

# PRSA Voice

The "Voice" of the Memphis Chapter of the Public Relations Society of America

[www.prsamemphis.org](http://www.prsamemphis.org)

August 2005

## Letter from the President

Hello Memphis Chapter Members,

I hope everyone is staying cool during these dog days of summer. I am looking forward to the fall for cooler temperatures.

Last month, if you attended the monthly luncheon, you will remember the plea I made for someone to step forward and chair Vox for next year. While the event isn't until the spring, the planning begins now, so I'm sure all of you heard the immediacy in my voice. Well, in response to my request, I would like to congratulate Brandi Meeks, who graciously offered to serve as the Vox chair.

Brandi has served on the committee in years past and has done a stellar job. I am confident that she will make a wonderful contribution to our chapter as Vox chair. Her first order of business is to form a committee. If you were even slightly intrigued by last month's call for action, please consider serving on the committee in some capacity.

Interested members should contact Brandi at:

Howell McQuain Strategies  
1715 Aaron Brenner Dr., Suite 716  
Memphis, TN 38120  
(P) 901-737-0853 (F) 901-737-4609  
[www.howellmcquain.com](http://www.howellmcquain.com)

On another note, our other committee chairs and board members continue to plan events for the remainder of the year. Please keep your eye on your newsletter and e-mail for upcoming events.

I hope to see all of you at the August meeting and luncheon. And, if we haven't met personally, please feel free to come and introduce yourself to me.

Best regards,

Stephanie Nichols, APR  
President

### August Speaker and Meeting Information

Engaging Employees in the Face of Change

Join the Memphis chapter of the Public Relations Society of America at its August 10 meeting when guest speaker Kent Landers will share how Delta's professional communications team is keeping employees focused on what is within their control and engaging them in change. Landers is general manager of operations communications for Delta Air Lines at its headquarters in Atlanta.

Reservations for the luncheon are due by 5 p.m., August 5 to Samantha Jernigan at [sj@midsouth.rr.com](mailto:sj@midsouth.rr.com) or 409.0619. There is no cost to PRSA members; guests are \$25; and PRSSA students are \$15. The meeting begins at 11:45 a.m., August 10 at the University of Memphis Holiday Inn.



Delta Air Lines is in the midst of one of the most challenging and dramatic business transformations in airline history. In response to a rapidly changing competitive landscape, Delta is working to transform its products and services to meet value-seeking customers' demands while simultaneously combating record-high fuel costs and other legacy business expenses to achieve more than \$5 billion in annual cash savings by 2006.

Landers will also share a case study of how a concise and cohesive corporate vision — when driven by employee involvement — can keep employees focused no matter how regular or large the distractions.

Landers manages internal and external communications strategy for company divisions which account for nearly half of Delta's 60,000 employees worldwide. He also serves as the lead communications counsel to the company's chief of operations and chief network planning officer. Landers is an active member of PRSA and a graduate of the University of Tennessee at Martin.

**Memphis Organization Wins  
National Public Relations  
Award**

The Public Relations Society of America recently announced the winners of the 2005 Bronze Anvil Awards, with a local organization among the list of 48 national winners chosen from 905 entries.

Baptist Memorial Health Care, with assisting agency Red Deluxe Brand Development, won the Bronze Anvil in the television public service announcement category for Baptist's ER campaign TV PSA, which served to educate the public on national ER overcrowding and proper ER use.

The organization, again with assisting agency Red Deluxe, also won the Bronze Anvil in the multi-media editorial/direct mail category for Baptist's Experience Critical electronic announcement, which was used to generate interest among area college students in Baptist's new emergency room volunteer program.

The Bronze Anvil Awards are presented every year by PRSA for the best tactical solutions to the public relations challenges.

They are awarded in 50 categories and subcategories. The subcommittee of the PRSA's honors and awards committee judged the entries and selected winners based on planning, content, creativity, quality, technical excellence and results. For a complete list of winners, visit:

[www.prsa.org/Awards/bronze/winners2005.asp?ident=brnz3](http://www.prsa.org/Awards/bronze/winners2005.asp?ident=brnz3)

**New Pros to Host Roundtable  
in August**

Need someone to listen to some of your public relations-related ideas?

Maybe you have a question related to your job, career or a client?

Need some advice from other public relations professionals?

Then you will want to be sure to attend the next New Professionals meeting on August 18 at 6 p.m..

The New Pros will be hosting an informal roundtable for any new professional to ask any questions they may have about the public relations field, their job, a work-related project or client.

This is the perfect opportunity to ask questions and receive some fresh advice and suggestions.

More information about this roundtable and its location will be released via the New Pros list serve.

To sign up for the New Pros listserve or if you have any questions send an email to:

[prsamemphis\\_newpros@yahoo.com](mailto:prsamemphis_newpros@yahoo.com).

**New Members**

Alisa B. Free  
Marketing Specialist  
YMCA of Memphis and the  
Mid-South  
777 West Poplar Avenue  
Suite 103  
Collierville, TN 38017  
850.0987 (phone)  
850.1034 (fax)

**Professional Development  
Seminar**

**Memphis PRSA plans media  
measurement seminar**

The Memphis chapter of the Public Relations Society of America (PRSA) will hold a professional development seminar on Media Measurement on Tuesday, August 30 from 10 a.m. until 12 p.m. at the Main Library, 3030 Poplar Avenue.

Cost is \$20 for PRSA/PRSSA members and \$30 for the general public.

The seminar will be led by Rick Fischer, Ph.D., professor at the University of Memphis where he is public relations sequence head in the journalism department and Angela Jeffrey, APR; vice president PRtrak, a subsidiary of Surveillance Data, Inc.

The seminar is designed for PR and Communications professionals who desire ways to show how their media coverage efforts contribute to their company's bottom line.

Participants will learn how to calculate and use "output" metrics and "proof of performance" calculations to prove the value of their PR/Communications work and to plan campaigns that drive public discussion.

Register by Friday, August 26 by contacting Samantha Jernigan (901) 409-0619 or [sj@midsouth.rr.com](mailto:sj@midsouth.rr.com).

Cost to the public is \$30.00 and \$20.00 for PRSA/PRSSA members

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About 25 participants attended the August 29 Professional Development Seminar at the Central Library. "The Speech, The Speaker, The Art," led by Janas Jackson who is a Communications Consultant for FedEx, covered a well thought out set of practical tips on how to prepare and give your greatest speech. Be watching the PRSA Memphis homepage for a link to her presentation.

**2005 Officers**

**President**

Stephanie Wilson Nichols, APR  
Stephanie Wilson Nichols  
Communications  
901.266.3714

**President-Elect**

Greg Broy  
ALSAC/St. Jude  
901.578.2345

**Vice President Membership**

Chris Stanley  
MLGW  
901.528.4557

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Lori Guy  
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901.312.3526

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901.527.8000

**Assembly Delegates**

Dr. Dan Lattimore, APR  
The University of Memphis  
901.678.2991

Dr. Rick Fischer, APR, Fellow PRSA  
The University of Memphis  
901.678.2853

**Immediate Past President**

Randy Baker, JD, APR, Fellow PRSA  
Shelby County Schools Education  
Foundation  
901.321.2594

**Directors**

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The Hutchison School  
901.432.6648

Daphne Thomas (2006)  
City of Memphis Mayor's Office  
901.576.6006

Bob Phillips (2007)  
Thompson & Berry  
901.527.8000

**HEALTH ACADEMY AUGUST TELESEMINAR**

Using Relationship Management at Your Organization

Date: Tuesday, August 9, 2005  
Time: 2 p.m. ET, 1 p.m. Central, 12 noon p.m. MT, 11 a.m. Pacific  
Duration: 1 hour

We've all heard the term "relationship management," but what does it mean?

How can you become the relationship manager at your organization?

Can relationship management help you improve your organization's bottom line?

You'll hear from John Ledingham, co-author of "Public Relations as Relationship Management" in this August 9th teleseminar.

Professor Ledingham, of Capital University, will talk about relationship management as an overarching concept for the study, teaching and practice of public relations.

Dr. Ledingham will offer his insights into how the concept developed, its importance for developing strategy and creative, and what he sees as needed for practitioners to fully realize the value of the concept.

You will Hear From:  
John Ledingham, Ph.D., Department of Communication, Capital University

Click here to register! <http://www.healthacademy.prsa.org/080905flyer.pdf>

Questions? Please contact Alissa Marisch at [Alissa.Marisch@prsa.org](mailto:Alissa.Marisch@prsa.org)

**HEALTH ACADEMY AWARDS PROGRAM**

Don't miss the opportunity to be recognized by the premier awards program in health care public relations!

The PRSA Health Academy recognizes public relations communications professionals who demonstrate outstanding public relations actions, programs and leadership in the health care community.

The deadline is August 12th to submit your entry in one or more the following categories:

**Frank J. Weaver Lifetime Achievement Award**

This award honors an individual who has made outstanding contributions to the health care public relations field during the course of a 25-plus-year career.

**Innovation Awards**

These awards recognize the most innovative program implemented by a practitioner or team in the following categories:

- Overall Public Relations Program
- Crisis Communication
- Public Relations (or Public Affairs) and Issues Management
- Institutional Programs or Internal (or Employee) Public Relations
- Community Relations, Special Events and Observances

**MacEachern CEO Award**

This award honors a chief executive who has demonstrated exemplary use of public relations to advance organizational goals.

**Volunteer of the Year Award**

This award honors a Health Academy member who has made an exceptional contribution to the Academy and its membership.

For complete details on submission requirements you can download the brochure at:  
<http://www.healthacademy.prsa.org/2005%20Awards%20Brochure.pdf>

**MEMPHIS CHAPTER COMMITTEE CHAIRS**

**Accreditation**

Ruth Ann Hale, APR  
Methodist Healthcare  
901-516-0600

**Awards**

Holden Potter  
Holden Potter Marketing Comm.  
901-277-3562

**Board Bank**

Cristy Racy  
Baptist Memorial Healthcare  
901-227-3527

**Circulation/Directory  
Editor**

Carrie Strehlau  
St. Jude  
901-495-2295

**Diversity**

Anthony Hicks, APR  
Co-Chair  
901-323-4570

**Web Site**

Rod Starns  
Running Pony Productions  
901-683-6693

**Sponsorship**

Valerie Morris  
Grand Casino  
662-357-3089

**Professional Development**

Stan Gibert  
American Heart Association  
901-572-4204

**Programs**

Greg Broy  
ALSAC/St. Jude  
901-578-2345

**PRSA Chapter Coordinator**

Samantha Jernigan  
901-737-5295

**PRSSA/Univ. of Memphis**

Anthony Hicks, APR  
901-323-4570

**PRSSA/Univ. of TN Martin**

Elizabeth Maynard-Garrett, APR  
The University of Tennessee, Memphis  
901-448-4957

**Ethics/Historian**

Kim Cherry APR  
First Tennessee  
901-523-4726

**Hospitality**

Ayoka Pond  
Baptist Memorial Health Care  
901-227-3503

**PRSSA Representative**

Nicolette Bethel  
nicolettebethel@hotmail.com

**Publicity**

Susan Nieman  
Jewish Foundation of Memphis  
901-374-0400

**Retention**

Daphne Thomas  
City of Memphis Mayor's Office  
901-576-6006

**Speakers Bureau**

Debbi Hicks  
Memphis Video Production  
901-377-5423

**Vox Awards**

Amy Markham-Thomas  
Thompson Baker Berry  
901-527-8000

**JobNet/Placement**

Dr. Rick Fischer, APR,  
Fellow PRSA  
The University of Memphis  
901-678-2853

**Newsletter Editor**

Kimberly Wade  
Media Source  
901-751-8345

**September Ethics Meeting**

If you've ever felt like you don't have the time to learn from all the brilliant PR minds in our chapter, now is your chance to spend time talking with and learning from some of the most experienced public relations professionals around.

At our annual ethics program in September, each table's members will explore an ethical dilemma, then report their findings to the group.

We'll also review the Member Code of Ethics that all PRSA members agree to abide by. The meeting will be held Wednesday, Sept. 14, at

11:45 at the University of Memphis Holiday Inn.

Mark you calendar now. And if you have an ethical dilemma that would be good for the program, e-mail it to Kim Cherry, APR, our chapter ethics chair, at [KCherry@FirstTennessee.com](mailto:KCherry@FirstTennessee.com).

## Happy Together: Some Trademark Licensing Tips

By Jon Lee Andersen

The licensing of trademarks is big business in the US. The significance of it came to mind last week as I was glancing through the magazines I get from Purdue University and Sigma Chi Fraternity. The variety of items I could buy which carried trademarks of these two institutions was amazing. (I already own enough Purdue sweatshirts to last the remainder of my life, but must admit some of the other items stirred what I am sure was the nostalgia the purveyors hoped for).

This walk down memory lane is what prompted this article, as I suspect that some of the readers may be in, or may be contemplating, a licensing arrangement. If so, here are some tips and thoughts on this area of merchandising.

The beginning point for any licensing arrangement is grant of the license itself. Each deal is different, but the issues which must be addressed and should be covered in the License Agreement (the "Agreement") include: whether the license is to be exclusive, and if so, is the exclusivity limited to a product (such as baseball caps), a territory (such as North America), or a channel of distribution (such as retail, wholesale, outlet or Internet sales).

Another question frequently at issue, depending on the product, is whether the Licensor will be permitted to compete with the Licensee.

The answers to these issues frame the Agreement and have a significant influence other parts of the Agreement.

Although I would not be surprised to hear that most readers expect the next most important part of the Agreement to be the royalty section, I think it is the quality control section.

It is very important for a licensing trademark owner to have detailed provisions in the Agreement concerning not only the quality of the product, but also its advertising and its manufacturing. The importance comes from two factors: first, it will help ensure that the good name of the trademark is not tarnished or diminished by the appearance of the trademark on shoddy or inferior products or through inappropriate advertising; and secondly, if a trademark owner licenses its mark, and does not adequately police its use, it risks losing its rights to the mark as a trademark.

Additional factors such as adverse publicity associated with manufacturing conditions in foreign countries can spill over to the Licensor, even though it is not involved in the manufacturing process in any way. For these reasons, it is definitely in the Licensor's best interest to have a well drafted provision dealing with quality and manufacturing in the Agreement.

Royalty arrangements vary in their formats, frequently influenced by the scope of the license granted. In some cases there is a simple up-front one time payment, which may be annual if the license granted runs for more than one year.

Other typical arrangements are tied to percentages of sales, and may have minimum requirements or varying percentage rates where tied to retail, wholesale and outlet.

Issues such as minimum prices, returns, samples, allowances and close-out promotions are also frequently incorporated into Agreements.

Agreements also address matters of indemnities, amendments, applicable law, and infringement and counterfeiting. Each of these items is important in its own right, and is essential to fleshing out a solid, comprehensive Agreement.

Finally, an area that should also be mentioned is what happens when the license terminates: what to do with unsold inventory, labels and packaging. Each Agreement may address these issues in different ways, but if covered in the Agreement at the front-end, they can certainly simplify matters at the tail-end of the deal.

Said another way:

Rupert's Firm made a nice  
shower curtain  
But sales of the thing were  
hurtin'  
Till some licensing deals  
For University Seals  
Made the cash flow both hefty  
and certain

2005 UNIVERSITY OF MEMPHIS JOURNALISM ALUMNI AWARDS

The University of Memphis Journalism Alumni Club will honor three distinguished professionals during an awards banquet on Thursday, October 13 at The Racquet Club of Memphis. A cash bar opens at 6 p.m. with dinner at 7p.m.

Shirley Downing, reporter for The Commercial Appeal, and Jarvis Greer, Sports Director for WMC-TV, will receive the Charles E. Thornton Outstanding Journalism Alumni Award. Dr. Al Westland, retired professor of journalism at the U of M, will receive the Herbert L. Williams Award for outstanding contributions to the journalism department.

Dr. Westland earned a Bachelor of Journalism degree from the University of Missouri in 1949, and an MA degree from Missouri in 1957. He joined the faculty of Memphis State University in 1957 where he served for 28 years. He earned a doctorate from the University of Mississippi in 1968. He edited weekly newspapers in Southeast Missouri, and established an ad agency specializing in the hospitality industry after his retirement from the U of M. He is a member of Kappa Tau Alpha, the Memphis Advertising Federation and the Public Relations Society of America.

Shirley Downing began working as an intern reporter at The Commercial Appeal in Memphis in 1970 while a senior at The University of Memphis. She began a fulltime reporting job at The Commercial Appeal after graduation in August, 1971, with majors in history and journalism.

She has covered a wide range of beats for the newspaper, including general assignments, features, police, special projects, courts, social services, public housing and the homeless, suburbs, City Hall and education. She was an assistant city editor from 1977 to 1980, and helped edit many of the newspaper's stories about the death of Elvis Presley. She was a Viewpoint columnist from 1992 to 1994, and later worked several years as a fill-in editorial writer.

She is married to reporter Jimmie Covington of The Commercial Appeal, and they have a son, Michael, a junior at Cordova High School.

Jarvis Greer graduated from the U of M in 1979. He has been with WMC-TV for 21 years as a reporter, photographer, editor, sports anchor and sports director.

He has won a regional Emmy and has been voted Best Local Sportscaster numerous times by readers of The Memphis Flyer. Greer has served on the Board of Directors for the "M" Club for U of M football lettermen, and the Board of Directors for the Mike Rose Soccer Complex.

He and his wife, Emily, have two children, JJ and McKenzie.

The Charles E. Thornton Award is named in honor of the former Memphis journalist who was killed while on assignment in Afghanistan in 1985. The Herbert L. Williams Award is named for The University of Memphis Journalism department's founding chairman. Dr. Williams died in February, 2004.

Tickets for the banquet, which is open to the public, are \$40 each.

Proceeds go to the chapter's scholarship enrichment fund at The University of Memphis.

For more information, contact Paul Jewell at (901) 529-2219 or email [jewell@commercialappeal.com](mailto:jewell@commercialappeal.com).

**Recent Job Openings**

Position Opening  
Senior Public Relations Account  
Executive  
Cranford Johnson Robinson Woods

**Responsibilities:**

- Working with multiple clients and projects.
- Ability to develop full service communications plans and strategic public relations plans.
- Ability to manage/execute high-level public relations and media relations plans including research, special events, press relations materials and programs, brochures, on and offline marketing materials, video communications, public meetings/hearings.
- Research, write, and pitch media stories and events that target and result in relevant media coverage.
- Developing strong and consistent media relationships.
- Ability to assist Senior Vice President with administrative and leadership responsibilities

**Requirements:**

- At least 5 years of relevant public relations experience (experience may be a combination of corporate and agency).
- Superior writing skills required including experience writing news releases, by-lined articles, case studies, white papers and other public relations tactical tools
- Must be able to work effectively and supervise client accounts and budgets

- Applicant must be comfortable in a fast-paced, highly professional environment and enjoy multi-tasking on assignments while supporting the full range of public relations initiatives
- Must excel in a team-oriented environment.
- B.A. in Journalism, Business Administration, English or other closely related field required.
- Prefer candidates Accredited by Public Relations Society of America

CJRW offers an excellent benefits and compensation package. Some of our benefits include:

- Competitive Salary
- Medical, Dental, and Life Insurance
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- PTO
- Long Term Disability Coverage
- Flexible Spending Accounts

If you are looking for a professional, challenging, and stimulating environment, and meet the above criteria, please submit your resume and salary requirements to:

Shelley Adams  
Public Relations Administrative Assistant  
Cranford Johnson Robinson Woods  
303 W. Capitol Avenue  
Little Rock, AR 72201  
Shelley.Adams@cjrjw.com

MGM MIRAGE recently merged with Mandalay Bay Resort Group which operates the Gold Strike in Tunica, MS. As a result, great things are on tap for the Gold Strike and we have a position open for a Public Relations Manager.

Interested candidates can apply on-line at [www.goldstrike.com](http://www.goldstrike.com).

Anyone who has questions, can call or e-mail me at the address below.

Public Relations Manager  
Full Time

At least two to five years experience in Public Affairs; excellent communication skills, both oral and written; media relations experience with national, regional, travel and gaming journalist; minimum of an Associates Degree in journalism, Public Relations or Communications preferred; working knowledge of Microsoft Word, Power Point and Excel software programs.

Mary Cracchiolo  
Assistant Director, Public Affairs  
Beau Rivage Resort & Casino  
875 Beach Blvd.  
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228-386-7134  
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