

PRSA Voice

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

www.prsamemphis.org

July 2005

Letter from the President

Hello Memphis Chapter Members,
I hope everyone is enjoying summer.

In May, the board and committee chairs held a retreat in order to plan for not only 2005 but to establish some groundwork for the coming years. The planning session was successful and work is underway to accomplish the goals we set.

For one, Kim Cherry, APR, historian and ethics chair, is hard at work to update our Policies and Procedures handbook. Since board members and committee chairs change annually, this group relies heavily on what has been set as the standard in past years. While the meeting minutes contain all of the changes and amendments to the handbook, it has been a while since the actual document has been updated. Kim is hoping to have this document "up to speed" in the next month.

The meeting also brought forth a new group spearheaded by Leah Demaree. A subcommittee of the Membership committee, a New Pros group was developed for public relations professionals with up to five years experience. Leah fought hard for this group, hoping it would bring practitioners new to the public relations profession together in order to network and become involved in our chapter. Involvement in chapter committees has proven to be a step ladder to leadership and through this group, Leah has established an avenue for this type of involvement. If you are new to PRSA

or have five years or less experience in the field, check out this new group.

The board also looked at our annual fundraiser, Vox. We came up with ideas to encourage participation in the awards gala—ideas to increase entry submissions and ticket purchases. Some of the ideas discussed were silent auctions, money trees, raffles, etc.

As your board, we meet monthly for one hour prior to our luncheon, to discuss areas of concern and to plan for the remainder of the year. These meetings are open to the general membership and we encourage you to attend, bringing any ideas you have for our chapter to our attention.

Best Regards,
Stephanie Wilson Nichols, APR
Chapter President

New Pros Group

The New Pros group will be meeting on July 21 at 6:00 at Dan McGuinness on Spottswood (near Oak Court Mall/Target).

We will be brainstorming and planning our meetings for the rest of the year.

If you have any ideas or suggestions for programs you would like the New Pros to host please join us on July 21.

If you can't make it, feel free to send any suggestions or ideas to: prsamemphis_newpros@yahoo.com.

July Speaker and Meeting Information

Join us on July 13!

Skip Rutherford, Chairman of the Board for The William J. Clinton Foundation will share the story of the opening of the Clinton Presidential Center. A massive event which drew thousands of media, dignitaries and visitors to Little Rock, AR last November.

The July meeting will be held at the University of Memphis Holiday Inn @ 11:45AM.

To make reservations, please e-mail Samantha Jernigan sj@midsouth.rr.com



Advancing the Profession
and the Professional .

Everything You Always Wanted to Know About The APR Exam But Were Afraid to Ask

By Ruth Ann Hale, APR
APR Chair, Memphis PRSA Chapter
Director, Media and Community
Relations
Methodist Healthcare

Maybe you've been considering taking the APR exam to become accredited in public relations. Or maybe you just wonder who are those people with APR after their names and what it means.

Accreditation is a voluntary way to distinguish yourself in your field. It is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment.

Earning accreditation says that you are:

- committed to professionalism;
- have discipline and personal motivation to master a comprehensive body of knowledge; and
- have the desire to uphold the Code of Professional Standards by which professionals who are Accredited Public Relations practitioners agree to be guided.

To be eligible to go through the process, you must have at least five years of experience in the full-time practice or teaching of public relations. You must also have a bachelor's degree in a communication-specific field or have equivalent work experience that corresponds to the Commission on Public Relations Education's Recommended Curriculum.

The Universal Accreditation Board was formed in 1998, primarily to oversee the Accreditation program originally introduced by PRSA in 1964.

UAB partner organizations include the Agricultural Relations Council, the National School Public Relations Association and several other groups.

The APR process is divided into two parts: the readiness review and the written exam. The readiness review is the gateway to the computerized written exam and gives each candidate the opportunity to meet with a local panel of three Accredited professionals who will help to assess each candidate's readiness to succeed in the written exam. The readiness review involves a written submission and a portfolio review. Candidates are scored by the panel on specific knowledge, skills and abilities. The readiness review usually takes one to two hours.

You must schedule your written exam within one year of the date on which you are advanced by the readiness review panel. The written exam may be scheduled at the candidate's convenience. It is administered and delivered by Prometric, Inc. at hundreds of testing facilities across the country. The exam is multiple-choice and generally takes two and a half to three hours to complete.

Many resources exist to help candidates through this process. To get started, visit www.praccreditation.org or call me Ruth Ann Hale, APR, at 516-0606.



Ruth Ann Hale, APR

Professional Development Seminar

The next PRSA professional development seminar, "The Speech, The Speaker, The Art," with Janas Jackson is scheduled for Friday, July 29 at 2:00 p.m. at the Main Library.

Jackson's presentation will cover speech development, media coaching, talking points, promotion and how to coach your CEO.

She currently works with six CEOs in developing speeches and promotional materials. Other clients include Yolanda King, daughter of the late Dr. Martin Luther King Jr., internationally recognized motivational speaker Les Brown and Memphis Mayor Dr. W.W. Herenton.

To register for the seminar contact Samantha Jernigan (901) 409-0619 or sj@midsouth.rr.com. Please RSVP by Wednesday, July 27. Cost is \$30.00 and \$20.00 for PRSA/PRSSA members.

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Speaker Bio

Skip Rutherford of Little Rock is executive vice-president of Cranford Johnson Robinson Woods (CJRW), one of the region's largest communications firms.

In addition to his professional responsibilities, Rutherford is Chairman of the Board of the William J. Clinton Foundation and coordinated the planning for the William J. Clinton Presidential Center, America's 12th Presidential Library.

He is a former administrative assistant to United States Senator David Pryor, (D-AR), past president of the Little Rock School Board and has been active in numerous campaigns and initiatives at the local, state and federal levels.

He served as the first Executive in Residence in the Department of Journalism at the University of Arkansas at Fayetteville. He also received the Journalism Department's first Distinguished Alumnus Award. He has also taught at Lyon College in Batesville and the University of the Ozarks in Clarksville.

He coordinated the 40th anniversary commemoration of the 1957 crisis at Little Rock Central High School. He also coordinated the dedication of the Northwest Arkansas Regional Airport, only the third new commercial airport to open in the last 25 years.

He was the first president of the advisory board for the Arkansas School for Mathematics and Science. He is a member of the Board of Directors of Arkansas Children's Hospital, Lyon College and a founding member of the Little Rock Central High Museum and Visitor Center Board.

Rutherford is the recipient of the Humanitarian Award from the Arkansas Chapter of the National Conference of Community and Justice; the Men of Volunteer Achievement from the Retired Senior Volunteer Program;

the Arkansas Community Service Award from the Arkansas Department of Volunteerism the Martin Luther King Award from the Black Community Developers and the Community Service Award from the University of Arkansas Alumni Association.

He was named 2004 Arkansan of the Year by the *Arkansas Times* newspaper and received the 2005 William F. Rector Memorial Award for distinguished civic achievement in Little Rock.

Rutherford is the founder and organizer of the Political Animals Club, a non-partisan grassroots organization of community leaders and activists who meet regularly to discuss politics and issues.

He and his wife, Billie, are the parents of three children. They are members of Pulaski Heights United Methodist Church in Little Rock where Rutherford is a past chairman of the Board of Stewards.

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