

PRSAnotes

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

(This special edition of PRSAnotes covers news developments that have occurred since the June issue of the newsletter. Send your news to wdavis@iastate.edu for the regular September edition. Deadline is Aug. 27.)

Summer Extra - 2004

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Orchard Place says 'thank you'

Orchard Place Development Associate Bridget Wombacher thanked the Central Iowa PRSA for its donation of reading materials as part of the chapter's Spring for Reading book drive. The chapter collected more than 300 books as part of the campaign and also made a small cash donation on behalf of those that made monetary contributions to the drive. Her letter said:

Dear Central Iowa PRSA

Please accept our heartfelt thanks for the gift of books to Child Guidance Center received on May 27, 2004. We recognize that your gift shows your commitment to our mission – helping heal troubled hearts and minds, one child at a time. And our promise to you, in return, is to ensure that your contribution will directly benefit the children we serve.

With your help, we can serve more and more at-risk children in our community. We can turn lives of despair into lives of hope and success. As Marion Wright Edelman, founder of the Children's Defense Fund, said: "When you save the children, you save the world."

Thank you for helping to save the world.

Sincerely,
Bridget Wombacher
Development Associate
Orchard Place Guidance Center

Des Moines

Another Orchard Place staffer sent this “thank you” to Central Iowa Chapter:

Dear Central Iowa PRSA

I wanted to drop you a note to thank you for the books! There were more than 700 books! Wow! Our agency children both in residential and out patient capacity. Many children will enjoy reading over the summer due to the generosity of your donation. Thank you so much.

Sincerely,
Nancy Boggess
Office Manager Outpatient Services

The chapter wishes to thank all those who took time to donate books or cash to this important effort.

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Maytag recognized in national PRSA Silver Anvil Awards

Maytag Corporation was recognized among a stronghold of reputable companies in the public relations industry's most coveted competition – the Public Relations Society of America (PRSA) Silver Anvil awards ceremony on June 4 in New York City.

A panel of 125 judges from across the United States selected the final winners from the 650 entries received for the 2004 Silver Anvil awards.

Gerald F. Corbett, chairman of the PRSA 2004 Honors and Awards Committee and vice president of Hitachi America, Ltd., said, "We are impressed with the level of professionalism and content being developed and produced by today's practitioners. The evidence is strong that public relations is playing an increasingly vital advocacy role in business and society and growing in stature as a necessary tool for effective communication."

For Maytag Corporation, the night included wins for the Maytag, Jenn-Air and Small Appliances teams. The awards granted to Maytag include:

- **2004 Silver Anvil Award Winner** (Events/observances more than seven days – business products) “A stronger way to sell appliances (Share Our Strength)” – Jenn-Air
- **2004 Silver Anvil Award of Excellence** (Public service – business) “Maytag teaches kids to conserve” – Maytag
- **2004 Silver Anvil Award of Excellence** (Marketing consumer products – non-packaged goods) “Blending style and function” – Jenn-Air Attrezza

According to Jill Spiekerman, APR, director of public relations, sales and marketing communications for Maytag, winning these awards demonstrates Maytag's leadership in communications. “It is a significant honor to be recognized among the leaders in the practices of public relations. I congratulate all of the team members who

hard work and creativity made this recognition possible.”

(The award of merit entries meet all the criteria to be Silver Anvil winner; however they are not the best projects in the category. There were some categories with four finalists – one SA winner and three merits – and other categories with only a SA winner.)

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Bonomi offers accreditation ‘JumpStarts’

Ferne G. Bonomi, APR, Fellow PRSA, presented day-long “JumpStart” sessions in the Chicago area and Denver during June. The workshops are designed as a solid introduction to what public relations professionals need to know and be able to do to prepare to seek accreditation or to move up in their career path.

The revised “Examination for Accreditation in Public Relations” introduced in 2003 is based on a major “practice study” of the profession in 2000. Senior professionals outlined "what they really need to know to do what they really do" in everyday practice. The body of knowledge for the Examination is thus equally valuable for career advancement. In addition to the topics covered in study for accreditation in earlier years, it now includes segments on technology and “business literacy.”

Ferne's current activity targets coaches and accreditation chairs, to reinforce their knowledge of the coaching process developed here in central Iowa and to acquaint them with the textbooks now recommended for accreditation study. In the workshops she shows all 10 texts on the “short bookshelf” adopted as resources for accreditation study when the single-text approach was abandoned. She holds a follow-up session with coaching chairs at the end of the day.

She is scheduled to present another JumpStart as a pre-conference seminar Saturday, Oct. 23, just before the PRSA national conference in New York City.

Suburban Chicagoland and Chicago chapters collaborated in sponsoring a session in Schaumburg, Ill., June 18, which 50 persons attended. Candidates and coaches came from Iowa, Kansas, Missouri, Kentucky and Connecticut as well as Illinois. Of the 15 persons attending the Denver, Colo., session June 19, all but one were candidates for accreditation status. Attendees came from as much as 100 miles to participate.

In advance of the workshops, registrants and prospects received by e-mail “mental calisthenics” to help get their minds in shape for the workshop exercises and maintain fitness for professional development. The series of exercises of staged difficulty were distributed at intervals of a week or several days.

Bonomi explains that the “JumpStart” is designed to show candidates how to study for the accreditation Examination; it is not in itself sufficient preparation.

Bonomi is a member of the Universal Accreditation Board, which includes representatives from the Public Relations Society of America and nine other participating organizations that offer the APR credential. The UAB manages and administers the accreditation process.

Negotiations are underway to schedule one of the “JumpStart” sessions for Central Iowa Chapter.

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Pinnacle Worldwide elects Ronald Hanser president for 2004-2005

Pinnacle Worldwide, an international corporation of independently owned public relations firms celebrating 28th year, has announced the election of Ronald C. Hanser, APR, of Des Moines, as worldwide president. He was elected to a two-year term beginning in September 2004. He will remain president of Des Moines-based Hanser & Associates.

Hanser, an accredited PR professional, is the first Iowa public relations executive to lead a global PR organization. He currently serves on Pinnacle's executive committee and has been a member of its board of directors since 2002.

“We are fortunate to have leaders like Ron Hanser on our bench with the proven executive skills and the bold vision required to lead a global network of independent agency principals,” says Henry A. de La Garza, APR, 2002-2004 chair of the board of directors of Pinnacle Worldwide and chair of the nominating committee.

“This election is a big vote of confidence for the practice of public relations in the Midwest,” said Hanser. “I'm grateful to our clients who allow Hanser & Associates to take their message locally and around the world. I'm grateful to our outstanding employees who make it possible for me to help lead a worldwide PR company.”

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Hanser was tapped as INF business seminar presenter

Ronald Hanser, APR, president of Hanser & Associates in West Des Moines, was scheduled to cover the highlights of the 2001 and 2003 Iowa Media Business Index project his company conducted at a “Business for Reporters” seminar sponsored Aug. 5 by the Iowa Newspaper Foundation at the Stoney Creek Inn in Johnston.

Some of the points he planned to cover were: “What do Iowa media and businesses think of each other?” “What does business think about the accuracy and fairness of the coverage they get?” “Do Iowa journalists trust Iowa business leaders?” “What mistakes do business leaders make most commonly with the media?” “Is the media manipulated?” “Is Iowa's media biased against business?”

Other presenters scheduled for the workshop were Thomas Stansberry, chairman, president and CEO of West Bancorporation in West Des Moines; Thomas Walton, partner, Nyemaster, Goode, West, Hansell & O'Brien law firm in Des Moines, and Beth Dalbey, editorial director, Business Publications Corporation in Des Moines.

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Lecturer/columnist toots PR horn

Erin Wilgenbusch, APR, a lecturer in the Greenlee School of Journalism and Communication at Iowa State University, has sung the praises of public relations in a column she wrote for the “Ames Life & Times” insert.

July 1 Des Moines Register.

She cited Samuel Adams, the renowned Revolutionary War era patriot, as a public relations pioneer, quoting Effective Public Relations by Cutlip, Center and Broom to show how today's practice of public relations was influenced by Adams and his contemporaries. She wrote:

“Thanks to Sam, and our other founding fathers, we celebrate our independence every July 4. As a public relations practitioner, I'm grateful to Adams for laying the groundwork for effective public relations practice as well as providing the environment of freedom in which to practice.”

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ISU alumni magazine features Murray Williams letter

Murray Williams, director of strategic alliances and public affairs for the Iowa Credit Union League and one of Central Iowa's liaisons with the Iowa State University PRSSA (Public Relations Student Society of America) was featured in the summer 2004 edition of Visions magazine. Visions is published by the Iowa State University Alumni Association.

Williams, who holds bachelor of science and MBA degrees from ISU, recalled some of his experiences on campus and took the opportunity to wish the alumni association a “happy 125th anniversary.”

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Job opportunity...

Full Time Marketing Specialist Position Open Medicap Pharmacies, Inc. West Des Moines Regional Office

We are currently searching for a Marketing Specialist to become a member of the Marketing Team at the West Des Moines Regional Office of Medicap Pharmacies, Inc., a pharmacy franchisor with over 200 pharmacy franchises open in 34 states. Medicap Pharmacies, Inc. is a wholly owned subsidiary of Medicine Shoppe International, a Cardinal Health Company.

This full time position offers a pleasant work environment and a full benefits package including Health, Dental, Vision, 401K, Paid Vacation, Holidays and Sick Days.

Essential Duties and Responsibilities

1. Handle marketing inquiries and requests from franchisees as per each team assignment.
2. Represent marketing team on specific store teams.
3. Coordinate Grand Openings for specific stores by teams, or as assigned.
4. Coordinate and oversee various department projects, programs and promotions.
5. Coordinate and manage specific vendor programs.
6. Attend marketing-specific store visits.
7. Assist in franchisee marketing training.

8. Assist in implementation of corporate programs.

Education and/or Experience

Bachelor's Degree (B.A.) from four-year college or university in a major that relates directly to the requirements of this job including one or more of the following including communications, marketing, advertising, public relations, and business; and one to three years related experience and/or training.

Other Skills/Abilities

Requires a strong working knowledge of Microsoft Office products, including Word, Excel, Access, PowerPoint, and Outlook. A working knowledge of Internet Explorer, Adobe PageMaker, Adobe Photoshop, Adobe Illustrator, and photo scanners.

Some overnight travel required (averages 2-3 days per month).

If interested, please send your resume to: Medicap Pharmacies, Inc.; Marie Doyle, Manager, Marketing Communications; 4350 Westown Parkway, Bldg. 8, Suite 400; West Des Moines, Iowa 50266. Or send info to mduoye@medicaprx.com. Or via fax at 515/224-8490.

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