

PRSAnotes

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

(Deadline for the May 2004 PRSAnotes is Friday, April 30. Send your news to wdavis@iastate.edu.)

April 2004

It's not too late to "Lead the Charge"

“You won't want to miss this year's PRSA Institute, Thursday, April 1, at the Hy-Vee Conference Center. It is not too late to register for the event or lunch/keynote speaker/PRIME Awards only. Feel free to contact Tracy Hirz-Mertes at 213-7538 or tracy.hirz-mertes@wellsfargo.com today to get signed up,” says Emily Abbas, APR, president-elect and Institute chair.

Looking for a summer intern? We can help you get the word out!

As part of this year's PRSA Institute Student Seminar, we are planning to distribute information on local internship opportunities to the attending college students. If you would like to have information on your internship included, please put together a one-page flier about the position and either bring 30 copies of it with you to the registration table at Institute on April 1 or send them in advance to Antoinette Bernich (abe@mwatoday.com) at Metro Waste Authority. (*Contributed by Rob Schweers, APR, chapter president*)

Promote Literacy, Donate a Book!

In order to strengthen literacy in the Greater Des Moines community, the Central Iowa Chapter is once again sponsoring a book drive. This year's campaign is titled “Spring for Reading.” It kicks off at Thursday's Institute and continues through June.

Chapter members are invited to participate by donating new and/or used books for people of all ages (although books most needed would be appropriate for children aged two-12 years old). If you don't bring books to the Institute, please plan to bring donations to next month's chapter luncheon.

Donations are already pouring in, with more than 150 books already collected!

Help do your part! As a chapter member, you won't want to miss out on this important event. For every book (or \$5 donated) participants will be entered into a drawing for Barnes & Noble gift certificates. An announcement of the book drive results and gift certificate winners will be made at the June Central Iowa PRSA meeting.

For more information, contact Aaron Putze at 515/225-5414 or aputze@ifbf.org or Alison Monaghan, Central Iowa PRSA Student Liaison, 641/757-1969, alisonem@iastate.edu.

Rasmussen previews May meeting, notes date change

Sarah Rasmussen, program chair, announces that Angela Sinickas of Sinickas Communications, Inc., will provide the May program for Central Iowa Chapter. She says more information about her and her company can be found at www.sinicom.com. To accommodate her travel schedule, the meeting will be held Wednesday, May 19.

“We’ll have a half-day program (morning or afternoon – not nailed down yet) focused on some aspect of measurement/ROI for communications, as well as the regular luncheon 11:30 to 1. There will be options to attend both or one or the other,” Rasmussen said.

She also asked “Is anyone interested in hosting Angela at your company and receiving billing on the promotions, etc? We’ll be sending registration information to IABC and other related groups. If you are interested, please let me know. If you have any questions, please give me a call at 323-6519.”

More details about the day will appear in the May newsletter, together with location and registration information.

***Des Moines Business Record* features two Central Iowa APRs**

Two accredited members of Central Iowa Chapter PRSA – Jennifer Konfrst and Ryan Hanser – were featured in the March 15 edition of the *Des Moines Business Record*.

Jennifer Konfrst, APR, manager of public relations for Iowa Public Television, was named in the “Up & Comer” column. The article said Konfrst went to work in 2001 for IPTV, where “she is challenged to convince the public that, in a world with 500 channels, public television is relevant and important.”

“I believe in the cause of public television,” she was quoted as saying. “Every day, I get to see my kids enjoy it. That means a lot to me.”

Konfrst and her husband have two children, Elizabeth, 3, and James, 18 months.

Ryan Hanser, APR, was included in the newspaper’s “Forty Under 40” feature. Hanser, vice president of Hanser & Associates since 2002, previously was a public relations account manager for several years, after working as coordinator of corporate relations for Equitable Life of Iowa.

The article described Hanser as filling several roles with the Greater Des Moines Partnership, and also said he serves as president of the Central Iowa Trail Association, volunteers with the Des Moines Parks & Recreation Department, and teaches Sunday School at Westminster Presbyterian Church.

Job openings . . .

Public Relations Account Executive

This is an excellent opportunity for an experienced professional to work with our growing public relations team. You will be working directly with Flynn Wright clients, assisting in strategic planning efforts, managing day-to-day workflow, and timely

completion of projects. This position will work closely with our account staff to identify and fulfill client needs. A minimum of three years experience in traditional public relations work is necessary for application.

We're looking for a team player who has a shining personality, strong attention to detail and the commitment to put our clients interests first. Send you resume to www.cfisher@flynnwright.com.

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As a Senior Communications Consultant you will lead a team in managing the employee communication plans and strategy for one of our leading business units within Principal Financial Group. You will work with upper level management, building relationships and ensuring all communication plans are documented, executed and effective.

Qualifications: College degree or equivalent, plus 6-8 years of corporate communications planning and strategy experience required. Must have excellent organizational, analytical, problem-solving, presentation, and oral and written communication 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. Must consistently meet deadlines. Gaining business unit and company product knowledge quickly will be required. Must have basic PC skills with the ability to maintain a high degree of accuracy and pay strict attention to detail. Must be able to maintain a high degree of confidentiality. Management experience, employee communications and APR preferred.

Please send your resume and cover letter to Principal Financial Group, opportunity@exchange.principal.com, HR-Employment ADPRSA23047, Des Moines, IA 50392-0550.