

# PRSA *notes*

*A newsletter by and for the members of Central Iowa Chapter, Public Relations Society of America*

**September 2003**

**(Editor's Note:** This is a revised and updated version of the newsletter distributed to members by e-mail Sept. 9.)

## **September meeting features Sara Wille on mergers and acquisitions**

Sarah Rasmussen and Paul Kluding, program chair and chair-elect, have received confirmation for the September speaker – Sara Wille, Senior Communication Consultant, The Principal Financial Group. Her topic: Mergers & Acquisitions: Keeping Every Stakeholder on the Same Page.”

The meeting is set for Thursday, Sept. 25, from 11:30 a.m. to 1 p.m., at the Iowa Farm Bureau Federation, 5400 University Avenue, West Des Moines.

Rasmussen and Kluding say Sara will consider how to make a tiny company feel comfortable – and excited – about joining a large one? “Sara will even reveal some pitfalls to avoid so you can be a shining star during your next merger,” they add.

Cost for the event is \$18 for members and \$23 for non-members. Those interested can register for the event by logging on the Central Iowa chapter website, [www.prsaciowa.org](http://www.prsaciowa.org).

## **Eight attended ethics teleseminar Sept. 17**

Eight Central Iowa chapter members participated in a national teleseminar on ethics hosted by Metro Waste Authority in Des Moines Sept. 17. Entitled The Ethical Troubles at Global Industries, the hour-long ethics case panel discussion was moderated by James Lukaszewskik, ABC, APR, Fellow PRSA, and member of PRSA's Board of Ethics and Professional Standards.

Lori Schulte, co-chair of the chapter's professional development committee, as in charge of local arrangements.

## **What's in a membership?**

At a recent meeting, chapter board members were asked the question, “what do you get most out of your PRSA membership?” The responses were about as varied as our profession, but *networking*, *monthly meetings* and *involvement with PRSSA* were the most popular.

Lori J. Schulte, professional development co-chair, and a member of the Wells Fargo Home & Consumer Finance Group communications department, said: “In addition to the great networking opportunities, becoming an active member of the Central Iowa PRSA chapter has opened up a wealth of resources. The motto of ‘serving the profession and the professional’ truly says it all . . . participation benefits you, your employer, and your clients/customers.

Of course, we’d also like to hear from you,” says Rob Schweers, APR, chapter president. “What things help you get the most out of your PRSA membership? Your responses will help us plan for the future, whether ‘the future’ means next year or next month. Thank you, in advance, for your feedback.”

(Responses to be published in *PRSAnotes* may be sent to [wdavis@iastate.edu](mailto:wdavis@iastate.edu).)

## **Central Iowa members judged El Paso entries**

Several Central Iowa PRSA Chapter members spent two hours Sunday, Sept. 14, judging annual award entries for the Rio Grande Chapter in El Paso, Texas. Ryan Johnson, co-chair of the awards committee, said that chapter will judge entries for Central Iowa’s PRIME awards. Judging took place at the offices of Two Rivers Marketing Group at 502 E. Locust Street in Des Moines.

## **Committee members needed**

Looking for a great (and easy) way to get involved with Central Iowa PRSA? Join a committee. We’re always looking for a few more minds, and it’s a great opportunity to network with your colleagues. If you’re interested in volunteering, contact Rob Schweers at 515/235-5093 or [rschweers@iowaheart.com](mailto:rschweers@iowaheart.com).

## **Member news . . .**

### **Bodensteiner cites importance of environmental groups in *PR Quarterly* article**

An article by Carol Bodensteiner, APR, Fellow PRSA, entitled "Succeeding When Environmental Activists Oppose You" was published in the Summer 2003 issue of *Public Relations Quarterly*. The article is an in-depth case analysis of how Iowa Citizens for Community Improvement and Sparboe Farms communicated during Sparboe Farms' effort to site a new egg production facility in north central Iowa.

Bodensteiner pointed out: “I have learned so much from strong environmental groups like ICCI. As I say in the introduction to the article, ‘Activists on all fronts are becoming

more of a factor in raising issues to a heightened level of public awareness, shaping public opinion, and forcing action in the policy arena.... Corporations, organizations, and public relations professionals are well advised to understand how activists operate, bring activists to the table whenever possible, and be prepared to communicate in a more comprehensive, pro-active way when activists are engaged on their issue’.”

### **Hanser firm releases findings from two surveys involving media**

Hanser & Associates of West Des Moines recently was involved in two surveys concerning the media – one conducted nationally by RoperASW which found media coverage more influential than advertising, and one evaluating the relationships between businesses and media in Iowa. Complete survey results are available online at [www.hanser.com](http://www.hanser.com).

### **Vanden Bosch earns *Register* mention**

Laura A. Vanden Bosch, APR, director of marketing and communication for Des Moines University, occupied the “Do You Know” spot in the Business section of the Aug. 14 *Des Moines Register*. She holds bachelor’s degrees from Iowa State University and a master’s from Drake, and cited earning accreditation as one of her major accomplishments. Before acquiring her present title she was director of public relations for DMU.

### **Ryan Johnson reports name change, new son**

Central Iowa PRSA member Ryan Dick has changed his name to Ryan Johnson. He can still be reached at Two Rivers Marketing Group via e-mail at [ryanj@2rmg.com](mailto:ryanj@2rmg.com) or by phone at 515/557-2062. Also, Ryan and his wife, Jayme, recently celebrated the birth of their first child – a baby boy. Benjamin Robert Johnson was born at Mercy Hospital on June 19.

### **About PRSSA . . .**

#### **Will work for food?**

The PRSSA chapters at Simpson College, Iowa State University and Drake University are often in need of money for their projects, and they’re willing to work to earn it. If you have a project in need of a few extra hands, contact one of the following PRSSA liaisons:

**Simpson College** – Alvera Kromer, 515/961-6705; Amanda Carstens Steward, 515/286-4919

**Iowa State University** – Jill Spiekerman, APR, 641/787-6886; Murray Williams, 515/226-7957

**Drake University** – Kevin Waetke, APR, 641/787-8853; Allan Urlis, APR, 515/281-2785

## **District developments . . .**

### **Midwest District chair announces conference in Cedar Rapids Sept. 24**

Gayle Pohl, APR, of Cedar Falls, Midwest District chair for PRSA, calls attention of Central Iowa chapter members to a half-day conference Sept. 24 sponsored by Cedar Valley chapter in Cedar Rapids.

The speakers are:

**Fraser Seitel** – an international public relations practitioner who has his own firm, has authored a book, writes for O'Dywer's newsletter and is a consultant for Fox News. His book is on the “bookshelf” suggested for accreditation preparation.

**Cheryl Procter-Rogers, APR, Fellow PRSA** – Director of Corporate Affairs, North Central Region, Home Box Office, Inc. (HBO).

**Gayle Pohl, PhD., APR** – talking about an actual measurement for adding pr activities to the bottom line. She is an associate professor at the University of Northern Iowa.

The topics and speakers for the conference reflect preferences listed in a recent survey of Midwest District PRSA members, Pohl said – international speaker of quality, calculating pr activities' dollar contributions to the bottom line, and pr issues.

The day will begin at 8:30 a.m., and conclude about 1 p.m. – at which time anyone interested can go to lunch with the speakers.

Cost for the event is \$45 for PRSA members, \$25 for PRSSA members and \$55 for non-members. “If enough people are interested I will make hotel arrangements as well,” Pohl said.

For more information, or to register for the conference, Pohl may be contacted at [gayle.pohl@uni.edu](mailto:gayle.pohl@uni.edu).

## **News from National . . .**

### **Win prizes in Member-Get-A-Member campaign**

Recruit a new member to PRSA in September and October and you are eligible to win prizes including travel vouchers and other gifts. And that's not all – every member who recruits one or more new members will earn PRSA Dollars to be used towards PRSA National professional development programs, services, gift merchandise or publications. Every new member wins too – with a \$65 PRSA voucher upon joining! Sorry, not valid for Associate or Retired membership. For information, and an application form, see [www.prsa.org/ Membership/main/specialoffer.asp](http://www.prsa.org/Membership/main/specialoffer.asp).

## **Job announcements . . .**

### **Marketing/Public Relations Director**

Des Moines Metro Opera seeks a full-time Marketing/Public Relations Director. Ideal candidate will possess a college degree in appropriate field of study, 2-3 years experience, excellent writing and public speaking skills, ability to organize tasks and people, ability to work non-traditional hours during peak periods, have a proven sales background and is a team player who enjoys working in a creative environment with positive, energetic people. Salary based on experience. Submit resumes to Jerilee Mace, Des Moines Metro Opera, 106 W. Boston Avenue, Indianola, IA 50125.

### **Communications Consultant**

As a Communications Consultant with the Principal Financial Group, you will be responsible for consulting with clients to meet their communication needs, with the goal of helping the company meet its objectives. This includes planning and developing communication strategies to further the understanding and perception of client policies, procedures, programs, and/or issues. You will determine the communication objectives and may execute against plan, which includes conceptualizing, gathering information, writing, editing and designing print, and/or audiovisual materials. This position also focuses on meeting the client's web communication needs.

Qualifications: College degree or equivalent, plus 4-6 years related work experience required. Must have excellent organizational, problem-solving, presentation, issues management and oral and written communication skills, along with strong basic analytical skills. Ability to take an integrated communications approach to solve complex communications issues required. Must be committed to dedicating the time needed to get the job done and consistently meet deadlines. PC skills are required with the ability to maintain a high degree of accuracy and pay strict attention to detail. Must have HTML experience. Knowledge of Dreamweaver, Knowledgebase, Fireworks, Photoshop or other graphics programs preferred. Must be able to consult with clients and maintain a high degree of confidentiality.

At the Principal Financial Group, we offer a competitive total compensation package and a comprehensive benefits package to meet each of your needs. If you are looking for the opportunity to get ahead in your career...apply today! Please send your resume and cover letter to: Principal Financial Group, HR-Employment W\*\*21379 Des Moines, IA 50392-0550. AA/EEO.Iowa

### **Environmental Council, Director of Communications**

Position Title: Director of Communications; Reports to Executive Director; Salary Range: \$30,000-38,000 + benefits; Status: Permanent, full-time salaried position; Application closing date: Sept. 27, 2003; Starting date: negotiable.

### Qualifications and desirable qualities–

A personal and professional history of commitment to the goals of environmental quality and sustainability. Ability to work effectively in environmental policy and strategic decision-making.

Minimum of three years' relevant experience within communications, public relations, and/or public education field. Strong analytical and communication skills. Experience preparing press releases, event planning, and fostering positive relations with media contacts. Fund-raising, lobbying, or natural resources interpretation background a plus. Bachelor's degree in relevant field, advanced degree preferred.

### Position responsibilities–

Writing media releases on IEC priority environmental issues. Write/layout of Iowa Environment Quarterly newsletter, monthly IEC News Bulletin, IEC Annual report, fact sheets, position papers, and other publications as necessary. Develop and maintain positive media relations on behalf of IEC including written press, radio, television, and internet website maintenance. Maintain and operate Iowa Conservation Advocates' and Leaders' Link (I-CALL) program (a natural resources advocacy communications system). Lead event planning on IEC annual meeting, Environmental Lobby Day at the state capitol, IEC Board of Directors meetings, and other events as necessary. Assist with IEC grant-writing. Assist with IEC organizational development strategy.

### Compensation and benefits–

Salary Range is \$30,000 – \$38,000; Full health, life, dental, and long-term disability insurance; 10 days paid vacation first two years of employment; 15 days beginning with the third year of employment; Eight paid holidays and two floating holidays; Retirement plan.

### Council Background–

The Iowa Environmental Council is a nine-year old nonprofit organization working to improve Iowa's natural environment. The Council, working with its 80+ member organizations and more than 600 individual members, has played a prominent role in: Enhancing professional water quality monitoring; Jump-starting citizen water quality monitoring; Protecting Iowa's surface and groundwater from contamination through agricultural drainage wells, helping to create responsible livestock manure management plans, and protecting our waters from other sources of pollution; Promoting the wise use of energy and renewable energy in Iowa; Providing advocacy and expertise for environmentally responsible agricultural policy in Iowa; Creating the "Iowa Environmental Indicators" project; Maintaining the "Iowa Conservation Advocates and Leaders Link" (I-CALL) grassroots citizen advocacy communications network; Advocating for strong governmental policy and financial support of natural resource

conservation work in Iowa; Strengthening the network of environmental organizations and influence in Iowa.

The Council uses a consensus process to identify focus areas. Issues must meet criteria of involving a concern of significant environmental impact and statewide importance. The issue must also be within the unique capability of the Council to influence and offer opportunities to work within other coalitions or related organizations.

The Council works to build and maintain a strong environmental coalition in Iowa. This includes building partnerships and networks, and delivering valuable member services such as news bulletins, fact sheets and position papers, legislative updates, newsletters, and annual reports.

The Council's annual budget is approximately \$300,000. This revenue primarily is generated from foundation grants, organizational and individual memberships, and corporate contributions. The Council's staff includes four full-time positions; Executive Director, Director of Research, Director of Communications, and Office Manager, along with various contract-supported program positions and student interns.

Application procedure—

Send a cover letter expressing your reason for interest in this position and a resume, by Sept. 27, 2003, to: Tricia Lyman, Iowa Environmental Council, 711 East Locust Street, Des Moines, IA 50309 or email to [lyman@earthweshare.org](mailto:lyman@earthweshare.org).