

PRSA*notes*

An electronic newsletter by and for the 200+ members of the Central Iowa Chapter
February, 2003

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Horner will outline 'kolorful ketchup' campaigns at February meeting

Green ketchup? Purple ketchup the same color as Barney the dinosaur? Jack Horner, APR, president of Jack Horner Communications in Pittsburgh, Pa., will highlight the Feb. 20 Central Iowa chapter meeting with a report on how his firm helped the Heinz company launch these new products.

After successfully launching Blastin' Green EZ Squirt, Heinz took Funky Purple to the streets and American has overwhelmingly supported the crazy condiment. Horner says the public relations efforts connected with these campaigns exceeded corporate expectations and left stores and consumers wanting more.

The meeting will be held in a new location the Iowa Farm Bureau Federation auditorium at 5400 University Avenue in West Des Moines. As usual, the meeting time is from 11:30 a.m. to 1 p.m.

Registrants who log on to the Central Iowa chapter web site at www.prsaciowa.org and click on "Upcoming Meetings" can complete an on-line reservation form. Personalized

box lunches will include sandwiches, cream of potato soup, fresh fruit salad, chips, cookies and soda. The registration form will ask for choices of sandwiches, chips and soda. Registration deadline is Feb. 14.

Aaron Putze, APR, program chair, gave the following directions to the meeting site:

From the east

- Take 235 to the west mixmaster, go north on 35/80 and take University Ave. exit. At stop light, turn left (west) and go approximately 1/3 mile (past Kum & Go and Cracker Barrel Restaurant). Farm Bureau entrance will be on your left (south side of University Ave.).
- From the south Take Interstate 35 through west mixmaster and take University Ave. exit. At stop light, turn left (west) and go approximately 1/3 mile (past Kum & Go and Cracker Barrel Restaurant). Farm Bureau entrance will be on your left (south side of University Ave.).
- From the north Take 35/80 south past Hickman Rd. exit, take University Ave. exit. At stoplight, turn right (west). Go 1/10 mile (first stop light) and take a left into Farm Bureau entrance.

From the west

- Take Interstate 80 to 50th Street, West Des Moines. At stoplight, take a left (north) and go approximately 1 mile to University Ave. At stoplight, turn right (east) and go approximately 1 mile. The entrance to Farm Bureau will be on your right.

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Your table is waiting: Institute 2003 offers wit, wisdom for central Iowa practitioners

Mark your calendar (and block your schedule) for Central Iowa PRSA's 34th Annual Institute program, to be held Thursday, April 3, at the HyVee Conference Center in West Des Moines. Registration begins at 8 a.m.; the program will conclude with the Sixth Annual Prime Awards at 2:45 p.m. The chapter recognizes The Principal Financial Group as the gold sponsor of the event.

The program, titled **Winning a Seat at the Strategy Table**, includes:

- **Employee Communication: The Bridge Between Strategy and Implementation** featuring Donald G. Etling, senior vice president, Fleishman-Hillard, Inc./St. Louis practice
- **Motivating 400,000 Employees One at a Time** featuring John McDonald, General Motors Corporation
- **A View from the Strategy Table** featuring Kent Barry, president, Paelan Corporation.
- **Once You Get There: Tips for Training the CEO** featuring Eileen Wixted, principal, Wixted, Pope, Nora & Associates
- **Best Practice Overview on the Use of Streaming Video** featuring Jeff Newlin, vice president, Silverpop Systems
- **Communicating with Diverse Audiences** featuring Alejandro Hernandez, corporate communications manager, Wells Fargo Home Mortgage.

The program theme reflects the desire of PR pros to have their voices heard (and offices located) in the "C Suite." Institute speakers will highlight ways for practitioners to counsel CEOs and become invaluable members of the senior management team.

In addition to The Principal Financial Group, Central Iowa PRSA recognizes Solutions, Inc., for donating the graphic design services for Institute 2003, and Taylor Graphics for donating the printing. And more sponsors are needed-anyone interested should call Joanna Schroeder, APR, at 515.991.5656 or email her at jschroeder@apercucommunications.com.

"Registration materials will appear in your mailbox soon," says Rob Schweers, APR, institute chair. "For quick and easy online registration, for both Institute and the Prime Awards, visit the chapter website: www.prsaciowa.org. See you there!"

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Roll with it!

Mark your calendar (and block your schedule) for Central Iowa PRSA's 34th Annual Institute program, to be held Thursday, April 3, at the HyVee Conference Center in West Des Moines. Registration begins at 8 a.m.; the program will conclude with the Sixth Annual Prime Awards at 2:45 p.m. The chapter recognizes The Principal Financial Group as the gold sponsor of the event.

See your hard work pay off as you hit the jackpot with the 2003 PRIME Awards. The call for entries is now available online at www.prsaciowa.org.

Deadline for entries is Feb. 28 and this year the entries will be judged by the PRSA chapter in Richmond, Va. New for this year: the PRIME Awards ceremony will be held at the end of the PRSA Institute. Don't miss your chance to win a seat at the awards table! (Thanks to Krissi Diers and Cami Brazelton.)

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New on Universal Accreditation Board, Bonomi outlines revised APR process

The new procedure for accreditation will include a very substantial personal interview in addition to a multiple-choice exam, Ferne G. Bonomi, APR, Fellow PRSA, learned in New York late in January.

She was attending a meeting of the Universal Accreditation Board, to which she was appointed earlier in January. The board handles accreditation for PRSA and seven other organizations.

The Beta exam, being administered to groups of selected candidates in March, tests only the questions for the multiple-choice component. Beta candidates will sit for a long session, responding to several hundred questions so far developed for two versions of the eventual exam.

Questions which prove to be too easy or too hard for a person of five- to seven-years' experience, on the basis of statistical analysis, will be discarded. Beta candidates who pass on the basis of the remaining valid questions will be accredited.

The final examination is scheduled for launch in July, and preparation is currently on track, Bonomi reports. In the new procedure, the first step will be a personal interview called a "Readiness Review." Candidates will be required to submit, in advance, a self-analysis against a number of criteria including communication skills, and a portfolio including a full-scale public relations program, from research to evaluation. It may be an actual plan, or how they would propose to approach a problem or opportunity. The review panel (three accredited members) will have time to study the documents before meeting with the candidate. Their assignment will be to rate the candidate's work and performance in the interview on the basis of specific criteria which are not readily tested by multiple-choice.

Candidates must successfully pass the Readiness Review before they may sit for the multiple-choice exam. If the review panel concludes a candidate is not ready to proceed, resources for remedying the observed weaknesses should be suggested.

Chapters may establish their own procedure for prep courses or other preparation for the Readiness Review, Bonomi notes, and may schedule the reviews as they wish. The multiple-choice exam will be available year-round at testing centers. There could be congestion in scheduling appointments during peak periods for other tests such as the Graduate Record Exam (G.R.E.) That aspect is now being researched by the UAB.

Details of the procedures for candidates and APR chairs are still being worked out, Bonomi reports. The Accreditation Board has formed a communications work group, which is now crafting a plan with messages and channels for various appropriate audiences. Two documents have been posted on the PRSA web site. Updates are underway and should be posted early in February. To find them, go to www.prsa.org, click on Professional Development and then on Accreditation, and look for the Beta exam materials in the left hand navigation.

Bonomi served the Iowa Chapter and Central Iowa Chapter of PRSA as accreditation chair for more than 20 years. She wrote the Coach's Guide which was introduced nationally with Universal Accreditation in 1998. This spring, she will be active in revising that material to fit the new procedures.

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Spiekerman says partnerships help build strong brands through public relations

"Partnerships" provided the key to success in "Building Strong Brands Through Public Relations." That's the message from Jill Spiekerman, APR, public relations manager for Maytag Appliances, who presented the program for Central Iowa Chapter's Jan. 16 luncheon meeting at the Downtown Holiday Inn.

In a presentation featuring PowerPoint, video and stand-alone displays backed up with "show and tell" examples Spiekerman cited partnerships with a noted artist, a popular television chef, and the U. S. Department of Energy to make Jenn-Air, Amana and Maytag familiar and desirable to thousands of potential customers.

The upscale, customized Jenn-Air refrigerator (it's really called the Jenn-Air Luxury Series Built-In Refrigerator), for example, profited from association with Nicole Miller-a New York fashion designer who has boutiques in New York and Los Angeles-and gained further recognition through a charity auction to benefit the "Show Our Strength" cause. (Show Our Strength is a national charity aimed to eliminate hunger.)

For the Amana brand, Spiekerman told how the firm's association with Jamie Oliver, television's "Naked Chef," delivered the brand's message while capitalizing on an additional partnership with dealers everywhere.

To boost Maytag's Neptune washer, a partnership with the Department of Energy proved invaluable, and earned wide coverage through the involvement of the entire town of Bern, Kans., which was plagued with a water shortage.

In the project, every household in Bern was provided with a new Neptune washer and participants tracked their laundry use for four months. The project ended with Maytag taking the whole town to Washington, D. C., to receive an "Energy Star" award. Spiekerman said the effort was rewarded with a 22 percent increase in Neptune sales.

In response to questions, she said her company relies more on psychographics than demographics in determining its target audiences. And she cited the value of having Department of Energy statistics to complement and validate research and evaluation generated by the company.

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Chapter offers professional development workshop by webcast

By taking advantage of current technologies and the professional development resources available through national PRSA, Central Iowa chapter presented "Cut Through the Clutter: How to Make Every Piece You Write Easier to Read and Understand." This

webcast was rebroadcast to approximately 20 attendees Dec. 11 at netINS, downtown Des Moines. The webcast was presented by Ann Wylie of Wylie Communications, Inc., in Kansas City. Wylie shared seven steps to making copy easier to read and understand. She taught attendees how to use the "funnel" system in writing and shared statistics from the American Press Institute Readership Study.

How many attempts for interest does a person receive each day? Do you know what the average paragraph length is? How about the average length a sentence should be? Those who participated know. Everyone left with solid information and new tools to put to immediate use. Wylie also provided attendees with a list of additional resources including websites and books. The entire program took about an hour and a half. Bev Corron, professional development co- chair, said those in attendance were very happy with the time and resources spent. "Look for more professional development opportunities in the future from your Central Iowa chapter," she said.

For professional development suggestions, contact Bev Corron at bcorron@foodprotection.org or Lori Schulte at lschulte@i-t-a.net.

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Iowa State University captures two dozen CASE awards

Iowa State University has received 24 awards from the Council for Advancement and Support of Education (CASE) District 6 "Excellence in Educational Advancement Awards" competition. Those awards include six gold (first place) honors, 11 silver and seven bronze wins. Publications, photography, writing, design, Web development and speeches were among the winning Iowa State entries.

Iowa State communications professionals recognized by CASE include staff members of University Marketing, University Relations, News Service, ISU Alumni Association, ISU Foundation, College of Engineering, College of Agriculture, Plant Sciences Institute and the Office of the Vice Provost for Research and Advanced Studies. Mauck + Associates, Des Moines, provided design for five of the award-winning projects.

John McCarroll, APR, is director of University Relations and Annette Hacker is News Service manager in that department.

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Strategic America wins communicator awards

Strategic America (SA) has been cited for serving as a benchmark in the marketing industry with four awards at The Communicator Awards 2002 Video Competition. SA received two Crystal Awards of Excellence, an Award of Distinction and an Honorable Mention.

The Crystal Awards of Excellence were for the Hot Lotto Hot Weather commercial for the Iowa Lottery and the coffee commercial for Kum & Go convenience stores. The milk commercial for Kum & Go received an Award of Distinction, and the Honorable Mention went to the Hot Lotto Pockets commercial for the Iowa Lottery.

The Communicator Awards program is an international awards competition that recognizes outstanding work in the communications field. Entries are judged by industry professionals who look for companies and individuals whose talents exceed a high standard of excellence, and whose work serves as a benchmark for the industry. There were more than 3,200 entries from 48 states, the District of Columbia and nine other countries in The Communicator Awards 2002 Video Competition.

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'I Have a Dream' Foundation seeks PR assistance

The "I Have a Dream" Foundation, a national program in 80 cities, is looking for a PR professional to serve on its local board of directors. In Des Moines the Foundation-for the third time-is about to "adopt" a group of grade schoolers and mentor them through high school, in the hopes they will go on to college.

The Foundation would like to sponsor about 35-50 children from a couple of schools this time. The Foundation is seeking guidance with strategy and tactics, particularly media relations, to develop awareness and support of this new initiative.

Anyone interested in donating his or her professional skills to this cause should contact Steve Whitty, work phone: 362-1358, work e-mail: whitty.steve@principal.com, home phone: 440-0999.

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Entry deadline nears for small business recognition program

There is still time for Central Iowa chapter members to take advantage of an opportunity to gain national exposure for their clients or their companies. The Principal Financial Group is still accepting entries for The Principal 10 Best Companies for Employee Financial Security, a nationwide program recognizing companies that excel at providing employee benefits.

The winners, selected by an independent panel of judges will receive nationwide recognition, a custom plaque for company display and \$2,500 from The Principal Financial Group Foundation, Inc., to the local charity of their choice. The 2002 winners enjoyed extensive national and local media attention and were featured in a nationally distributed booklet about best practices in benefits.

Deadline for companies to submit entries is Feb. 15, 2003. Companies must have been in business at least five years and have between 5 and 1,000 employees to be eligible. Companies can submit entries online at www.principal.com/theprincipal10best/entry.htm.

For more information about the program those interested may visit www.principal.com/theprincipal10best/index.htm, or contact Terri Shell, The Principal, shell.terri@principal.com. 515/283-8858.

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Member news . . .

Schroeder publishes two articles, starts college teaching

Expanding on the theme she promoted at a Central Iowa Chapter meeting a year ago, Joanna Schroeder, APR, has published two articles recently featuring advice about creating effective on-line press rooms.

The first, entitled "Keep Journalists Coming Back to Your Online Pressroom" appeared in *PRSA's Tactics* in November 2002. The second, which appeared in *The Matrix* produced by the Association of Women in Communication, was entitled "Three Simple Steps for an Effective Online Pressroom." She identified those steps as 1. Content, 2. Design, and 3. Usability. Both the articles were based on research she had done for her masters thesis in journalism at Iowa State University in July 2002.

In addition to her work as a freelance public relations consultant, Schroeder has begun work as an adjunct professor at Grand View College in Des Moines this semester. "I teach Business Communications as well as Personal and Business Communications (which is actually a technical writing course)," she said.

Ann Wilson takes ISU Foundation post

Ann Wilson, APR, has been named director of communications for the Iowa State University Foundation in Ames. Her address there is 2505 Elwood Drive, Ames, IA 50010; telephone is 515/294-9608, and e-mail is awilson@foundation.iastate.edu.

Waetke becomes Maytag's media relations manager

Kevin Waetke, APR, has recently been named the media relations manager for Maytag Corporation, based in Newton. In this newly-created position, Waetke will oversee communications and media relations planning for the third-largest producer of home appliances in the U.S. Waetke will serve as a corporate spokesperson and assist Maytag's individual business platforms in forming external communication strategies, working closely with Maytag plant management throughout the U.S.

Maytag is the parent company to several of the country's premier brand names including Maytag appliances, Jenn-Air, Amana, Hoover and Dixie-Narco vending machines. Previously Waetke served as director of corporate communications for Des Moines-based MidAmerican Energy Holdings Company. He began his duties at Maytag Jan. 27.

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National news . . .

PRSA introduces new logo

The Public Relations Society of America (PRSA) has announced the rollout of its new corporate identity reflecting a new sense of energy and focus that build on the strengths of its 56-year heritage. Created by Jacksonville, Fla.-based Husk Jennings, the new PRSA logo and tag line mirror the organization's changes from the "inside out" as reflected by the new programs, products and services it has introduced for members over the past few years.

"PRSA is a very different organization than it was 20 years ago, when our current identity was established. The Husk Jennings project has accurately captured the vibrancy and fullness of PRSA in the 21st Century," said Reed Bolton Byrum, 2003 PRSA president and CEO. "We are indebted to them for the excellence and outstanding work."

The new PRSA tag line, "PRSA: Advancing the profession and the professional," is the result of a year-long qualitative and quantitative research process conducted by Husk Jennings in coordination with PRSA's strategic planning committee. This new brand positioning showcases PRSA's equity as a leader in life-long professional learning, while reinforcing its long history of advocating credibility and ethical practice.

A new graphics package refreshes the organization's visual identity with a new PRSA logo, color palette and redesign of signature PRSA communications. A classic, sophisticated font was chosen for the PRSA logotype and to add an element of energy and innovation, the letter "R" was dramatically extended to break the boundary of the logo's baseline. This visual feature also serves a practical purpose: It leads the eye to nested text below, which identifies the full name of the organization.

"Through our extensive research process, we helped the Society identify its most relevant, unique brand attributes," said Melanie Husk, president, Husk Jennings. "We believe the new corporate identity harnesses the desired attributes of the Society and translates them into a powerful, progressive image."

The new identity was unveiled during the Society's annual Assembly in San Francisco in November 2002 and will be launched officially this January. The identity is expected to be fully integrated into the Society's chapter, section, district and committee communications materials by January 2004.

"The research showed our membership wanted PRSA's external image to mirror the dynamic changes going on within the Society as well as the profession," said Catherine A. Bolton, PRSA's executive director and COO. "We believe the new identity captures that feeling and is a clear reflection of how the Society continually strives to provide value to its members and meet the growing needs of a changing profession."

About Husk Jennings . . .

Husk Jennings is a 23-year-old communications solutions agency providing brand-savvy consulting, public relations, advertising, interactive, corporate identity and direct marketing services to companies around the world.

About PRSA . . .

The Public Relations Society of America, headquartered in New York City, is the world's largest professional organization for public relations practitioners, with nearly 20,000 members organized into 116 Chapters nationwide. Members include public relations executives who work for corporations, agencies and counseling firms, government, associations, professional services firms and educational, health care and other nonprofit organizations.

National awards deadlines approach

PRSA members should have received "calls for entries" from the national office for the 2003 Silver Anvil and Bronze Anvil awards. Silver Anvil entries must be received by Feb. 28; Bronze Anvil entries by April 4.

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PRSA people . . .

Words

Do you keep a print dictionary on your desk or close at hand when you work? One quick reason why. Send your response and other news to wdavis@iastate.edu. (Deadline for the March newsletter is Feb. 28.)

Of those responding to last month's query about workdays, two usually spend about 8 hours a day on the job; one spends 9 to 10 "because there is just that much work to be accomplished"; another normally has an 8 to 5 day, but finds that "certain times of the year" the work week may extend to 50 or 60 hours.

One member reported: "I keep a notepad by my bed, because I find myself waking up at night with ideas for things that I'm working on that week. Sometimes it's long-term projects too. Either way, I find that the job rarely ends at 5:00. I travel quite a bit as well, which warrants plenty of time on airplanes and in hotels. This is when laptops definitely come in handy!"

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Job opportunities . . .

Public Relations Account Executive (3 openings)

The Integer Group has immediate openings for Public Relations Account Executives in our Des Moines, Iowa, office. Qualified candidates will be self-directed practitioners with at least 3 years experience in public relations strategy, planning and implementation. A background in media relations, especially broadcast, and trade show representation is essential. Experience in the agricultural industry a plus. Must have strong writing skills, be highly-motivated, original thinkers, and team players.

The Integer Group is one of the nation's leading promotion and marketing agencies, serving clients in agriculture, home shelter, construction, transportation, health care, and more. For consideration please forward resume to lhodges@integermidwest.com, or mail to Attn: Human Resources, 2633 Fleur Drive, Des Moines, IA 50321, or fax to 515/288-8439.

Wells Fargo Home Mortgage Employment Opportunity Communications Consultant

Job Duties/Responsibilities:

- Provide dedicated communications consulting and support for one of the Mortgage Company's key business lines, and assist in the development, implementation and maintenance of key elements of the business-line communication program;
- Serve as communications point person for key business-unit initiatives and projects, helping to determine effective communication strategies for business unit, under the direction of the Communications Manager and senior project leaders, and with the assistance of a broader, integrated team;
- Serve as a project point person to deliver technical or process-related communications to the business unit;
- Build, foster and maintain relationship with key client business partners and stakeholders;
- Partner with colleagues in broader Communications Department to establish cross-functional programs for business unit, helping to determine effective communication strategies for business unit, under the direction of the

Communications Manager and senior project leaders, and with the assistance of a broader, integrated team;

- Research, write and/or edit material for business-line communication vehicles or corporate- wide vehicles, including, but not limited to internal publications, web-based media, speeches, presentations, and other communication tools;
- Partner with colleagues on business-unit team to support the components of the team's communications plan, as needed;
- Represent the Communications Department at company-wide project meetings, and as appropriate, actively partner with other Communication Department teams, such as events and recognition, and publications/intranet; and coordinate the work of such teams, as necessary;
- Assist with the implementation of the overall Wells Fargo Home Mortgage, and Wells Fargo Home and Consumer Finance Group communication plan, as needed; and,
- Manage all efforts on time and on budget.

Job Qualifications/Required

- Four-year degree in public relations, journalism, communications or other related field;
- Minimum of six years of professional experience in communications or related field;
- Experience in planning and executing communications plans and working toward measurable results; and
- Confidence in consulting with mid-level to senior-level management.

Job Qualifications/Preferred

- Ability to master complex information and translate it for a variety of audiences;
- Experience in corporate communications, with strong news and business-writing background;
- Understanding of communications project management, account service and/or change communications principles; and,
- Background in mortgage industry/financial services.

Sue Caley, Communications, Wells Fargo Home Mortgage, One Home Campus, MAC X2401- 02M, Des Moines, IA 50328. 515/213-4112. 515/213-7200 FAX.
sue.caley@mortgage.wellsfargo.com.

Employment Opportunity: Wellmark Blue Cross & Blue Shield of Iowa HR Communications Coordinator, SCM

Skills & Expertise Required: Bachelor's Degree & 5+ years experience; Profession: Human Resources; Industry: Insurance; Location: Des Moines; Job IDA202515 SCM; E-mail: JobCenter@wellmark.com.

POSITION SUMMARY: The Internal Communications Coordinator is responsible for developing and implementing an effective Human Resources communications strategy that supports and reinforces the corporate values, mission, vision, purpose and goals, and for communicating corporate HR policies and decisions to employees and leaders.

HIRING SPECIFICATIONS REQUIRED:

1. Bachelor's Degree in communications, public relations or related field.
2. 5+ years experience in strategic planning, creating, executing and measuring internal communications.
3. Exceptional communication skills, including written, in both print and electronic, verbal and interpersonal.
4. Proven experience in employee communications discipline in either a corporate or institutional setting.
5. Proven ability to develop content for variety of mediums.
6. Excellent organizational skills with demonstrated ability to work independently and as a member of an integrated work team.
7. Proficiency in the use of PC-based applications, including Word, Excel, Outlook and Internet Explorer.
8. Familiarity or ability to become knowledgeable about Wellmark products, services, departments and processes.

PREFERRED:

1. Accredited Business Communicator Certification.
 2. Human Resource background/experience.
- AA/EOE/ADA/V/M/F. Wellmark Blue Cross and Blue Shield of Iowa, 636 Grand Avenue, Sta. #4, Des Moines, IA 50309. FAX 515/323-7819; e-mail Jobcenter@wellmark.com. Web site: www.wellmark.com.

PR Account Coordinator

ZLR is looking for a PR Account Coordinator. The ideal candidate would offer one-to-two years of experience in media relations, event planning or secondary education PR. Send resume and cover letter to Bill Brewer, APR; Zimmerman, Laurent & Richardson, Inc.; 303 Watson Powell Jr. Way; Des Moines, Iowa 50309. E-mail: bbrewer@zlr.com.

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