

PRSAnotes

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

(This will be the last PRSAnotes until the September issue. Check this web site during the summer for breaking developments. Send your news to wdavis@iastate.edu.)

June 2004

Outgoing president offers parting words

As the year draws to a close, I'd like to take this opportunity to thank you for allowing me to serve as your president. The experience has been both challenging and gratifying.

Special thanks are deserved by your board of directors who – both individually and as a group – have strived to make the past year the best it could be. I salute them, and I urge you to offer your own thanks when you see them. Because of their efforts (and in spite of my own), the chapter will end the year on solid financial ground. We continue to add new members. The future is bright.

Extra-special thanks go to our colleagues at The Principal Financial Group. Time after time, they provide support for our chapter programs. Their leadership in the central Iowa PR community is an example for us all to follow.

Finally, thank YOU. If you attended a luncheon program or the PRSA Institute, took advantage of a professional development opportunity (or even paid your dues on time) we greatly appreciate it. It's your chapter, and I hope you have found value in your local membership.

I am excited by the talent that President-Elect Emily Abbas, APR, has assembled for the 2004-2005 board. And you should be excited as well. I have no doubt we will accomplish great things, and I will be happy to view it all from the seat reserved for the "Past President."

Thank you again for the opportunity to lead.

– Rob Schweers, APR

Program chair announces final chapter meeting of year

Sarah Rasmussen, program chair, has announced that the final Central Iowa PRSA Chapter meeting of the year will be held from 4:30 to 6:30 p.m., Thursday, June 17, at the Court Avenue Brewing Company, in the bar area. A brief business meeting will be followed by networking opportunity. There will be appetizers and drinks.

Registration deadline is Monday, June 14. To attend, please RSVP to Darin Leach 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.

Central Iowa PRSA: Proposed 2004 – 2005 officer and committee slate

Elected Board Members

President – Emily Abbas, APR
President-Elect – Jane Keairns, APR
Past President/Scholarship – Rob Schweers, APR
Treasurer – Darin Leach
Treasurer-Elect – Mike Klosterman
Program Chair – Paul Kluding
Program Chair-Elect – Courtney Chabot-Dreyer, APR
Secretary – Kevin Stittsworth
Director #1 – Kim Sporrer
Director #2/Membership – Laura Vandenbosch, APR
Accreditation – Erin Downs, APR
Delegate #1/Ethics Officer – Aaron Putze, APR
Delegate #2 – Lucinda Stephenson, APR
Public Relations – Kelly Sankey, APR

Appointed Committee Chairs

Awards – Desiree Fletcher-Hayes, APR; Melany Moeller
Job Network – Cyndi Fisher
Newsletter – Wayne P. Davis, APR
Professional Development – Antoinette Bernich, Kristen Sunde
Technology – Melody Brownell
Drake University Liaisons – Allan Urlis, APR; Sarah Rasmussen
Iowa State University Liaisons – Jill Spiekerman-Carrothers, APR; Murray Williams
Simpson College Liaisons – Amanda Carstens Steward, Alvera Kromer
Social Chair – David Kemnitz
Student Liaison/Intern – TBD (*ex-officio member*)

President-elect calls for board transitioning

Emily Abbas, APR, Central Iowa Chapter president-elect, asks any current board members who haven't yet completed and turned in their "transition plans" to do so ASAP, since they were due May 31. Current board members also should plan to get together with their replacements sometime in June or July to transition, she said. The new slate of board members and committee chairs will meet for the first time from 3 to 5 p.m. Aug. 3, at GuideOne Insurance to kick-off the year.

Calling all APR candidates and coaches!

As the new board begins planning for the 2004-2005 year, we need to gauge how many members are interested in pursuing the APR (Accredited in Public Relations) designation. To participate, you must have five years of public relations experience and be committed to an extensive study process.

A day-long "jump-start" class will be held in August and regular study sessions are being planned for September through November of this year. (PR professionals with fewer than five years of experience might be interested in the jump-start session as a professional development opportunity). If you are at all interested in attending the jump-start or learning more about the process, please send an e-mail expressing your interest to Erin Downs, APR, at erin.downs@wellsfargo.com by July 15.

For current APR members, if you have coached APR sessions in the past or are interested in doing so this fall we also would like you to plan to attend this "jump-start" class. It will be a great opportunity to observe the teaching method that has proven to be effective for our chapter. Please also let Erin Downs know if you are interested in being involved as a coach.

– Emily Abbas, APR, President-Elect

Angela Sinickas offers ROI calculating tips to May luncheon attendees

Urging the planning of communications so that ROI (Return on Investment) can be calculated, and sharing formulas for calculating ROI, Angela D. Sinickas, ABC, of Sinickas Communications, Inc., provided the program for the Central Iowa Chapter's luncheon meeting Wednesday, May 19, at the Hotel Fort Des Moines.

During her presentation, Sinickas pointed out the need for differentiating between "audiences" and "stakeholders" and cautioned public relations practitioners to consider the outcome desired.

"Be generous in figuring costs and conservative in calculating benefits," she urged, while pointing out that even with those guidelines annual ROI in one of her studies amounted to 1900 percent.

The methods Sinickas recommended were able to isolate the role communication played in achieving improved results.

She concluded with some key tips:

1. Focus on communication designed to affect a specific, already measured behavior change with a bottom-line impact.
2. Measure a concrete and specific element of communication, not a big, amorphous program.
3. Have your audience connect the impact of the communication to their own behavior change.

During the morning preceding the luncheon The Principal Financial Group offered Central Iowa Chapter luncheon attendees a special, extra, opportunity to hear Angela speak on communications measurement. Principal was one of the sponsors for the luncheon, along with Metro Waste Authority. Rob Schweers, APR, chapter president, said about eight PRSA members attended the morning session.

Chapter book drive collects more than 300 for Orchard Place

Aaron Putze, APR, Central Iowa Chapter PRSA's public relations committee chair, said representatives of Orchard Place have received the books collected by the chapter during this year's drive.

"We loaded 10 boxes of books in their van," he said. "Books ranged from toddler to pre-teen to books for adults and even some religious books. They took every one!"

Putze said Orchard Place personnel would tally the number of books, but he estimated the number at more than 300. Some additional donations also were made at the May chapter meeting.

Orchard Place representatives were extremely appreciative, Putze reported. "They said that students will treasure the books and they thanked us for our chapter's generosity," he added..

Member news . . .

Blckett moves to Wellmark marketing communications position

Tom Blckett, APR, recently was named marketing communications manager in the Corporate and Marketing Communications Department at Wellmark Blue Cross and Blue Shield of Iowa and South Dakota. Previously, he was an assistant vice president/marketing at NCMIC Group, Inc., Clive.

Sarah Buckley welcomes new daughter

Lucy Farrell Buckley was born to member Sarah Buckley, APR, on Sunday, May 2, 2004. She weighed 5 pounds, 11 ounces.

Greenlee School's award-winning PRSSA chapter to be honored in NYC

The Iowa State University chapter of the Public Relations Student Society of America will be honored in New York City in October, earning third-place, \$200 and a plaque for its work in the National Organ Donor Awareness competition.

Every day 18 people in the United States die waiting for an organ transplant. The goal of this competition is to raise awareness of the importance of organ donation on college campuses across the country. The ISU NODAC team hosted events throughout the day April 7 to accomplish this goal.

This is the chapter's fifth year to participate in this competition. In 2002 ISU took top honors in this category. Typically 30-40 teams compete in this annual competition sponsored by Rowan University in Glassboro, N.J.

In addition to receiving this award at the PRSSA National Conference in New York, the PRSSA leadership will present a program on chapter development and will be recognized for having two teams earn Honorable Mention status in the recent national Bateman campaign competition.

"I think the honors we have earned this year are well-deserved," PRSSA faculty adviser Erin Wilgenbusch, APR, said. "Our students are among the best in the United States and these awards and honors are tangible proof of that excellence."

PRSSA students who participated in the competition began working in the fall and continued until their events were held on April 7. They did not earn class credit but participated because they believed in the cause, knowing they could gain practical PR experience.

Job opportunities . . .

Take your career to heart...perform a job worth doing

The American Heart Association, Des Moines office is seeking a Communications/Web Content Director to develop and implement communications plans that promote AHA's programs, products and services through traditional and non-traditional media in the state of Iowa; and assure a consistent and vibrant web presence for the organization.

Responsibilities: Develops and implements media events; develops media materials; assists with crisis communications; secures media participation; develops media sponsorship proposals and secures sponsorship; assists with the development and implementation of a web content strategy; prepares news releases; implements awareness campaigns.

Minimum Qualifications: Bachelor's degree in public relations, communications or journalism or equivalent. 5 years experience in communications, public relations, and/or journalism with a minimum of 2 years experience planning, developing, managing, and implementing web content required. Must have experience implementing public relations campaigns, pitching to media, planning media events and development of press releases. Some travel required. Must be able to maintain a valid driver's license.

Instructions: To apply, please submit a cover letter with salary requirement and resume to HLRESUME@HEART.ORG; FAX: 314/367-2765. MUST REFERENCE JOB CODE 0202CD to be considered. No phone calls, please.

Smoke-free/EOE.

Public Relations Account Executive

Integer, one of the nation's leading marketing and communications firms, has an opening for a Public Relations Account Executive. Responsibilities include media relations, news and feature writing and client service. Must have a high level of organizational skills, ability to manage multiple projects simultaneously and ability to work both individually and in a team setting. Occasional travel required. Qualified candidates will have 3-5 years previous experience.

For consideration send resume to lhodges@integermidwest.com or mail to Attn: Human Resources, 2633 Fleur Drive, Des Moines, IA 50321.