

PRSA Voice

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

www.prsamemphis.org

September 2005

Letter from the President

Hello Memphis Chapter Members,

While there are many exciting things brewing that I cannot wait to share – I need to take this space to ask for your help.

Our board and committee chairs have collaborated and we would like – as a chapter – to help those affected by Hurricane Katrina. Yes, there are efforts and drives all over the place, but we feel that we should represent our profession – the communicators – the community-relations professionals that we are – in this national disaster. Some of our sister-chapters are doing the same – especially in and around the areas most affected.

As you are aware – many evacuees from Louisiana, Mississippi, Texas, etc., have relocated to our city and the surrounding areas, i.e. Tunica and DeSoto counties, etc. Children have enrolled in our schools and families are living in area hotels and shelters. They are visiting our churches and will be with us for some time.

While our first thought is to send items to the affected states – we have needs here in the Memphis area in order to serve those who have come here for help. The needs are many and as I write this letter to you, I want to list all the things we COULD donate. But, if I listed all the different items, food, cash, gift cards, personal hygiene items, pet supplies, school supplies, etc. – we'd end up with a little bit of a lot of things and therefore not making a big impact. So, we've decided to limit it – but give you options in your donations.

Currently, the Memphis Food Bank is dangerously low on food as they have been serving through agencies, organizations and churches. The local Red Cross and other charitable organizations are in need of cash donations. Also, many children have been enrolled in our schools and have no school supplies and there are local drives for this need.

At our upcoming meeting, we will have several boxes at our sign-in table. They will be labeled "PERSONAL HYGIENE SUPPLIES" and "FOOD ITEMS."

We will also be accepting monetary donations in the form of cash and/or checks.

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September Meeting Information

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 your 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.

President's letter continued

Professional Development Seminar

Please ask your companies to donate as well and bring those checks too. There will not be a box labeled "MONEY," however, we will have one of our members at the table collecting those donations. We will provide a receipt for your monetary donations. Checks may be made payable to PRSA-Memphis Chapter and in the memo area – write Hurricane Katrina.

We are aiming for 100 percent participation in this drive and ask that everyone bring something for this outreach effort. The opportunities are endless. Please find a list below of items that are needed. When you arrive – please place your donation in the appropriate box. We will be donating all the items to the appropriate organization for distribution. Feel free to bring more than one item per person. This is our chance to help.

Thanks in advance for your participation.

Stephanie Wilson Nichols,
APR
President
Memphis PRSA Chapter

DONATION ITEMS:

FOOD DONATIONS

- Canned Meats (tuna, chicken, ham, SPAM, potted meat, sardines, Vienna sausages)
- Peanut Butter
- Peanut Butter/Jelly combo
- Canned fruit
- Canned vegetables
- Bottled Water
- Baby Formula
- Baby Food
- Other non-perishable items

PERSONAL HYGEINE ITEMS

- Diapers
- Wipes
- Anti-bacterial soap
- Anti-bacterial hand gel/lotion
- Depends
- Deodorant
- Feminine items
- Toothpaste
- Toothbrushes
- Mouthwash
- Shampoo
- Conditioner
- Tylenol, etc.
- Toilet paper
- Tissue
- Paper towels

The Memphis Chapter of the Public Relations Society of America (PRSA) will hold a professional development seminar on accreditation on Tuesday, September 27 from 10 a.m. until 12 p.m. at the Main Library, 3030 Poplar Ave. There is not a charge for this seminar.

Ruth Ann Hale, APR, Accrediation Chair for PRSA Memphis, will provide an overview of the accreditation process including what it means, who's eligible, the process, the costs and reasons it's important to the profession.

Register by Monday, September 26, by contacting Samantha Jernigan @ 901-409-0619 or sj@midsouth.rr.com.

PRSSA News Release

A new season, a new look, a new Mid-South Media Guide.

The University of Memphis Chapter of PRSSA is excited about our new, enhanced Mid-South Media Guide, due out this fall. Watch for updates and early bird specials.

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

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

Board Bank Information and Facts

Did you know ...

PRSA members use their public relations expertise to help deserving non-for-profit organizations and community groups enhance their image and achieve their goals through the following services:

- Media Relations (pitching stories to TV, radio and print)
- Consulting to create a media relations plan
- Consulting to create a communications plan
- Newsletter design
- Writing (press releases, marketing material, web content)
- Web page design
- Marketing/Informational brochures
- General volunteer work (administrative duties)
- Planning events
- Providing hands-on support for public relations campaigns

We provide these services to deserving groups at no charge, provided their budget and staffing levels do not allow for communications support.

To apply for volunteer public relations support, please contact Cristy Racy at cristy.racy@bmhcc.org.

How does the Board Bank work?

If your non-for-profit organization needs public relations support, please complete the request form and e-mail it to cristy.racy@bmhcc.org so we have the basic information about your organization's need. Then, the Board Bank committee chair, Cristy Racy will contact you for additional information. Your request will be announced at our monthly meetings and included in the monthly newsletter.

What does the Board Bank not do?

Please note that our members are volunteers. Most of them have full-time paying jobs that are their first PR priority.

Therefore, our members can best serve you if your volunteer project is something they can do in their free time or if it requires only a few hours of workday time.

Please remember that we are not a "recruitment firm"; we cannot act as an intermediary, negotiating hours or responsibilities between volunteers and volunteer seekers. It's up to the volunteer and non-for-profit organization to discuss the specifics.

How long does it take to get a volunteer?

It depends on a variety of factors, such as how busy our members are and how closely their expertise/interests match your need. We will make every effort to match the organization with a volunteer efficiently.

How to Get Involved

If you're interested in using your public relations skills to help non-profit organizations, expanding your community network or earning points to maintain your APR accreditation, then the Board Bank is perfect for you!

What about PRSSA Members?

What better way is there for aspiring young PR professionals to get hands-on experience? Student members can work closely with PRSA members on pro bono projects, benefiting both the non-profit and the student.

Board Bank Committee Chair
Cristy Racy
cristy.racy@bmhcc.org

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

Open

Professional Development

Stan Gibert
American Heart Association
901-383-5405

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



The University of Memphis Journalism Alumni Club

Outstanding Journalism Alumni Awards Dinner

Charles E. Thornton Awards

Shirley Downing '71
Reporter, The Commercial Appeal

Jarvis Greer '79
Sports Director, WMC-TV

Herbert Lee Williams Award

Dr. Al Westland
Retired Professor of Journalism, University of Memphis

\$45 per person
\$85 per couple
\$450 table of 10

Thursday, October 13, 2005
8:00 p.m. Cash Bar 7:00 p.m. Dinner
The Regent Club
5111 Sanderlin

Reserve By:
October 7, 2005
Call 901.678.3119

LEADING NATIONAL PUBLIC RELATIONS EXECUTIVE, RHODA WEISS, NOMINATED AS 2006 PRESIDENT-ELECT OF PRSA

NEW YORK (Aug. 9, 2005) – A leading California-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 28,000 professional and student members.

Current national PRSA Treasurer Rhoda E. Weiss, APR, Fellow PRSA, has been nominated as the 2006 president-elect of PRSA. Weiss was among 12 selected for nomination Aug. 5-7 in Chicago by the Society's 22-member Nominating Committee, chaired by 2003 PRSA President and CEO Reed Bolton Byrum, APR.

Weiss is president of Rhoda Weiss & Associates, a national public relations, marketing and business development firm with offices in Santa Monica, Calif. She also is a faculty member at the University of California at Los Angeles (UCLA) Extension. During her career, she has traveled more than 5 million miles speaking and consulting to more than 700 organizations throughout the United States. Author of a book and more than 300 journal articles, Weiss is a Kellogg Foundation Fellow and past president of the American Hospital Association's Society for Healthcare

Strategy and Market Development. Among numerous positions she has held in the organization, Weiss is former secretary and a national director of the PRSA Board.

"If elected, it will be an honor to place PRSA at the apex of helping society at large solve the complexity of communications challenges in the 21st century," Weiss said. "To achieve this, I will strive to collaboratively strengthen PRSA's operations and reputation and to advance PRSA's leadership in the profession."

Weiss has been frequently recognized for her achievements in the profession, including such significant awards as:

- UCLA Journalism, Public Relations and Fund Raising Outstanding Faculty Award (2004);
- PRSA National Volunteer of the Year Award (2002);
- PRSA-Los Angeles Professional of the Year Award (2003); and
- PRSA Health Academy Lifetime Achievement Award (1999).

Weiss earned a bachelor's degree from Michigan State University in journalism, where she was class valedictorian; a master's degree in psychology from Antioch University, and completed post-graduate work in health management at University of California, Berkeley, and University of Michigan, where she co-chaired the Executive Leadership Institute. She is currently pursuing her Ph.D. in leadership and change at Antioch University.

Joining Weiss as a 2006 nominee are public relations leaders from diverse geographic and professional sectors of PRSA and the profession, including:

- **Jeff Julin**, APR, as treasurer. Julin is president of MGA Communications in Denver;
- **Tom Vitelli**, APR, Fellow PRSA, as secretary. Vitelli is assistant vice president of public relations and advertising at Intermountain Health Care, Salt Lake City;

LEADING NATIONAL PUBLIC RELATIONS EXECUTIVE, RHODA WEISS, NOMINATED AS 2006 PRESIDENT-ELECT OF PRSA, CONTINUED

- **Chris Lynch**, APR, as director, East Central District. Lynch is senior vice president of Robert Falls & Co. Public Relations, Cleveland;
- **Vince Hazelton**, APR, as director, Mid-Atlantic District. Hazelton is a professor of public relations at Radford University, Radford, Va.;
- **Margaret Ann Hennen**, APR, as director, Midwest District. Hennen is system director of corporate communications at Fairview Health Services, Minneapolis; and
- **Ron Owens**, APR, as director-at-large. Owens is senior communications specialist at Kaiser Permanente Health Plans, Pasadena, Calif.

Three other public relations professionals were nominated to serve as delegates-at-large for the 2006 Assembly, including:

- **Anne H. Lewis**, APR, is

vice president of Cornerstone, Baltimore;

- **Roy W. Reid**, APR, is partner and vice president at Consensus Communications, Orlando; and
- **Shelli A. Ryan**, APR, president of AD HOC Communications Resources, Omaha.

A fourth delegate-at-large position will be open to petitioning by qualified members.

“These nominees represent the best future leaders to advance our Society and our profession,” Byrum said. “They are talented, diverse and outstanding in their achievements in PRSA and in the profession.”

The nominees will stand for election Oct. 21 at the Society’s annual Assembly, which precedes the PRSA International Conference in Miami Beach. If elected, they will join the 2006 board, headed by current President-Elect Cheryl Procter-Rogers, APR, Fellow PRSA, corporate affairs director-north

central region, HBO. As immediate past president, current PRSA President and CEO Judy Phair, APR, Fellow PRSA, will join them in the Society’s governance.

About the Public Relations Society of America (PRSA)

The Public Relations Society of America (www.prsa.org), based in New York City, is the world’s largest organization for public relations professionals. The Society has more than 28,000 professional and student members. PRSA is organized into 114 Chapters nationwide, 19 Professional Interest Sections along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 266 Chapters at colleges and universities throughout the United States.

To Chapter Membership Chairs, Presidents, Presidents-Elect and Administrators

After Hours Photos Wanted

* Upcoming membership promotion - September & October
* Just a few more days to save \$20 when you join a Professional Interest Section (by Aug 31)
* Limited-time offer for Associate Member prospects (ends Sept 6)

Just a few more days to SAVE \$20 when you join a Professional Interest Section *

* Upcoming membership promotion - September/October *
By now membership chairs should have received your promotion kits for the September/October "Cultivate Your Career" promotion (aka Chapter Appreciation), where members join at \$290 (\$225 national dues + \$65 initiation fee) and receive a free, first-year chapter membership, the cost of which is covered by National. This offer will be posted on www.prsa.org on Friday, August 26. Electronic copies of the documents will be forwarded to you also next week. A press release for this offer is at http://media.prsa.org/article_display.cfm?article_id=538.

All members and associate members can save \$20 when they join a professional interest section - this offer ends August 31. One new section per member, valid whether you've never been a section member or are currently a member of one or more sections, but for a NEW section only (not valid for renewing an existing section membership). To join click <http://www.prsa.org/Membership/main/julyAugustoffer.asp>.

We hope to send you code for a web site banner in the next week or so.

* Current, limited-time offer for Associate Member Prospects *
Below is a first-time, limited offer for prospects with 2 or less year's experience who would qualify for Associate Membership, including PRSSA graduates. They pay Associate Member National dues and receive a membership to the New Professionals Affinity Group (\$15 value) free for the first year, as well as a gift from the PRSA Store.

This offer has been very successful for the past 3 years with 258 members last year - let's aim to top that number for 2005! For additional copies of the materials, please contact Rosa Paulsen, member services manager, at membership@prsa.org 212-460-1490 or Kelly Albanese, chapter/district relationship coordinator at chapters@prsa.org or 212-460-1453.

(Sorry, at the reduced Associate Member dues we can't offer a free chapter, but we do strongly encourage them to join one.)

This offer was emailed to a list of about 500 prospects who we knew to have 2 or less years experience. If you have prospects who fall into that category, feel free to share this notice with them.

A message from Terry Hollahan with the Memphis Business Journal.

To let members of your PRSA chapter know that MBJ is looking for photograph submissions from after hours business gatherings — receptions, fundraisers, parties, etc.

We have a weekly feature now called After Hours and have run photos from rooftop parties, theater openings, Redbirds suite parties, art exhibition openings, charity golf tournaments and other events.

We do not want check-passing photos or images of people receiving plaques — we are looking strictly for social gatherings.

I think it is a good way for PRSA members to get their clients' photos in our paper and serves as a way to advertise certain events that come around every year.

We do everything digitally now, so we would be seeking jpeg photos, complete with identifications of those photographed. They can be e-mailed to me @ (thollahan@bizjournals.com) or Lee Swets, our design/graphics editor, @ lswets@bizjournals.com

If you have any questions, please feel free to contact me via phone or e-mail.

Memphis Advertising Federation Presents
The Third Annual Nonprofit Workshop



**HITTING
THE TARGET**
Strategic
Communication
in Fundraising

Friday, October 14 • 8:30 a.m. til 4:00 p.m.
Community Foundation, 1900 Union

Open to anyone responsible for marketing communications, public relations and/or advertising for a nonprofit organization.

National and regional experts will teach the latest trends and give you

a packet of take-home materials.

Here are the workshop topics and speakers:

• Douglas Breeckner, Graphic Systems
Digital Printing: Personalizing Your Communications

• Sally Stephens, Chi Omega Foundation

Capital Campaigns: Organizing For Major Gifts and Major Growth

• Lane McKinney, ALSAC/St. Jude Children's Research Hospital

Direct Marketing and Postal Rate Increases

plus the story on their 2004 ECHO award winning direct mail piece

• Mark Wender, Lunar Productions

Delivering Effective Video Communications: What Touches A Donor

• Christine Di Stadio, New York Times Broadcast Group

The 3R's of eMail Marketing

Optimization:

Retention-Relationships-Recruitment

• Dave Skorupa, United Way of the Mid-South

The Importance of Transparency

• Trace Hallowell, Tactical Magic

The Basics of Branding

• Layla Wallgren, MIFA

Maintaining an Effective List

• Joe Williams, Time Warner Cable

Publicizing Your Special Event

• Ross Miller, The Pursuant Group

7 Best Practices to Using eSolicitations for Donor Acquisition

Cost is \$80 pre-registration (before Oct. 7) or \$90 at the door.

Includes continental breakfast and lunch.

Please make checks payable to Memphis Advertising Federation and mail to Memphis Ad Fed, P.O. Box 11869, Memphis, TN 38111.

Please register by contacting Donna at adfed1@memphisadfed.org or Kathy at kkelley@midsouth.rr.com.

Call 901-523-2828 for more information.