

# PRSAnotes

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

(Deadline for the February 2004 PRSAnotes is Friday, Jan 30. Send your news to [wdavis@iastate.edu](mailto:wdavis@iastate.edu).)

## **January 2004**

### **Jan. 15 luncheon meeting is set for Pioneer Hi-Bred site**

Now entering its third year, the *Number 1 Question*, "Is it good for the kids?" movement is facilitating transformational change in the Greater Des Moines area. Based on the philosophy that having successful kids is the key to a successful community, the movement has utilized a unique combination of public relations, marketing, research and youth development measurement to introduce the concept of human capital development and its significance in community strategies.

Sam Carrell, executive director of the organization, will tell how the movement has utilized its public relations and marketing strategies to impact individual, organizational and corporate actions throughout the community when he speaks at Central Iowa Chapter's Jan. 15 luncheon meeting.

The meeting will be held from 11:30 a.m. to 1 p.m. at the Pioneer Hi-Bred International, Inc., Carver Visitor Center, located on 62nd Street in Johnston. The meeting is scheduled for Carver 1L.

To reach the site, go north on Merle Hay past I-80/35 to the second stoplight (Pioneer Parkway). Turn left/west; Pioneer Parkway will curve to the west and then to the north and soon intersects with 62nd Ave. Turn left at 62nd Ave. and take the first left into the parking lot. The Carver Visitor Center has a rounded glass front with a number of flags in front. Parking is available in lots to either side of the site. Enter and say you're with PRSA and you'll be directed to Carver 1L.

Reservations should be sent to Darin Leach, [darinleach@outofthebox.com](mailto:darinleach@outofthebox.com), telephone 515/327-3445, by Jan. 15, or reservations may be made on the chapter's web site at <http://www.prsaciowa.org>. Registrants will need to specify their meal preferences – Meal option 1: Chicken Cordon Bleu Dressed with Creamy Four Cheese Sauce, Duchess Potatoes, Grilled Asparagus, Rolls and Butter, Triple Berry Pastry; Meal option 2: Vegetable Lasagna, Grilled Asparagus, Rolls and Butter, Triple Berry Pastry. "Our thanks to Pioneer for hosting the January meeting," said Sarah Rasmussen, program chair.

### **2004 Institute planning keeps committee busy**

Central Iowa Chapter's PRSA Institute committee is busy planning for this spring's Institute, which will be held April 1, 2004, at the Hy-Vee Conference Center in West Des

Moines. After reviewing feedback and attendance from previous years, this year's event will begin at 8 a.m. with the first speaker and conclude at 1:30 p.m. following the keynote lunch speaker and annual PRIME Awards.

"We realize that it is tough for PR professionals to be out of the office for an entire day, so this year's Institute will start a bit earlier, pack in all of the professional resources that you come to expect from this event, and then conclude just after lunch. With the line-up of speakers we have in store, this professional development opportunity is a great value and one that you won't want to miss," said Emily Abbas, APR, president-elect and 2004 Institute chair.

Another change to the schedule for this year includes the addition of a special one-hour student session. The roundtable discussion will give college public relations students the chance to discuss what to expect at their first jobs. Graduating seniors also will be recognized at the conclusion of the day.

"Watch your mailbox for more information on the award-winning national speakers that will be presenting at Institute on April 1," Abbas said.

### **Political rivals shared common principles at November meeting**

Concentrating on communication principles they shared rather than the political points on which their candidates differed, representatives for three Democratic presidential hopefuls participated in a panel discussion about the campaign at Central Iowa Chapter's Nov. 20 luncheon meeting at the Hotel Fort Des Moines.

Panelists were Bill Burton, Iowa's communication manager for the Gephardt campaign; Laura Capps, Iowa's communication manager for the Kerry campaign, and Kim Rubey, Iowa's press secretary for the Edwards camp. Gordon Fischer, chairman of the Democratic Party of Iowa, served as moderator.

All agreed on the importance of keeping Iowa's caucus first in the nation and described Iowa as the "superbowl" of campaigns. The panelists told how they try to repeat their candidates' messages day after day, and find it important to concentrate on broad issues that appeal to all constituents. "We have to have a long-term strategy and stick with it," Capps said.

Fischer emphasized that for the state to maintain its leading status in the political process, it's important for all Iowans to be active participants in the caucus process. "It's really up to each of us to help us maintain our first-in-the-nation prestige and the benefits that come with all the media exposure associated with that," Fischer said.

Also, while the three panelists typically spend most of their time developing message strategies to compete against one another, they enjoyed the time out of their busy schedule to talk about communicating in Iowa with Central Iowa chapter. "It's a nice change of pace to see my colleagues in this type of environment," Burton said.

### **Member news . . .**

#### **Garrett Anthony joins Aaron Putze family**

Aaron Putze, APR, reports that he and his wife, Crystal, are parents of an 8-pound, 10-ounce son, Garrett Anthony, born Nov. 12. "He and mom are doing great – dad is a wreck," Aaron says.

### **'First in the Nation' ....In Income Tax E-Filing**

For the second straight year, the Iowa Department of Revenue has surpassed all other states for e-filing of income tax. According to survey information from the Federation of Tax Administrators, as a percentage of all income tax returns received, Iowa had 55% of returns electronically filed in 2003, thanks in a large part to efforts from the IDR Communications Unit, including PRSA member David Kemnitz. Minnesota and South Carolina are second and third respectively with 50% and 49%.

The Communications Unit faces the huge goals of increasing e-file returns every year and educating the public about changes in the tax forms and booklets. Again this year, only the IA 1040 long form and booklet will be printed and mailed. Typically, the department receives fewer than 300,000 short forms, so the decision was made to eliminate printing and mailing of the IA 1040A short form and instructions. The short form is available online at [www.state.ia.us/tax](http://www.state.ia.us/tax). Short-form users can file free using Iowa WebFile or use the long form.

"I am pleased to let Iowans know that their dedication and enthusiasm for electronic filing of Iowa income taxes has paid numerous dividends in quicker, more accurate returns and refunds for taxpayers and fewer processing costs for the State of Iowa," said Iowa Department of Revenue Director Michael Ralston.

Iowa income tax returns can be electronically filed through most tax preparers, or over the Internet, with the telephone or using purchased software for home computers. More information on e-filing can be found at the Department of Revenue Web site, [www.state.ia.us/tax](http://www.state.ia.us/tax).

A press conference will be held Jan. 5 with Director Ralston announcing Iowa's #1 status again. If your business or organization would like a newsletter article or ad explaining e-filing for your employee or public newsletter and/or break room, please contact PRSA member David Kemnitz at: [david.kemnitz@idrf.state.ia.us](mailto:david.kemnitz@idrf.state.ia.us) or 515/281-8418.

### **Professional development . . .**

#### **Colorado State offers M.S. in Communications Management**

Colorado State University seeks applicants interested in an M.S. with a focus in public relations and communication management beginning in fall 2004. "While our degree is titled an M.S. in Technical Communication, about one-third of our students in our program concentrate on public relations," says Don Zimmerman, graduate program coordinator.

For more information, visit the Department of Journalism and Technical Communication's web site: <http://www.colostate.edu/Depts/TJ/ms.htm>; e-mail [tjgrads@lamar.colostate.edu](mailto:tjgrads@lamar.colostate.edu); call 970/491-6310; or write Graduate Coordinator, Department of Journalism and Technical Communication, Colorado State University, Fort Collins, CO 80523-1785.

### **Jobs and internships . . .**

#### **Public Affairs Coordinator**

The Iowa Credit Union League is seeking a Public Affairs Coordinator. The League is the trade association representing the interests of Iowa's credit unions and their 850,000 members. The successful candidate will coordinate state-wide cause marketing, advocacy campaigns, grassroots mobilization, and media and community relations activities that create a positive image of credit unions.

The qualified candidate will possess a B.A. in a communications-related major and one to three years of related experience. Exceptional written and verbal communication skills, strong leadership ability and an extensive knowledge of technology are required. Previous work experience with cause marketing, community relations and/or fundraising a plus.

We offer a competitive salary, plus an excellent benefit package that includes matching employee contributions to 401(k) and up to four weeks of paid time off within the first year of employment. If you fit our qualifications, please send resume, three writing samples & salary requirements to: Carrie Kompelien, HR Specialist, Iowa Credit Union League, 3737 Westown Pkwy., West Des Moines, IA 50266. Fax: 515/226-8044.

[Carriek@themembersgroup.com](mailto:Carriek@themembersgroup.com). [www.iowacreditunions.com](http://www.iowacreditunions.com).

### **Marketing Specialist**

The Members Group, a fast-paced, growth-oriented financial services organization is looking for an energetic individual to work with our credit union clients to create and implement marketing programs that support our product line. The successful candidate will also be responsible for developing and maintaining website content and writing copy for other various communication vehicles.

The qualified candidate will possess a bachelor's degree in marketing or business or a related field. A thorough understanding of marketing programs and techniques and the ability to work directly with our clients to help them achieve results is a must.

Exceptional written and verbal communication skills, strong leadership ability and proficiency in Microsoft Office are required.

We offer a competitive salary, plus an excellent benefit package that includes matching employee contributions to 401(k) and up to four weeks of paid time off within the first year of employment. If you fit our qualifications, please send resume and salary requirements to: Carrie Kompelien, HR Specialist, The Members Group, 3737 Westown Pkwy, West Des Moines, IA 50266 Fax: 515-226-8044. [Carriek@themembersgroup.com](mailto:Carriek@themembersgroup.com). [www.themembersgroup.com](http://www.themembersgroup.com).

### **Media Relations Specialist**

I have a great opportunity with a growing telecommunications company in Iowa near Des Moines. This is great opportunity with a company that is going places! They need a media relations specialist and I thought that I might ask you to pass this along to some of your members. To see if they may know of anyone who would be interested, here is the job description. And the salary range can go up to mid 50s.

- Three to five years experience in developing and maintaining media relationships with reporters in various mediums in a corporate communications or public relations environment;
- Maintains favorable public image for company by communicating with media;

- Manages media relations, announcements, editorial placement and speaking opportunities;
  - Prepares and disseminates information (press releases, white papers, supporting materials) regarding company through newspapers, periodicals, television, radio and other forms of media;
  - Monitors crisis communications and performs spokesperson duties as needed;
  - Monitors company media and assists with completing media buys;
  - Assists Corporate Communications Manager with miscellaneous PR projects.
- Contact Debbie Hiner, Recruiter, Direct Hire Division, 4637 Chabot Drive Suite 101, Pleasanton, CA 94588. 925/847-7300.

### **Food Service PR Position**

An advertising and marketing recruitment firm is looking to fill a food service PR position in Madison, WI. Prior food service experience is required in either a b2b or b2c capacity, along with some b2b experience in any market. Compensation will be between \$45 and 70k, depending on experience. Interested candidates should email a resume (in a Word or pdf format) to Tim at [timf@mhajobs.com](mailto:timf@mhajobs.com).

### **Director of Marketing and Communications**

Iowa's leading provider of reproductive health services has an exciting opportunity for the right person to guide our marketing and communications department. This person will work directly with senior management and the CEO to develop strategies that support PPGI's work in health care, education, advocacy, outreach and fundraising. This includes all media relations such as news releases, media alerts, op/ed work, and media response. This person will also advise the senior team on strategies to communicate agency goals and activities to internal and external audiences.

Planned Parenthood of Greater Iowa serves women and men of all ages in 85 Iowa counties and three counties in Illinois through 17 medical centers offering accessible, affordable reproductive health care and education as well as advocacy for health care, education and privacy issues.

Qualified candidates should have 3-5 years in management with proven success in developing marketing and communication programs. We offer excellent benefits and a supportive working environment.

This position is a multi-faceted and rewarding! Please send your information to: Lynn M. Manson, Vice President, Human Resources, 851-19th Street, Des Moines, Iowa 50310, Fax: 515-280-9525. [lmanson@ppgi.org](mailto:lmanson@ppgi.org).

### **Marketing Communications Intern**

Medicap Pharmacies, Inc., is seeking a Marketing Communications Intern, a junior or senior (2003-04) studying marketing, advertising or public relations.

Desired qualifications:

- Strong communication skills
- Strong writing skills
- Highly organized
- Self-starter

- Proficient in Windows-based computer programs
- Good generalist who is challenged with multiple project work

Responsibilities:

Administrative support:

1. Filing/copying
2. Mailings
3. Media lists
4. News clip files
5. Phone work with vendors and franchisees
6. Photo file
7. Resource library
8. Training materials

Assist Marketing Dept. staff with special projects including:

1. Annual Meeting
2. Franchisee support - local marketing
3. Media relations - local and national trade press
4. Media research
5. National Marketing - radio, television, print, outdoor, direct mail

Starting date: January 2004.

Pay range: \$8.00 - \$10.00 per hour.

Hours: 20 hours/wk. minimum – flex schedule.

If interested, please send your resume to: Medicap Pharmacies, Inc., Marketing Dept., Attn: Intern Position, 4350 Westown Parkway, Bldg. 8 - Suite 400, West Des Moines, Iowa 50266. Or send info to [mdoyle@medicaprx.com](mailto:mdoyle@medicaprx.com). Marie Doyle, Manager, 224-8416. 224-8490 (fax).