



## Honor Our Heroes

### PRSA Nashville's Hercules and Mercury Awards

In Greek mythology, heroes were immortalized for daring feats of valor. PRSA's awards provide the opportunity to celebrate the labors of our leaders, as well.

Each spring, PRSA honors industry professionals who have made noteworthy contributions to the field at each end of the spectrum. The Hercules Award is presented an experienced leader and the Mercury Award, to a rising star in our profession.

The Hercules Award is presented annually to a public relations professional for outstanding contributions to the industry. Named for the hero from Greek mythology renowned for knowledge and strength, the award honors an individual who uses their professional talents for the benefit of the public relations profession. In Greek mythology, Hercules was assigned twelve labors - feats of incredible strength, daring and perseverance - which he accomplished despite overwhelming obstacles.

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## Behind the Gavel From the President

Board members and committee chairs are hard at work developing programming and events to help all of us who work in the profession grow and advance personally and in our careers.

### ***A few quick reminders:***

- \* Parthenon Awards - Will be held April 12 at the Vanderbilt Marriott. Deadline for entries is March 2; late deadline is March 3.
- \* March 2 is the deadline to submit nominations for the Mercury and Hercules Awards. Think about those who've served our chapter and profession well, and nominate them for one of these awards.
- \* The Nashville chapter has been asked to provide judges for the Baptist Communicators Association awards. Judging will be held March 12 at Calvary Baptist Church in Murfreesboro. The chapter will receive \$200 for every member who agrees to serve as a judge. It's an opportunity to bring much needed funds to the chapter, and it's a great learning opportunity.

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**Teresa Corlew, APR**  
2005 Chapter President

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Nominees must be a current or former member of PRSA with at least 10 years of experience in public relations, and a current or former PRSA member in good standing, with the exception of past Hercules Award recipients, members of the current awards judging panel or a current PRSA Nashville chapter president.

Candidates are judged by their career accomplishments in the field, including contributions to PRSA, the profession and the community; quality, creativity and effect of their professional work; and the example set by their ethical practices.

The Mercury Award was founded in 2003 and is administered by PRSA's Young Professionals group. In mythology, Mercury was the god of youth and presided over everything requiring skill and dexterity. This honor is given to a young professional with less than 10 years of experience in the public relations profession who has demonstrated accelerated progress in his or her career. This individual must also demonstrate leadership potential through service to PRSA, chapter involvement and professionalism.

Susan Barnes, APR, received the Hercules Award in 2004. Barnes, who has 35 years of public relations and journalism experience, is director of development for the College of Communication and Information at the University of Tennessee at Knoxville. She is a member of the Georgia, Volunteer and Nashville chapters of PRSA, and past president of the Volunteer Chapter. Barnes actively serves on committees and boards of all three chapters, as well as the Southeast District. She has served three years as the accreditation chair for the Nashville Chapter and currently serves as ethics officer for the Volunteer Chapter, as well as on the Collegiate Conference Committee for the Georgia Chapter. Barnes served as an adjunct instructor in journalism and public relations for 18 years at the University of Tennessee and continues to mentor public relations students and young professionals. She has been a member of PRSA for 16 years.

Laura Alabed, communications manager at the Nashville Symphony, received the inaugural Mercury Award in 2004. Laura serves as the Symphony's principal media contact, and assists in the development and implementation of various marketing projects and programs. She is an active member of PRSA, and has served as membership chair, Parthenon Awards chair, and a PRSA board member-at-large. She has also served as a mentor to area public relations students through PRSSA.

Any current PRSA member - with the exception of those serving on the judging committees -- may nominate a colleague for these awards. Nomination forms for each award were recently emailed to all PRSA members. The forms are also available on PRSA's website, [www.prsanashville.com](http://www.prsanashville.com). Award winners will be honored in conjunction with the Parthenon Awards ceremony, April 12 at the Nashville Marriott at Vanderbilt.

Please consider the worthy candidates in our Nashville chapter and submit your nominations by March 5, 2005. For questions, contact Laura Ladd, Mercury Awards chair, at [laura.ladd@correctionscorp.com](mailto:laura.ladd@correctionscorp.com), or (615) 263-3103; or Susan Barnes, Hercules Awards chair, at [sbarnes3@utk.edu](mailto:sbarnes3@utk.edu) or (865) 974-7074.

### Past Hercules award recipients:

1989 Don Whitehouse, APR  
1990 Wally Nicholl, APR  
1991 Aileen Katcher, APR  
1992 Cynthia Morin, APR  
1993 Barbara Brake, APR  
1994 Tim Dodson, APR  
1995 Joan Armour  
1996 Lee Penuel, APR  
1997 Susan Hart, APR  
1998 Host committee of the 1997 PRSA National Conference  
1999 Bill Hudson  
2000 LaDonna McDaniel, APR  
2001 Tom Adkinson, APR  
2002 Roy Vaughn, APR  
2003 Vicki Bagwell, APR  
2004 Susan Barnes, APR

## **Behind the Gavel -** **Continued from Page 1**

Once again, my special thanks to everyone who agreed to serve in a leadership position for the chapter this year. If you are not actively working on a committee and would like to become more involved, contact any board member for ways to "plug in." The best way to get more out of your PRSA membership is to become more involved locally.

Sincerely,  
Teresa Corlew, APR  
President

# Speakers Available for Your Organization

The Nashville Chapter of the Public Relations Society of America (PRSA) can provide experienced speakers on a variety of public relations topics to area business, civic and nonprofit groups. As you plan your programs for this year, please consider our offer, which is at no cost and is simply a part of our service to the community.

Participants in PRSA's Speakers Bureau, each of whom have at least 10 years of professional experience in public relations, are available to speak on the following topics:

- \* Ethics in Today's Workplace
- \* Community Involvement: Its Impact on your Reputation and Bottom Line
- \* Effectively Communicating Change to Internal Audiences
- \* How Organizations can Work Effectively with Media
- \* Diversity and Getting Ahead of Workplace Issues
- \* Preventing Problems in Public Relations Campaigns
- \* Using Special Events to Tell Your Story
- \* Public Relations' Role in Society

As your organization plans its programs for the year, please consider the PRSA Speakers Bureau. If you are interested in learning more, contact Susan Hart, APR, at 642-0800 or at [shart@hartpr.com](mailto:shart@hartpr.com). For more information about PRSA, please visit our web site at [www.prsanashville.com](http://www.prsanashville.com). Thank you for your consideration.

## Scheduled Speaking Engagements Include:

### \* *Diversity: Getting Ahead of Workplace Issues*

to be presented by Peter Woolfolk  
March 9 at the Nashville Area Junior Area of Commerce's Lunch and Learn Program.

### \* *The Role of Public Relations in Society*

to be presented Greg Bailey April 13  
at the Nashville Area Junior Area of Commerce's Lunch and Learn Program.

## PRSA Nashville Members Invited to APR Preparation Workshop

The Religious Communicators Council has invited the Nashville PRSA chapter to present a workshop on the APR readiness review process at the RCC's national convention in April. This readiness review process is the same as the one for members of PRSA. Because three people from our chapter will conduct this workshop, the RCC is allowing any member of PRSA-Nashville to attend this one workshop. It will be on Friday April 8, from 9 - 10:15 AM at the Doubletree Hotel in downtown Nashville.

For more information, or to register to attend, contact Kathy Noble at 615-742-5441, or [knoble@umcom.org](mailto:knoble@umcom.org). The three people from PRSA-Nashville who will conduct the workshop are Julie Davis, chair of our Accreditation Committee, Susan Barnes, past-chair of our Accreditation Committee, and Trey Campbell, who has successfully gone through the readiness review process.

## PRSA Launches New Member Resource

PRSA has just launched a new online tool -- PRC Search. PRC Search is a virtual library of PRSA content from Silver Anvil winners as well as our award winning publications -- Tactics and Strategist. Members can simply log into MemberNet, choose PRC Search and start their research. This is an exciting new member benefit provided free from PRSA's Professional Resources Center.



# 2005 Chapter Leadership

## Officers

President	Teresa Corlew, APR
President Elect	Vicki Bagwell, APR
Secretary	Stacy Brewer
Treasurer	Marcia Colburn
Immediate Past President	Greg Bailey, APR

## Directors At Large

Trey Campbell	Kearstin Patterson
Laura Ladd	Todd Smith

## Assembly Delegates

Marcie Smeck, APR	Susan Hart, APR
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## Committees

Accreditation	Julie Davis, APR
Apollo Award	Heather Buckner
Finance	Marcia Colburn
Hercules Award	Susan Barnes, APR
Membership	Vicki Bagwell, APR
Newsletter	Jennifer Wigal, APR
Parthenon Awards	Trey Campbell
Programs/Professional Development	Sue Amos
Public Relations	Kenneth Townshend
Public Service	Dustine Deming, APR
Young Professionals	Katie Benson Kim Rucker

## PRSA Nashville Silver Partners:

PRSA Nashville extends sincere thanks to the following companies for their continued commitment to our chapter.



**PR Newswire**  
United Business Media



## Welcome New Members

### Chris Caldwell

Regional Public Affairs  
Manager  
Dupont

### Carol Gore

Corporate Relations  
Specialist  
Genesco

### Samantha Hill

**Edward Lightsey**  
Senior Publicist  
American Blackguard

### Brooke Prewitt

Account Representative  
The Ingram Group

## Calendar of Events

- March 3:** Teleseminar: "It's Tough Out There: The New Rules of Media Training"
- March 8:** Teleseminar: "Develop an Approval Process That Doesn't Drive You Nuts"
- March 10:** Teleseminar: "Big Results, Little Budgets: Campaigns on a Budget"
- March 15:** Membership Meeting: Bill Hobbs of Belmont University to present on the subject of "blogs," board room on the fourth floor of the Jack C. Massey Business Center, 11:45 a.m.
- March 15:** Teleseminar: "Demystifying Your Application to the PRSA College of Fellows"
- March 22:** Teleseminar: "Microsoft Office Excel for Executives"
- March 24:** Teleseminar: "Think Like a Reader"
- March 26:** Teleseminar: "Creating a Change-Ready Workforce: Companies Change When People Care"
- March 31:** Teleseminar: "Staging Significant Special Events"
- April 8:** APR Preparation Workshop, Religious Communicators Council, Doubletree Hotel in downtown Nashville, 9 - 10:15 a.m..
- April 12:** 19th Annual Parthenon Awards, Marriott Nashville, 6 p.m.

PR Ink is a monthly publication of the Nashville Chapter of the Public Relations Society of America. To submit comments, ideas or news, please contact Jennifer Wigal at 615-591-3784 or [jwigal@paymaxx.net](mailto:jwigal@paymaxx.net). Submissions are due on the second Friday of each month.