

PRSAnotes

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

(Deadline for the June 2004 PRSAnotes is Friday, May 28. Send your news to wdavis@iastate.edu.)

May 2004

May speaker will focus on ‘Calculating the ROI on Your Communications’

By Sarah Rasmussen, Program Chair

Measuring the effectiveness of communication isn't enough anymore. Senior management is asking for more direct correlation of the money spent on communication with the business outcomes resulting from it – how it increases revenue or reduces expenses.

Angela Sinickas, considered a pioneer in the field of organizational communication measurement, will share her insights at the Central Iowa Public Relations Society of America's May luncheon meeting on Wednesday, May 19, from 11:30 a.m. to 1 p.m. at the Hotel Fort Des Moines (please note the meeting is on the third Wednesday of the month).

The interactive meeting will

- Provide you with documented examples of how communication has affected bottom-line issues at other organizations.
- Explain how to collect data for the ROI calculation by tracking changes in audience behaviors before and after you communicate.
- Teach you how to use an ROI worksheet to calculate the return on your own communication campaigns or channels.

To attend, please RSVP to Darin Leach by Friday, May 14, at 515/327-3445 or darinleach@outofthebox.com or via website at www.prsaciowa.org. The fee is \$18 for PRSA members, \$23 for non-members and \$13 for students.

Thanks to Metro Waste Authority and Principal Financial Group for sponsoring PRSA's May meeting.

About the Speaker

Angela Sinickas, ABC, is president of San Diego-based Sinickas Communications, Inc., an international communication consultancy helping corporations achieve business results through targeted diagnostics and practical solutions. Since 1981, her publications and speaking engagements on the measurement of organizational communication have made her name synonymous with the topic.

Angela and her measurement work have been cited in *Harvard Business Review*, *Investors Business Daily*, *HR Magazine*, *Executive Solutions*, *PR News*, *Journal of Communication Management*, *Ragan Report* and *Communication World*, among many other publications. Her firm's recent clients include 3M, Accenture, FedEx, Lockheed Martin, MetLife and the US Army Corps of Engineers.

She has been a featured speaker at more than 100 communication conferences worldwide and has published more than 65 articles in international communication journals. Angela is a columnist for *Strategic Communication Management* and is on the editorial boards of *The Journal of Employee Communication Management* and *The Business Communicator*. In 1983, she earned the designation Accredited in Business Communications from the International Association of Business Communicators.

‘Spring for Reading’ book drive continues

By Aaron Putze, APR

Now that you have “sprung ahead” for spring (you did remember to move those clocks ahead one hour, right?), it’s time to “Spring for Reading” and help enhance literacy in central Iowa!

It’s easy to participate. It’s easy to make a difference.

“Spring for Reading” is the Central Iowa PRSA Chapter’s annual book drive. It kicked off at the very successful PRSA Institute April 1 and continues through May. Chapter members are invited to participate in this important effort by donating new and/or slightly read books for people of all ages (although books most needed would be appropriate for children aged two-12 years old)... or cash!

Take a minute today to collect a few books around your home. Or, spread the word at your office and see if some co-workers are looking to find a home for some reading materials that are just collecting dust. Then, bring them to our May chapter meeting slated for Wednesday, May 19. If you can’t make the meeting, you can still participate by making a book drop at the Iowa Farm Bureau headquarters, located at 5400 University Ave., West Des Moines.

Better yet, consider a cash donation. All monies collected will be donated to Orchard Place for the purpose of purchasing additional reading materials. You’ll also have a chance to enhance your own library by winning a Barnes & Noble gift certificate.

Your efforts will make a difference. The organization benefiting from this year’s drive will be Orchard Place. This central-Iowa based organization has a long and successful history and remains true to its mission of “Helping heal troubled hearts and minds... one life at a time.” Orchard Place provides guidance to young people ages 2-18, catering to the needs of children on an individual basis. They are excited about our effort and look forward to gladly accepting any books that we offer.

More than 200 books have been collected. Please help us build upon last year’s successful event. “Spring for Reading” and help give the students of Orchard Place a lifelong gift.

For more information, to arrange a book drop or to make a cash donation, contact Aaron Putze at 515/225-5414 or aputze@ifbf.org.

Iowa Credit Union League announces staff changes

Wendy Wicks has begun work as Public Affairs Coordinator for the Iowa Credit Union League. In this position, Wicks coordinates cause marketing and legislative advocacy for the League. Wicks is also responsible for media and community relations for the organization, as well as writing and editing support for League initiatives.

Prior to joining the League, Wicks was a public relations account coordinator for Strategic America.

Wendy reports to Murray Williams, whose role has been expanded to Director of Strategic Alliances & Public Affairs. Williams manages the public affairs department and serves as spokesperson for the League. He also coordinates new business development and strategic partnerships for the organization.

In addition, Williams was recently elected to serve on the national PRSA Association Section executive committee.

Behrends participates in 2004 Leukemia & Lymphoma Society campaign

Todd Behrends, APR, Communications Manager for Mediacom, is a participant in the Leukemia & Lymphoma Society's "2004 Man, Woman, and Celebrity of the Year" campaign. The campaign raises funds for the Iowa Chapter of The Leukemia & Lymphoma Society as the organization works to find a cure for the disease.

"I know that you have ample opportunity to 'give to charity' throughout the year. I'm asking you to seriously consider this opportunity this year. My personal goal is to raise \$15,000 between now and June 4, 2004. I know that sounds ambitious. However, when a disease as ambitious as leukemia kills a man, woman or child in the U.S. every 12 minutes, it must be met head on with just as much ambition. As a participant in The Leukemia & Lymphoma Society's '2004 Man, Woman, and Celebrity of the Year' campaign, I've pledged to work tirelessly, aggressively, and compassionately to reach my goal. I hope you can help me," Behrends said.

To donate, those interested may send a check, made payable to the "Leukemia & Lymphoma Society," to Todd Behrends, 10819 Lincoln Avenue, Clive, IA 50325, no later than Tuesday, June 1, 2004, to ensure your contribution is awarded to this campaign. "You can also go to the website www.lls.org/ia.mwcy and make your donation by credit card, too," Behrends said. "Any amount is appreciated, as it will go toward helping find a cure."

Former Central Iowa Chapter president dies

F. A. D. "Bill" Kelsey, who served as president of Central Iowa Chapter PRSA in 1982-83, died April 7 in New Bern, N.C. He was 76. Until his retirement Kelsey had served as director of public relations for Massey-Ferguson, both in export and North American operations. In retirement he was instrumental in founding the non-profit Iowa Radio Reading Information Service for the Blind and Print Handicapped (IRIS).

Greenlee School's PRSSA chapter earns two national citations

In their first attempt in several years, two of four public relations teams from the Greenlee School of Journalism and Communication won honorable mention in the national Bateman competition sponsored by the Public Relations Society of America.

The Bateman “case study” competition, created in 1973, challenges students to apply “analytical skills and mature judgment required for public relations problem-solving,” according to PRSA. In the past case studies have dealt with nuclear energy, wellness, counseling, and a campaign for tobacco-free children, among others. The Ford Motor Credit Company was sponsor of the 2004 competition.

“This is the first year ISU’s PRSSA chapter has seriously competed in this competition,” notes Erin Wilgenbusch, APR, lecturer and chapter adviser. “It is the pinnacle for public relations students. Previously we have had great success with a competition sponsored by Rowan University’s PRSSA chapter, and we believed it was time to step up to a greater challenge.”

Greenlee teams were challenged more than anticipated. In the past, Wilgenbusch recalls, “students were given a product or a service and their task was to develop and implement a campus-wide public relations campaign.” This year’s client, Ford Motor Company Credit Division, has an education campaign, “Credit Drives America,” but would not allow students to utilize it.

“Our challenge from the client was to develop our own education program – we could not use the Ford program or its name and logo – and then develop and implement a public relations campaign,” Wilgenbusch observes.

“The hardest part of the process we faced was the development of the program. Once we cleared that hurdle, the public relations campaigns easily came together.”

In all, 62 teams submitted entries. Top three teams will go on to present to the client and from among those entries a first-, second- and third-place winner will be identified. Loyola University, New Orleans; University of South Carolina – Team 1, and University of South Carolina – Team 3 were the top three. Iowa State’s two teams were among 11 that earned honorable mention.

2004-05 Central Iowa PRSA seeks student liaison

Central Iowa Chapter PRSA has an opportunity for a PRSSA member to serve as Student Liaison on the chapter board for the Fall 2004-Spring 2005 school year. In addition to providing student input at board and chapter activities, this person will manage the chapter's community service project, coordinate the association's media relations, assist with event planning and support its membership and professional development activities. This person will report to the chapter's PR Officer and be included in monthly chapter board meetings. Time commitment is determined by the candidate.

“The PRSA Student Liaison position is a tremendous opportunity for interested candidates,” says Aaron Putze, APR, public relations officer. “The liaison gains valuable experience, establishes professional connections and plays an important role in the planning and organization of the Central Iowa PRSA chapter’s ‘Spring for Reading’ book drive. All interested students interested in public relations are encouraged to apply!”

Putze listed the following opportunities afforded in the liaison position:

- Network with Central Iowa PR leaders and participate in chapter board activities.
- Work primarily from your home (some Des Moines travel required for meetings).
- Gain valuable hands-on experience for your résumé.
- Receive free admission to the Central Iowa PRSA Institute and monthly luncheons, as well as coverage of incidental and travel expenses.

- Requires minimal time commitment (average 3-5 hours per week, hours negotiable).

As to qualifications, he noted that candidates:

- Must be a member of a PRSSA chapter.
- Must have completed at least one core PR/journalism writing course.
- Must have access to a PC, e-mail, the Web and transportation for PRSA activities.
- Advanced PR coursework, event planning and/or related experience beneficial.

Candidates with questions should contact Aaron Putze or the current Student Liaison, Alison Monaghan, at 641/757-1969 or alisonem@iastate.edu. To apply, send a cover letter and résumé to: Aaron Putze, APR; Director Public Relations; Iowa Farm Bureau; 4500 University Ave.; West Des Moines, IA 50266; Telephone 515/225-5414; FAX 515/225-5419, or e-mail to aputze@ifbf.org. Application deadline is Friday, May 14.