

PRSA Voice

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

www.prsamemphis.org

January 2005

Survey shapes future of society

A big thank you from the PRSA board for your participation in our recent member survey. More than 70 of our members completed the online survey, which focused on the areas of programs, professional development and Vox. Your results will help the 2005 board create events that will provide opportunities for professional growth as well as shape the Vox awards to become the premier communications awards of the area. Here are some of the key results from that survey:

Programs

An overwhelming 92 percent rated the Holiday Inn at the U of M as an excellent or good meeting space. Your favorite luncheons in 2004 were the *Best of the Bimbos* with Merrie Spaeth, the *FedEx Forum* opening with Arnold Perl and Linn Sitler discussing the *Shelby County Film Commission*.

For the future, the top subjects you want to hear about in 2005 included media relations, crisis management and community relations.

Professional Development

A large number of respondents (79%) considered our seminar cost of \$30 for members, \$40 for non-members a good

or excellent value. More than 73 percent said they would be interested in participating in a national web- or tele-seminar provided by PRSA national.

The top vote getters for future topics include branding, building key messages, pitching ideas to the media and crisis communication.

Vox

More than 92 percent of survey takers rated Vox ticket prices (\$45 for members, \$55 for non-members) as reasonable, and more than half rated their overall Vox experience as good or excellent.

The vast majority (75%) of members said they would like Vox to remain a special event and more than 66 percent preferred a Friday night venue over a Saturday.

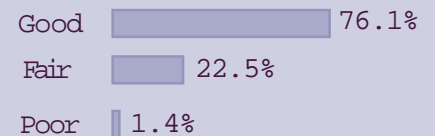
In addition to these results, the board will take your feedback to the open-ended questions to enhance our programs and special events.

Thanks to all who participated.

Additional results

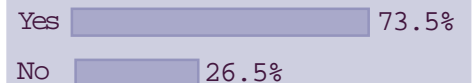
Programs

How do you rate the quality of



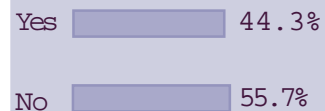
Professional Development

Would you be interested in attending a 1 to 2 hour PRSA web- or tele-seminar at a specific location for \$10 or \$15?



Vox Awards

Did you attend the Vox awards dinner last year?



2005 Officers

President

Stephanie Wilson Nichols, APR
Stephanie Wilson Nichols Communications
901.266.3714

President-Elect

Greg Broy
ALSAC/St. Jude
901.578.2332

Vice President Membership

Chris Stanley
MLGW
901.528.4557

Secretary

Lori Guy
1st Tennessee
901.523.4307

Treasurer

Heather Gavin
Enterprise National Bank
901.312.3526

Assistant Treasurer

Bob Phillips
Thompson & Berry
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

Kathie Alexander, APR (2005)
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

EVER SO BRIEFLY

Communicator of the Year

The meeting set for February 9th will be to announce the 2004 Communicator of the Year Award. Hope to see you all there!

Meeting date changes in 2005

Remember PRSA luncheons will be held the second Wednesday of each month. This change should bring more consistency to meeting times, diverting holiday and first of month conflicts.

Newsletter Information

Word from the editor:

Happy New Year everyone! Since this is my first newsletter, I hope you find it informational. I would like for all members to participate with content when you can. If you have any information you would like to share with your fellow members, please feel free to call me @ 751-8345 ext. 2# or send over an e-mail @ kwade@memphismediasource.com.

Photos are also welcome!

Thanks

Kimberly Wade

Benefits you may not know about

Being a member of PRSA is more than just attending monthly luncheons, hearing from speakers and attending professional development seminars. While those things are important, there's a lot more to being a member of PRSA. For example, Job Net, open only to PRSA members, can assist you in finding a new position or help you find the talent you need to fill that job opening in your department. And both members and visitors can leave their resumes on a table for potential employers to pick up.

PRSA National also has several other member benefits, including:

- Liability insurance
- Professional Resource Center
- Career tools
- Discounts for office supplies
- Discounts for national teleseminars

If you know someone who may be interested in joining PRSA, contact Chapter Coordinator Samantha Jernigan at sj@midsouth.rr.com or Chris Stanley, VP of Membership at 528-4557 or cstanley@mlgw.org.

"Decoupling" passed at nat'l assembly

by Rick Fischer, Delegate

After failing to pass at the New Orleans assembly in 2003, the 2004 assembly passed "decoupling" with 69% voting in favor of the change. Two hundred sixty-eight delegates attended the 2004 assembly in New York city.

Bylaws specified that all delegates must be accredited, thus coupling accreditation with governance. Backers of the change argued that some chapters could not have assembly representation because they either had no APRs or those with the APR were unable to attend the assembly. They also argued that "governance and voting rights are conceptually distinct from the personal and professional achievement evidenced by the APR credential."

Your Memphis board supported the change and instructed delegates Rick Fischer and Dan Lattimore, both APRs, to vote in favor of the change.

Beginning next year delegates must be either accredited (hold the APR designation) or a current board member of either their respective chapter, district or section. The chapter now will determine the criteria for its delegates within these broad guidelines.

5-year rule removed for APR

Delegates passed a bylaw change that permits a member to sit for the APR exam with fewer than five years in the profession. It also removed the requirement to be employed "full time" for members wanting to take the test. This change acknowledged the needs of people who change jobs, work out of their home, or drop out for a time to raise a family.

The measure originally failed to reach the necessary two-thirds votes (62% to 38%), but was "reconsidered" when

several delegates agreed to change their votes if the proposed change could be modified. The modification inserted the language recommending, but not requiring, five to seven years experience after the bachelors degree.

The Memphis board supported this change.

Other business

The slate of officers for the national board was uncontested and passed easily. Judy Phair will be the 2005 president. Cheryl Procter-Rogers will be the president in 2006. Procter-Rogers spoke at one of our meetings in 2003.

Future conferences:

- 2005 Miami Beach - Fontainebleau Hilton Resort
- 2006 Philadelphia
- 2007 Salt Lake City

Word search

We all want to avoid using the same phrases in our communications, but it's difficult not to fall into the trap of "corporate-speak." Here are some synonyms that will help you broaden your use of language and better communicate in plain-spoken English.

Re-trench (v.): scale back, reduce, lower, economize, limit, diminish, lessen, curtail

Robust (adj.): full-proof, heavy-duty, well-developed, vigorous, all-encompassing, fault-tolerant

Said (v.): stated, spoke, noted, observed, mentioned, argued, highlighted, asserted

Streamlined (adj.): all-in-one, low-touch, automated, simplified, easy-to-use, redesigned, tightened, integrated

Strengthen (v.): reinforce, fortify, improve, support, toughen, advance, enhance, heighten

Submit (v.): send, provide, respond [with], pass [along], reply [with], e-mail[/mail/fax/call with]

Supply Chain (n.): vendor relationships, product inputs, component providers, materials manufacturers, supplier services

www.lacp.com

Member Information and Updates

Running Pony Productions Wins Emmy

Memphis, Tenn. (Jan. 24, 2005)—Memphis film/video/digital production company Running Pony Productions won an Emmy award, television's highest honor, at a televised ceremony in Nashville Saturday night. Running Pony won the award in the "Public Affairs" category for the premiere episode of "Smart Medicine", which airs on WKNO-TV. "Smart Medicine" is underwritten by the Baptist Memorial Healthcare.

The MidSouth Chapter of the National Academy of Television Arts and Sciences received more than 700 entries in 60 categories for the 19th Annual MidSouth Emmy Awards. Running Pony was nominated in two categories. A complete list of winners can be found at <http://nashville.emmyonline.org>. The Emmy awards recognize outstanding achievements in television, and are intended to be an incentive for the continued pursuit of excellence for those working in the television industry.

Running Pony Moves to New Production Center

Memphis, Tenn. (Jan. 31, 2005)—Memphis film/video/digital production company Running Pony Productions has moved to a bigger location. Running Pony now occupies more than 6,000-square-feet on the first floor of the Forum III building at Poplar and Kirby Parkway. The new facility includes 4 networked Avid editing suites, a high-tech graphics/special effects suite, a 600-square-foot studio, conference room and wireless internet access for clients. "We've grown so much in 10 years that we needed a bigger facility for our many clients and employees," explains Gary Blankenship, one of the company's three owners. "Our new location provides more room to work, more comfortable surrounding, more amenities, and more production 'horsepower'."

Welcome new members

Amanda Suzanne Mauck

Marketing Coordinator
LeBonheur Children's
Medical Center
50 N. Dunlap
Memphis, TN 38103
(901) 572-3030
fax: (901) 572-3103
maucka@lebonheur.org

M. Paige Parthenais

Account Coordinator
Thompson & Company
50 Peabody Place, 4th Fl
Memphis, TN 38103
(901) 251-5134
fax: (901) 527-3697
pparthenais@thompson-co.com

Suzanne Elizabeth Riker

Communications Specialist
Methodist Le Bonheur
Healthcare
1211 Madison Ave.,
Suite 900
Memphis, TN 38104
(901) 516-0619
fax: (901) 516-0621
rikers@methodisthealth.org

Kathryn Marie Wassmer

Account Coordinator
Thompson & Company
50 Peabody Place
Memphis, TN 38103
(901) 251-5103
fax: (901) 527-3697
kwassmer@thompson-co.com

Things to do to your co-worker while they are on vacation...



MEMPHIS CHAPTER COMMITTEE CHAIRS

Accreditation

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

Awards

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

Board Bank Open

Circulation/Directory Editor

Carrie Strehleu
ALSAC/St. Jude
901-495-2295

Diversity

Willie Logan
V.A. Medical Center
901-577-7393

Web Site

Rod Starns
Running Pony Productions
901-683-6693

Ethics

Kim Cherry APR
First Tennessee
901-523-4726

Historian Open

Hospitality
Ayoka Pond
Baptist Memorial Healthcare
901-227-3503

Tori Walsh
Hilton Hotels Corporation
374-6383

JobNet/Placement

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

Newsletter Editor

Kimberly Wade
Media Source
901-751-8345

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/University of Memphis

Anthony Hicks, APR
901-323-4570

PRSSA/University of TN Martin

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

PRSSA Representative

Nicolette Bethel

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

Sponsorship Open

Vox Awards

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