

# PRSA Voice

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

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

May 2005

## VOX Categories and Winners - Congratulations!

### VOX Categories and Winners

**Baptist Memorial Health Care** received the Silver Vox Award for best public relations campaign of 2004. The organization received the top honor for its "ER Campaign" in the public service campaigns sub-category.

**Le Bonheur Children's Medical Center** claimed the evening's other top prize, the Bronze Vox Award for best campaign tactic of 2004 in the Print Media category. That effort was "What Does Love Sound Like" in the special purpose/ one-time publication sub-category.

### Complete List of Category Winners

#### Communications Campaigns:

Community Relations Campaign  
Vox: ALSAC / St. Jude Children's Research Hospital, St. Jude Thanks and Giving  
Gold: Howell McQuain Strategies for Memphis Area Legal Services, Inc. 2004 Access to Justice Campaign

Public Service Campaign  
Vox: Baptist Memorial Health Care, ER Campaign

Employee Campaigns, Internal  
Vox: Youth Villages, "Follow Your Heart" Our Family Campaign 2004  
Vox: Baptist Memorial Health Care, Above & Beyond

Marketing Communications Campaign / Promotions  
Vox: Annunciation, Greek Orthodox Church, Greek Festival 2004  
Gold: ALSAC / St. Jude Children's Research Hospital, Country Cares for St. Jude Kids

Crisis Communications Campaign  
Vox: Baptist Memorial Health Care – Corporate Communications Department, Community Benefit Campaign

Public Affairs / Government Campaigns  
Gold: McNeely Pigott & Fox Public Relations, Memphis Regional Chamber of Commerce Vote No Public Information Campaign

Communications Campaign, Other  
Vox: ALSAC / St. Jude Children's Research Hospital, Create a Pepper to Fight Childhood Cancer  
Gold: Baptist Memorial Healthcare, Experience Critical Campaign

#### Special Events:

More Than Seven Days  
Vox: The Carter Malone Group, Church of God in Christ 9<sup>th</sup> Holy Convocation 2004

Seven Days or Less  
Vox: Baptist Memorial Health Care, Girls' Day Out  
Gold: ALSAC / St. Jude Children's Research Hospital, St. Jude Marathon and Half Marathon

#### Writing:

Feature / Profile  
Vox: St. Jude Children's Research Hospital, Big Ben Bowen  
Gold: St. Jude Children's Research Hospital, Inner Vision

Speech  
Vox: FedEx Corporation, Mike Glenn at the National Sales Conference

Column  
Gold: Baptist Memorial Health Care, President's Corner

Technical Manuals / Handbooks  
Vox: Memphis Light Gas and Water Division, Weathering Nature's Fury: A Guide to Natural Disaster Preparedness

Business to Business  
Vox: Le Bonheur Children's Medical Center, Portrait of a Child  
Gold: Thompson & Berry Public Relations, Genome Explorations Turns Tiny Genes into Big Business

Script  
Vox: Baptist Memorial Health Care, ER TV PSA Script  
Vox: Baptist Memorial Health Care, ER Radio PSA Script

Advertorials  
Vox: Thompson & Berry Public Relations, Gripping the Ground with Georgia Boot  
Gold: Le Bonheur Children's Medical Center, World-Renowned Neurological Treatment at Le Bonheur Children's Medical Center

Other  
Vox: Kim Keller Communications and FedEx, RFID Profile on the Rise  
Vox: Thompson & Berry Public Relations, Memphis Company Setting Trends for Industrial Use of Renewable Energy Sources  
Gold: Thompson & Berry Public Relations, Singleton, Allain Launch Crunk Pictures in Memphis

#### Print Media:

Poster  
Vox: Baptist Memorial Health Care, Experience Critical Poster Series  
Gold: Sossaman & Associates, The Promise

Photo  
Vox: Baptist Memorial Health Care, Hope Health Van

Illustration  
Vox: MIFA, 2004 Holiday Card

Logo  
Vox: inferno, The Exchange Club Family Center Logo  
Gold: Thompson & Berry Public Relations and Disciple Design, Cotton Bowl Catering Logo  
Gold: Thompson & Berry Public Relations and Disciple Design, fûl logo

Brochure  
Vox: Southern College of Optometry, Invest in Your Future  
Gold: Accredo Health, Inc., Pharmacist Recruitment Brochure

Direct Mail / Direct Response  
Vox: MIFA, 2004 No-Go Gala  
Gold: Thompson & Berry Public Relations, Picture Yourself

## VOX Categories and Winners - Continued

**Magazine, External Audience**

Vox: University of Tennessee Health Science Center, College of Medicine Magazine  
Gold: St. Jude Children's Research Hospital, Promise

**Newsletter, Up to Two Colors**

Vox: Baptist Memorial Health Care, Leader  
Gold: First Horizon National Corp., Working Together

**Newsletter, Three or More Colors**

Vox: Southern College of Optometry, Visions  
Gold: Qsource Center of Healthcare Quality, Medicare Source  
Gold: The Children's Museum of Memphis, Sparks Newsletter

**Special Purpose or One-Time Publication**

Vox: Le Bonheur Children's Medical Center, What Does Love Sound Like  
Gold: Southwest Tennessee Community College, Viewbook – Extraordinary Style for an Extraordinary Fit  
Gold: Baptist Memorial Health Care, Childbirth Calendar Series

**Annual Report, For Profit**

Vox: FedEx Corporation, FedEx Corporation Annual Report 2004  
Gold: Accredo Health, Inc., Accredo health, Incorporated 2004 Annual Report

**Annual Report, Non Profit**

Gold: MIFA, 2004 Annual Report  
Gold: Memphis Light Gas and Water Division, Strength for Today, Power for the Future: The 2003 MLGW Annual Report

**Print Media, Other**

Vox: ALSAC / St. Jude Children's Research Hospital, Thanks & Giving Campaign Overview Book  
Gold: Baptist Memorial Health Care, Experience Critical Sticker Sheet  
Gold: Le Bonheur Children's Medical Center, Asthma Educational Display

**Audio Visual:**

**Broadcast Presentation, External Audience**

Vox: ALSAC / St. Jude Children's Research Hospital, Up 'Til Dawn/MTVu Spots  
Gold: ALSAC / St. Jude Children's Research Hospital, 2004 Liberty Bowl Halftime Video

**Video Presentation, Internal Audience**

Vox: inferno, Global Sales Meeting – A Day in the Life  
Gold: ALSAC / St. Jude Children's Research Hospital, Country Cares for St. Jude Kids Celebrating 15 Years Video

**Video Presentation, External Audience**

Vox: Children's Museum of Memphis, Pollution Detectives DVD  
Gold: Running Pony Productions, Memphis Redbirds 2004 Marketing Video

**Computer-Generated Slide Presentation**

Gold: Memphis Light Gas and Water Division, Remembering Summer Storm 2003

**Audio Only**

Vox: ALSAC / St. Jude Children's Research Hospital, Country Cares for St. Jude Story Songs CD  
Gold: St. Jude Children's Research Hospital, St. Jude Medical Minute

**Audio Visual, Other**

Vox: Running Pony Productions, Graceland Vigilcast 2004

**Public Service:**

**Television**

Vox: Baptist Memorial Health Care, ER Campaign TV PSA  
Gold: McNeely Pigott & Fox Public Relations, Memphis Regional Chamber of Commerce Vote No Public Information Campaign

**Radio**

Vox: Baptist Memorial Health Care, ER Campaign Radio PSA

**Print Newspaper or Magazine**

Vox: Le Bonheur Children's Medical Center, Boing Boing  
Gold: Baptist Memorial Health Care, ER Campaign Print PSA

**Billboards / Bus Board**

Vox: Experience Critical Outdoor Board PSA

**Public Service Announcement, Other**

Vox: Running Pony Productions, ALS Mid-South Chapter

**Media Campaign Elements:**

**News Release**

Vox: Baptist Memorial Health Care, Experience Critical News Release  
Gold: inferno, Fullen Dock Revives Cotton Shipping on the Mississippi River

**Video News Release**

Vox: Running Pony Productions, 50<sup>th</sup> Anniversary of Rock and Roll VNR  
Gold: Running Pony Productions, Gate Gourmet: Restaurant in the Sky VNR

**Media Kit**

Vox: The Carter Malone Group, Church of God in Christ 97<sup>th</sup> Holy Convocation 2004

**News Conference**

Vox: Baptist Memorial Health Care, SimMan News Conference  
Gold: Baptist Memorial Health Care, M.D. Anderson-Baptist Partnership News Conference

**Application of Technology:**

**Web site, External Audience**

Vox: Baptist Memorial Health Care, Baptist OnLine  
Gold: Baptist Memorial Health Care, P.D. Parrot

**Web site, Intranet/Internal**

Vox: ALSAC / St. Jude Children's Research Hospital, ALSAC / St. Jude Communications Intranet  
Gold: FedEx Corporation, TopLine

**Interactive CD / DVD**

Vox: FedEx Services, Aaholm's Report  
Gold: Running Pony Productions, Southwest Tennessee Community College Recruitment CD: Extra!

**Application of Technology, Other**

Vox: Thompson & Berry Public Relations, fûl Brand Attitude E-mail  
Gold: Baptist Memorial Health Care, SimMan News Conference e-vite



## Letter from the President

Hello Memphis Chapter Members,

As we prepare for our May meeting, I'd like to reflect a little on April.

I would like to recognize and congratulate the Vox chair, Amy Thomas and the co-chair Beth Simkanin, and the entire Vox committee for their time, service and contributions. They worked extremely hard for several months and without this amazing team, the gala event would not have happened. I could not have asked for a better, more dedicated group of professionals to serve in this capacity during my term as president, so my deepest gratitude is extended to the entire committee.

I would also like to thank all of the members who submitted work and purchased tickets to the gala. Without your contributions, there would be no reason to hold such a quality event.

I would be remiss if I did not express my deepest gratitude to the business community for sponsoring Vox through monetary, in-kind and door prize donations. Our corporate sponsors have added a level of profit to our annual fundraiser that significantly increases the bottom line.

As soon as we have the final numbers, a report will be given to the members.

Congratulations to all of the Vox winners. You should be pleased with your success, as an incredible amount of work went into the judging process. The well-qualified judges evaluated and critiqued the entries in a truly dedicated fashion and took their responsibility very seriously. Without a doubt, the recipients of the awards presented were truly deserving.

Lastly, I would like to congratulate Beth Simkanin, who was awarded the Professional of the Year award. I am so proud for Beth, as she has demonstrated the qualities of a true professional since she became associated with our chapter. Congratulations!

I have not forgotten about the update promised to you concerning our board and committee retreat. We have a few loose ends to tie up and next months issue will include our progress.

Best Regards,  
Stephanie Wilson Nichols, APR  
Chapter President

### Duplicate Vox Awards Order Form is Online

The duplicate Vox awards order form can be found on the PRSA Web site at [www.prsamemphis.org](http://www.prsamemphis.org). Payment and forms are due to Amy Thomas by May 31. Cash and checks made payable to PRSA Memphis Chapter are accepted. Vox plaques are \$60 each and gold certificates are \$20 each. Student Vox and Gold awards are \$10.

### Awards Correction

Due to a judging calculation error, there was an additional Vox Award winner that was not announced at the Gala. Kim Keller Communications and FedEx received a Vox award in the Writing" Other Category for *RFID Profile on the Rise*.

## New Professionals Group

PRSA Memphis is proud to announce the addition of the New Professionals Group, a committee dedicated to the public relations professional with five years of experience or less.

This group will offer networking and professional development to new public relations professionals in Memphis and the mid-South region.

This group will meet separately from the regular PRSA luncheons on the third Thursday of the month at the Center for Southern Folklore (located in the Pembroke Square building) on Main Street in downtown Memphis. Our first meeting will be Thursday, May 19 at 5:30 on the roof of the Pembroke Square.

This will be an excellent chance to meet and mingle with other new professionals, learn how to get involved in New Pros and enjoy a beautiful Memphis sunset.

The meeting is free.

Appetizers will be served and a cash bar will be available. Mark your calendars, invite your friends and plan to attend on May 19!

## 2005 Officers

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Stephanie Wilson Nichols, APR  
Stephanie Wilson Nichols  
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The University of Memphis  
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Dr. Rick Fischer, APR, Fellow PRSA  
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### Immediate Past President

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Daphne Thomas(2006)  
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Visit the Memphis News Bureau, [www.memphisnewsbureau.com](http://www.memphisnewsbureau.com), and register to receive Memphis News Bureau updates on specific news beats. The Memphis News Bureau is an independent source of accurate information for the news media and a great source of information for public relations professionals about what is going on in Memphis.



### Running Pony Hires New Production Specialist

Running Pony Productions, a video/film/digital production company, has hired Jacob Abart as a video production specialist and interactive media designer. Abart has worked for Running Pony the past three years as a free-lance camera operator and audio engineer. He has also worked as a production assistant at WKNO-TV.

Running Pony Productions offers communication services including corporate image videos, sales and marketing presentations, video news releases, media training, commercials and public service announcements. Clients include major broadcast and cable networks, national and international corporations, advertising and public relations firms, and local businesses and non-profit organizations. For more information about Running Pony, visit [www.runningpony.com](http://www.runningpony.com).

### New Members

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If your contact information has changed, you can update that easily too. Select "My Profile" from the menu. Don't know your MemberNet login or password? Click the option to have it e-mailed to you. Have questions or problems with MemberNet? E-mail our help desk at [membernet@prsa.org](mailto:membernet@prsa.org).

### May Speaker

Dr. Carol R. Johnson, superintendent of the Memphis City Schools, will be the guest speaker for the May 11 meeting of the Public Relations Society of America, Memphis chapter.

Since becoming the superintendent of the 21st largest school district in the nation on Oct. 6, 2003, Johnson has more than made a difference. Perhaps the biggest achievement Johnson has helped orchestrate is the removal of 83 Memphis City Schools from the state's No Child Left Behind high priority list, a 56 percent reduction. As part of her proactive approach, the superintendent introduced her vision, the new "Three Rs" —

relationships, responsibility and results — at the beginning of the 2004-05 school year.

The bottom line, Johnson said, emphasizes the importance of the community as a whole taking responsibility for the great task of educating the city's children.

Before coming to Memphis City Schools, Johnson served as superintendent of the most diverse school district in Minnesota, Minneapolis Public Schools. Johnson has re-energized the employees of the Memphis district with her compassion, focus on educating children and strong belief in the importance of building relationships throughout the city.

**PRSA Seeks Leaders to Advance Profession and Industry  
2005 Process Begins to Nominate Officer and Board of Director Candidates**

**NEW YORK (March 10, 2005)** - The 2005 Nominating Committee of the Public Relations Society of America (PRSA), the world's largest organization for public relations professionals with more than 28,000 student and professional members, announced today the start of its annual process of recruiting candidates for Board Officer and Director positions is under way.

"Candidates should be proven leaders who have clearly demonstrated an ability to lead others and achieve goals for the organization - not just manage processes, but actually lead groups to change and achievement," said Reed Bolton Byrum, APR, chair, 2005 Nominating Committee and 2003 PRSA president and CEO. "Candidates should be diverse and should be respected public relations professionals with a wide range of leadership experience in the profession, their industry and their community. And, candidates should have a deep understanding of the public relations industry and a strong commitment to further PRSA and the profession."

The available national positions, with a deadline for filing candidacy papers of June 13, 2005, are:

- President-elect
- Treasurer
- Secretary
- Director — East Central District
- Director — Mid-Atlantic District
- Director — Midwest District
- Director-At-Large
- Assembly Delegates-at-Large (four)

All national officers and directors serve concurrently as members of the PRSA Foundation Board of Trustees. Byrum, managing director and CEO of Austin's Strategic Communications Associates, says the Committee will make an earnest effort to identify and recommend leaders who will advance both the Society and the public relations profession and best be able to meet and overcome the challenges PRSA faces.

Eligible candidates are Accredited, PRSA members in good standing, who have served in at least one of the following capacities:

- Voting delegate in at least one national PRSA Assembly;
- Chapter president;
- Section chair;
- District chair; or,
- Chair of a national committee.

The first critical step will be to file candidacy papers by 5:00 p.m. (in the time zone in which the candidate resides) on June 13, 2005. Once eligibility is confirmed, PRSA members will be able to send comment letters about candidates with a limit of 300 or fewer words. The Nominating Committee will review applications and commentary and then meet August 5-7 to interview Officer candidates in person and Director candidates by phone. Candidates for Assembly Delegate-at-Large positions will be considered for nomination on the basis of information they provide on their application. The Nominating Committee will then make final selections for nominees for consideration by the Society's Assembly, the principal PRSA governing body.

The PRSA Assembly will elect candidates for office at the PRSA International Conference on October 22, in Miami Beach, Florida.

Names of potential candidates should be sent to Reed Bolton Byrum, APR, chair, 2005 Nominating Committee, PRSA, 33 Maiden Lane, 11th Floor, New York, New York. 10038-5150

or by e-mail at [nomcom2005@yahoo.com](mailto:nomcom2005@yahoo.com)

. Information packets that outline the specifics of the nominating process will be sent to those individuals.

The candidate application, process timetable and other nominating material can be found by [clicking here](#) or go to:

<http://prsa.org/About/Leadership/candidates2005.asp>

MEMPHIS CHAPTER COMMITTEE CHAIRS

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**Board Bank**

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**PRSSA/Univ. of TN Martin**

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## Professional Development Seminars for May and June

<b><u>Date</u></b>	<b><u>Event</u></b>	<b><u>Location</u></b>	<b><u>Contact</u></b>	<b><u>Category</u></b>
May 2005				
<b>10</b>	Surviving 'Gotcha' Journalism <i>Teleseminar</i>	N/A	Genevieve DeLaurier	PD – Media Relations
<b>10/11</b>	Financial Communi- cations workshop Gaining Critical Financial Communi- cations Skills	New York, NY	Tina Honer	PD – Financial Communications
<b>12/13</b>	Public Relations: Research, Measure- ment And Evaluation Seminar	Boston, MA	Genevieve DeLaurier	PD – Research/ Evaluation
<b>15/17</b>	Counselors Academy 2005 Spring Confer- ence	Phoenix, AZ	Allison Calvello	PD – Special Events
<b>17</b>	Media Relations 101: Everything you Wanted to know but were afraid to ask! <i>Teleseminar</i>	N/A	Genevieve DeLaurier	PD – Media Relations
<b>19/20</b>	Leadership and Management of the Public Relations Function Seminar	Washington, DC	Genevieve DeLaurier	PD – Leadership
<b>19</b>	Beyond the Inverted Pyramid <i>Teleseminar</i>	N/A	Genevieve DeLaurier	PD – Writing
<b>23</b>	"Writing that sells: Product, Services, Ideas" Seminar	Tempe, AZ	Genevieve DeLaurier	PD – Writing
<b>26</b>	Building Community Relationships: Gaining and Maintain- ing Public Consent	N/A	Genevieve DeLaurier	PD – Community Relations

**The answers for those tough PR questions**

Looking for some fresh ideas for that news release? Wanting to spice up your company newsletter? Been given a new assignment and have no idea where to begin? Why not start at **www.prsa.org!** With your MemberNet login you now have access to some of the best PR strategy, tactics and examples all at your finger (or maybe more appropriately, mouse) tip.

PRC Search, new on the MemberNet site, features full text articles from PRSA Tactics monthly paper and Strategist Magazine as well as Silver Anvil award entry summarization outlines. The service is free for PRSA members, and can give you the creativity you need to take your next campaign to the next level.

The search can be narrowed by practice, industry, communication channel and other specific information, or leave the fields empty to see a myriad of results. It's a tool that can really save you time, can serve as research for

your project and give you results that will surely be noticed by your audiences.

PRC search is just one of many services offered through PRSA. For a list of more, including discounts and even insurance, visit the MemberNet section of **www.prsa.org**.

**13<sup>th</sup> Annual Vox Gala a Huge Success**

Almost 200 people headed out for "A Night at the Vox" as the Memphis chapter hosted its 13<sup>th</sup> annual PRSA Vox Awards Gala last month at the Racquet Club of Memphis.

The event honored outstanding work by public relations professionals from all business sectors in the Memphis area: agencies, corporations, media and non-profit organizations. More than 180 entries were judged by experienced PR professionals from outside the Memphis area. First place winners were awarded the Vox Award and the runners-up received the Gold Award.

Members enjoyed reviewing this year's Vox entries while enjoying cocktails, appetizers and music from PRSA's own Vox All-Stars Band. Dinner began with a welcome from PRSA

Chapter President Stephanie Wilson Nichols. To kick off the program, Amy Thomas, the 2005 Vox chair, recognized the committee, sponsors and the Vox judges. Elizabeth Maynard-Garrett, APR then presented the 2004 Professional of the Year Award to Beth Simkanin for her extensive involvement in the chapter during the past year.

Katie Wassmer and Amanda Mauck presented the 2004 Student Vox Certificates. Awards were then handed out as the Vox winners were announced during the Vox presentation video, which was created by Running Pony Productions. The Vox All-Stars ended the night cranking out classic roll 'n' roll hits from the past four decades.

"The Vox committee would like to thank all of the compa-

nies who entered this year's Vox competition," said Amy Thomas. "The Gala would not have been a success if it wasn't for the involvement of the chapter members who submitted their best work."

PRSA thanks its Vox Gala sponsors: platinum sponsors Baptist Memorial Healthcare, Running Pony Productions, Methodist/Le Bonheur Health Care; gold sponsor Caesar's Entertainment; silver Sponsor Whippet Creative Works; and bronze sponsors Business Wire, Hollywood Casino, Fast Signs, First Tennessee, Howell McQuain Strategies, and Mimeo. Additional judging sponsors include The Carter Malone Group and Corky's.

Rocking at the VOX Gala with the VOX All Stars!!



Dan Hope getting funky on the guitar



Dr. Rick Fischer beating those skins



Stan Gibert rockin' with a solo



Kim Brukart & Mary Christy of the  
Annunciation Greek Orthodox Church

**Booking Information**

"Vox All Stars"

Dan Hope @ 901-320-6338

or

dan.hope@memphistn.gov

*Imagination is more  
Important than Knowledge  
-Albert Einstein*