

## Purcell Wins 2003 Apollo Award

Mayor Bill Purcell will be presented the award at the Chapter's Membership Meeting on Tuesday, January 27 at the Bound'ry restaurant, 911 20th Ave, S. He was chosen as the 2003 winner for his communications skills in promoting Nashville.

Each year, the Nashville PRSA Chapter presents the Apollo Award to a senior executive from Middle Tennessee who has effectively demonstrated and exemplified the public relations and communications function within his or her organization.

In 2003, Mayor Purcell worked to bring four corporate headquarters to Nashville by advocating Nashville as the best place to live and work in the country.

Making education a top priority of the city, Mayor Purcell has visited all of Nashville's 127 public schools - creating a dialog with

students, teachers, and parents, about the learning that takes place in the classroom and what Nashville needs to do to make schools better.

Purcell, who became the fifth mayor of the Metropolitan Government on September 21, 1999, has focused on the need for quality schools, safe neighborhoods, and a quality of life shared by all Nashvillians.

Previous Apollo Award recipients include Dr. Pedro Garcia, Director of Metro Schools, Tennessee Titans Coach Jeff Fisher and former Mayor Phil Bredesen.

Cost for the luncheon is \$30 for PRSA members, students and associate and retired members, \$35 for non-members. Registration begins at 11:30 a.m. Lunch will be served at 11:45 a.m., followed by the presentation to the Mayor.



*Nashville Mayor and 2003 Apollo Award winner Bill Purcell*

## Behind the Gavel - FROM THE PRESIDENT

A slightly belated Happy New Year to each of you and allow me to extend a welcome to the revived PRSA Nashville monthly newsletter.

Each month, this electronic newsletter will land in your inbox, providing news and information about the chapter and the Nashville public relations community.

The decision to restore the newsletter is part of our goal to provide added value to your PRSA membership. Over the course of the year, the plan is to develop more opportunities to network, to engage in quality professional development opportunities and to prove that PRSA membership is a valuable tool in your own journey as a public relations professional.

To do so, however, we need your help in redefining the value of PRSA membership. Our first step will be to conduct a survey of chapter members to determine how the chapter can meet your needs and gain feedback on chapter successes, challenges and, frankly, where we have missed the boat. The survey is in the final development stages and will be ready to launch before the end of January. Please take a few minutes to give us your thoughts and ideas.

In the coming weeks, you will be hearing a lot about the ideas generated by a Strategic Planning Committee to craft a three-year plan for our chapter. Through the leadership of chair Susan Hart, APR, the committee has developed a goal-oriented, visionary plan of where this chapter should be in 2007. Last month, the first draft was presented to the board and a presentation was made earlier this month to the Past Presidents Council. At our February membership meeting, the committee will present the plan to the chapter.

Among the highlights are strategies to grow the chapter, retain members, enhance awareness in Middle Tennessee of the value of public relations and increase networking opportunities for PR professionals.

Formalizing and improving our communications strategy to members and to primary audiences in our community is part of the plan, and the revival of this newsletter is but our first step. Thanks to Trey Campbell and Todd Smith, 2004 co-chairs of the Public Relations Committee, for developing and producing the newsletter. I know Trey and Todd welcome your ideas and input for future editions.

I look forward to working with you in 2004.

### 2004 Nashville Chapter Officers & Board

**President:**  
Greg Bailey, APR

**President-Elect:**  
Teresa Corlew, APR

**Secretary:**  
Tom Beach

**Treasurer:**  
Marcia Colburn

**Immediate Past President:**  
Marcia Colburn

**Assembly Delegates:**  
Tom Adkinson, APR  
Marcie Smeck, APR

**Directors-At-Large:**  
Susan Barnes, APR  
Trey Campbell  
Kearstin Patterson  
Andrea Turner



*Greg Bailey, APR  
2004 President*

## 18th Annual Parthenon Awards Set for April 20

Dust off those notebooks and dividers, get that hole-punch ready and prepare to put your best work of the year onto paper – it's time for the Parthenon Awards, the opportunity for Nashville's public relations and communication professionals to showcase their finest work from 2003.

Due to the huge success of last year's event, the Parthenon Awards will be returning to the Nashville Public Library on Tuesday, April 20. In the grand tradition of the event, the silent auction will open for bidding at 6 p.m., followed by dinner at 7 p.m. and the 18<sup>th</sup> Annual Parthenon Awards presentation. Also recognized that evening will be the 2004 Hercules Award winner, recognizing outstanding contributions to the industry and Nashville community by a public relations practitioner, and the inaugural 2004 Mercury

Award, a new honor saluting excellence among Nashville's young PR professionals.

Mark your calendars – you don't want to miss

out on your chance to see the best public relations that Nashville has to offer. Keep an eye out for this year's call for entries, set to hit your mailboxes near the end of January. Deadline for entries is March 3. The entry fee is \$55 for PRSA members and \$80 for non-

members, with a late entry fee of \$75 for members and \$100 for non-members. The Minnesota PRSA chapter will be judging this year's Parthenon Awards.

For more information, contact Parthenon Awards Chair Heather Buckner at 248-8202 or [hbuckner@kvbpr.com](mailto:hbuckner@kvbpr.com).



### CALENDAR OF EVENTS

Jan. 27: Membership Mtg: Apollo Award Presentation to Mayor Bill Purcell, The Bound'ry Restaurant, 11:45 a.m.

Feb. 11: Teleseminar: "Positioning Public Relations with a New President"; 2 p.m.; details at [www.prsa.org](http://www.prsa.org)

Feb. 24: Membership Mtg: "Mastering the Strategic Planning Exercise"; PRSA's Past President's Day, The Bound'ry, 11:45 a.m.

Mar. 23: Membership Mtg: Guest Speaker - Jeffrey Ory, Deveney Communications

Apr. 20: 18th Annual Parthenon Awards

May 25: Membership Mtg: Program TBA

#### Did you know?

Check out the calendar at [www.prsa.org](http://www.prsa.org) under "Professional Development" to find affordable training & topics via teleseminar

## PR Ink

A monthly publication of the Nashville Chapter of the Public Relations Society of America

To submit comments, ideas and news, please contact Trey Campbell (391-2801, [trey.campbell@southwestern.com](mailto:trey.campbell@southwestern.com)) or Todd Smith (764-2598, [todd.smith@progenymarketing.com](mailto:todd.smith@progenymarketing.com)). Submissions are due on the second Friday of each month.

## PRSA National to Collect Nashville Chapter Dues

Nashville Chapter members receiving dues invoices in late December and throughout 2004 will note that the PRSA National Headquarters office is once again collecting local membership dues.

The local board of directors voted late last year to return to dues collecting process to the national office in New York City after collecting them locally for several years. The decision was made, in part, to alleviate the chapter administrator and treasurer from having to invoice and make "collection calls" on members. Nashville chapter dues for 2004 are \$50, and the national office collects a \$5 processing fee from each local members' dues.

Today, more than 80 percent of all local PRSA chapters have the national headquarters office collect their local dues, and then disperse them to the chapter treasurer on a monthly basis.

Locally, members may still pay the chapter directly if the individual and/or company pays for a year's membership meeting luncheon fees in advance. If interested and want to be invoiced for a year's worth of meetings, contact Chapter Administrator Jackie Cavnar at 661-6752 or [admin@prsanashville.com](mailto:admin@prsanashville.com) for more information.