detrimental to the relationship with the client. That is one reason it is important for companies to utilize all available sources of technology.

“It is conceivable that blogs may one day be replaced by another technology or medium. But that won’t stop the trend of social media—and that’s good news for public relations,” Steve Rubel, Vice President of Edelman’s me2revolution group, said.

NKU PRSSA:

www.nkuprssa.org

Going Back To School Kelly Warman

Heading back to college is always exciting, regardless of your major. However, for PR majors, going back to school holds a different sense of excitement.

For instance, PR majors know their classes are filled with group work, projects and information that will actually be useful to them, regardless of the field they enter into. PR is a lifetime application course, and can be applied anywhere, to anything, at anytime.

PR majors also have an exciting opportunity awaiting them. The Public Relations Student Society of America. Who wouldn’t want to join this exciting and fun-loving group? I joined, and I can tell you, this has been one of the best experiences for me, both as a college student, but also as a budding pr professional. This organization has offered me networking opportunities that have proven invaluable, an opportunity to share my thoughts, an opportunity to learn, and an opportunity to lead.

The PRSSA at NKU may be a small organization, but we are a productive organization. In the past, we have conquered all other student organizations in a canned food drive, when we were brand new, and virtually unknown! More recently, we began our membership drive, and so far, it has been a success, with more people requesting

information about membership daily. And, in our future, we plan to give back to the community and get more involved on campus.

As a PR major, I don't worry about going back to school. I know that I am part of a great organization that will actually be useful to me as a professional. Joining was an easy decision, and staying involved has never been so fun!

Xavier University PRSSA:

Xavier VonderHaar Chapter of PRSSA kicks off fall program
Contact: Colleen Butz, Chapter Secretary
513-417-0481

The Xavier University VonderHaar Chapter of PRSSA kicked off its fall semester Tuesday evening, Sept. 12, 2006, in the Gallagher Student Center, with a Meet-and-Greet social to welcome new freshmen and returning students. Chapter President Stephanie Sibal, a senior PR major, presented an overview of semester activities, including the National Conference in Salt Lake City in November. The Chapter will meet biweekly in the fall semester.

On Tuesday, Sept. 26, the featured speaker will be Don Tassone, a 1980 Xavier graduate, and vice president of external relations, P&G Beauty, at The Procter & Gamble Company. Mr. Tassone will share "Tips for Success" from his extensive experience in corporate public relations.

On Tuesday, Oct. 10, the topic will be "Special Events: a big boost for a worthy cause," presented by the chairperson of the Cincinnati area Walk-n-Roll across America, to support families of children with Spinal Muscular Atrophy (SMA).

On Tuesday, Oct. 24, the members of the Chapter will observe PRSA/PRSSA Ethics Month through an ethics case discussion, led by senior public relations majors in the Public Relations Ethics course, along with Chapter Advisors Jeong-Nam Kim and Tom Schick.

On Tuesday, Nov. 7, members will consider "Internship: your best bridge to a professional career," as current and former interns discuss their experiences at many of Cincinnati's top PR agencies and offices.

For the Nov. 21 program the Chapter is planning a field trip to a major PR site.

And on Dec. 5, members will recognize, "Oh, NO! It's the end of the semester!" The program will include PRSSA member inductions and an eagerly expected visit from the PR Santa.

Also in development this semester is a major community service project targeted for April 2007, with planning and organizing being done in the fall 2006 semester.

Xavier PRSSA Chapter's leadership this year, besides Stephanie Sibal, includes Brandy Williams, '08, vice president; Colleen Butz, '06, secretary; and Stephanie Brown, '08, treasurer. Faculty Advisors are Jeong-Nam Kim, Ph.D., associate professor, Communication Arts, and Tom Schick, APR, Fellow PRSA, faculty internship coordinator, Communication Arts. Professional Advisor is Cincinnati PRSA president-elect Lisa Doxsee, APR, a 1995 Xavier graduate, and account manager at Northlich.

Visions Viewpoint

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 Wende Powell
Classified Sales Manager
Business Courier
513-337-9454

Frequently Asked Questions:

Q: Is there a proposed launch date?

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

Q: What is the total package?

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

Option B:

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

Total Cost: \$2340 Total

Q: How will I be billed?

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

Q: Who writes the questions and answers?

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

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

A: Yes, Rotations are permitted.

Q: Where will my ad appear on the page?

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

Q: What is the deadline for July 21st?

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

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

F.I.N.S. Program



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

Sean T. Parker, North America Skincare External Relations (PR) Manager at *The Procter & Gamble Co.* was selected as a 2006 Business Courier 40 under 40.

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.](#)

**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 (September & October):

Date	Event	Location	Contact	Category	Other
September 2006					
21	<u>Using RSS in Corporate Communications</u>	N/A	<u>Colleen Seaver</u>	Media Relations	
25	<u>Pitch Like a Pro</u>	Boston, MA	<u>Colleen Seaver</u>	Media Relations	
26	<u>How the Marriage of Sports and Entertainment Can Broaden Your Audience and Strengthen Your PR Platform</u>	N/A	<u>Melany Simpson</u>	Techniques & Tactics	
26	<u>Resolving Bad Ethical Practice Situations</u>	N/A	<u>Colleen Seaver</u>	Management & Leadership	
28	<u>Gaining Recognition: How to win an award - not just waste your time applying</u>	N/A	<u>Melany Simpson</u>	Techniques & Tactics	
28	<u>Health Intersection Event - Engaging New Media: Blogs, Podcasts and More</u>	San Francisco, CA	<u>Melany Simpson</u>	Technology & Emerging Trends	
28	<u>How to Develop the Mind of a Strategist</u>	N/A	<u>Colleen Seaver</u>	Management & Leadership	
29	<u>Strategic Communication Planning and Action</u>	San Antonio, TX	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
October 2006					
3	<u>Meet the PR Giants!</u>	N/A	<u>Colleen Seaver</u>	Relationship & Reputation	
4	<u>Planning Your Way to Success: Creating and Sustaining an Effective Business Plan</u>	N/A	<u>James Abel</u>	Techniques & Tactics	
5	<u>So You Think You're a Good Communicator?</u>	N/A	<u>Colleen Seaver</u>	Techniques & Tactics	
6	<u>Aspects of Leadership: Strengthen your leadership</u>	New York, NY	<u>Colleen Seaver</u>	Management & Leadership	

	<u>skills and learn how to influence others</u>				
10	<u>PR Reality Tour</u>	N/A	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
11	<u>Flu Diligence - Preparing Your PR Team for a Pandemic Threat: Presented by the Corporate Section</u>	N/A	<u>Melany Simpson</u>	Communications Planning & Evaluation	
12	<u>Getting the Most out of Focus Groups: Sharpen your communication skills for the best results!</u>	N/A	<u>Colleen Seaver</u>	Techniques & Tactics	
12-13	<u>Crisis Strategy Course for Senior Advisers and Leaders: How to guide management through tough, touchy and sensitive situations</u>	Atlanta, GA	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
13	<u>Seven Ways to Generate Publicity: Turn a no-news day to your advantage</u>	New York, NY	<u>Colleen Seaver</u>	Media Relations	
16-17	<u>Building and Evaluating an Employee Communications Program: Exceed quality and productivity expectations by implementing key strategies</u>	Seattle, WA	<u>Colleen Seaver</u>	Communications Planning & Evaluation	
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	
18	<u>Unlocking the Potential of Regional Media</u>	N/A	<u>Tina Honer</u>	Media Relations	

19	<u>Make Your Copy More Creative</u>	N/A	<u>Colleen Seaver</u>	Techniques & Tactics	
23	<u>Executive Podcasting Workshop: Strategies and tactics for effective podcast marketing, PR and promotions</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: Utilizing News Search and Blog Search to Increase Visibility for Your Institution</u>	N/A	<u>Melany Simpson</u>	Technology & 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	
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: Achieve maximum impact with your messages</u>	Philadelphia, PA	<u>Colleen Seaver</u>	Techniques & Tactics	