

PRSA*notes*

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

(Deadline for the March 2004 PRSA*notes* is Friday, Feb. 27. Send your news to wdavis@iastate.edu.)

February 2004

‘Project Destiny’ is February meeting topic

For Central Iowa Chapter’s Feb. 19 luncheon program, Kent Sovern, senior vice president for government and international relations for the Greater Des Moines Partnership, will discuss the status of “Project Destiny. The meeting is scheduled for the Arthur Davis Conference Room in the Greater Des Moines Partnership building.

Sarah Rasmussen, program chair, pointed out that during the past year literally hundreds of community representatives have weighed in on how to ensure local economic growth and opportunity. This effort became known as "Project Destiny." The project's scope was expanded to cover five areas: Quality of Life; Infrastructure; Human Services; Education and Workforce Readiness and Public Finance.

Rasmussen said the solutions outlined in the five work group reports are expected to help Greater Des Moines attain its vision – to be a world-class region, consistently ranking among the very best in the United States, among the best places to live, learn, work, invest and play. “Project Destiny provides the blueprint to make that vision a reality,” she added.

“Join us Feb. 19 to learn how the Partnership is moving this project forward, working with a variety of groups to build a consensus and communicating the possible changes and improvements that could happen as a result,” Rasmussen said.

The Partnership building is located at 7th and Locust Streets in downtown Des Moines. The Arthur Davis Conference Room is on the Skywalk level, just above the food court and across from the elevators; parking is available in the Partnership's garage, with entrance off of Locust, just east of 7th Street, or anywhere on the street that's close. Less expensive parking is available in the city-owned ramp between 8th and 9th – Locust and Grand.

Reservations should be sent to Darin Leach, darinleach@outofthebox.com, telephone 515/327-3445, by Feb. 16, or reservations may be made on the chapter’s web site at <http://www.prsaciowa.org>. Although the menu has not yet been decided, on-line registrants will need to specify their meal preferences – Meal Option 1: Regular, or Meal Option 2: Vegetarian.

2004 Institute promises to be a hit

The 35th Annual PRSA Institute, sponsored by the Principal Financial Group, will be held on April 1, 2004, at the Hy-Vee Conference Center in West Des Moines. Registration begins at 7:30 a.m., and the program concludes at 1:30 p.m., followed by a special student seminar.

Guest speakers this year include:

- **Lauren Pagenkopf**, Manager of Organizational Communication and Integration at Harley-Davidson;
- **Wendy Love**, Senior Vice President of Consumer Marketing at Porter Novelli;
- **Carla Vallone**, Communications Manager at Segway Human Transporter; and
- **Kent Jenkins, Jr.**, Managing Director of Media Practice at Burson-Marsteller.

All public relations practitioners are urged to attend this low-cost and one-of-a-kind professional development opportunity that is being put on by members of Central Iowa PRSA Chapter. Registration materials will be mailed to all members in February.

January speaker asks: ‘Is it good for the kids?’

Is it good for the kids? is a question you’ve probably seen on a billboard or other location in the metro area sometime in the last few years. It’s billed as “The Number 1 Question” by an organization of the same name. Sam Carrell, executive director of this grassroots movement, explained more at Central Iowa Chapter’s Jan.15 meeting.

“This is not an organization model,” he said, “but it’s a movement model. We want it to embed itself into the community fabric.” The movement is centered on the idea that building a successful community is accomplished by having successful kids; successful kids lead to a competent workforce, a strong economy, and a vibrant cultural component in a community. Carrell explained that while it’s great to have economic development plans, most of them only address infrastructure and while that’s great, “we also need people who can play, compete and work within that infrastructure.”

To get a baseline of how kids are doing in Polk County, Carrell asked these seven questions:

1. Are all babies born healthy?
2. Are all kids healthy and well?
3. Are all kids living in a safe and stable home?
4. Are all kids living in a safe and supportive community?
5. Are all kids ready for school?
6. Are all kids succeeding in school?
7. Are all youth preparing for adulthood?

The results of these questions – based on a compilation of data from a number of human service organizations – can be viewed in the growth chart at www.thenumberonequestion.org or at www.isitgoodforthekids.org.

Carrell shared some staggering statistics specific to Polk County, including that 9.7 percent of kids live in poverty; one in every six babies is already under the influence of smoking or alcohol before birth; 23,536 Polk County children are in need of childcare because both parents or their only parent works outside the home; and roughly 16,000 students don't read, perform science or math skills at their grade level.

As a movement, Carrell explained that The Number One Question and its goal of ensuring that all kids in greater Des Moines are safe, happy, healthy and successful is a

transformational change that will take place within the community over the long-term. “It won’t happen overnight,” he said.

PRSA members and guests were asked to do four things:

1. Take a hard copy growth chart and read it or pass it on
2. Read to a child
3. Think if there are ways to improve a situation within their own circles of influence
4. Consider how best to get other Central Iowa organizations and businesses to use the Number 1 Question’s “bug” or logo on their materials to help with co-branding

Thanks again to Pioneer Hi-Bred for hosting the January meeting.

– *By Sarah Rasmussen, Program Chair*

Iowan returns to Des Moines from D.C.

Jaime Naig joined Hanser & Associates as an account executive in the PR firm’s Des Moines headquarters in January. She previously was assistant editor at the American Farm Bureau Federation in Washington, D.C. Jaime also held PR positions in Washington at the White House Office of Communications and American Association of State Highway and Transportation Officials. Her media experience includes working at the NBC television affiliate (KTIV) in Sioux City and as a freelance video producer. She is a native of Glenwood, Iowa.

Job Opportunities . . .

Human Resource 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.

Qualifications – College degree or equivalent, plus 4-6 years formal communications experience required. Must have excellent organizational, consulting, 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 details. Must be able to consult with clients and maintain a high degree of confidentiality. Human Resource communications experience preferred.

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

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Public Relations Specialist

If you're creative, organized, a strong writer, desire variety and responsibility, Iowa's leading integrated marketing firm may be looking for you. We seek a team player with at least three years of experience for our Public Relations Division. This position will give you direct client contact, leadership on a key publication and numerous opportunities in integrated marketing and project management, media relations, event planning and more.

We offer a competitive salary and superior benefits, including matching employee contributions to 401(k) and a flexible PTO program. Please send hard copies of your resume and six writing samples to: Marilyn Cox, HR Manager, Strategic America, 1500 NW 118th Street, PO Box 71577, Des Moines, Iowa 50325.

PR Account Supervisor

Public Relations Account Supervisors needed for a full service agency in the Chicagoland area. PR experience in any of the following areas desired: pharmaceutical, animal health, and crop science. Relocation will be paid. Interested candidates should e-mail a resume (in a Word or pdf format) to Tim at timf@mhajobs.com.

Technical Writer

Communications Data Services, Inc. (CDS) seeks a talented technical writer to develop user-friendly print and online information for employees and clients. The successful candidate will possess the ability to research and write about system programs and be a motivated self-starter with a demonstrated ability of working within a team environment.

The position requires a Bachelor's degree in Journalism or related field, with a minimum of two years writing experience. Experience with Windows and Microsoft Office software applications required. Knowledge of business-to-business writing and Internet development tools a plus.

CDS is an international data management company serving the publishing, product, Internet and direct marketing industries. The CDS comprehensive benefits package includes, but is not limited to medical, dental, vision and prescription; holidays/vacation; tuition assistance and fitness reimbursement; 401(k); on-site cafeteria; free parking; and more.

Send cover letter, writing samples and salary requirements to: Senior Employment Specialist, Communications Data Services, Inc., Human Resources, 1901 Bell Avenue, Des Moines, IA 50315. FAX 515/246-6687, Job Line 515/246-6829. Visit us at www.cdsfulfillment.com. CDS is an Affirmative Action/Equal Opportunity Employer.