

# PR Ink

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

## THINK BIGGER MEMBERSHIP PROMOTION

## Monthly Meeting to be held Tuesday, June 26, 2007

### Special points of interest:

- *Congratulations to Hercules Award Winner Mark McNeely and Mercury Award Winner Kearstin Patterson.*
- *Thanks to the Parthenon Committee for all their hard work for this year's event.*
- *PRSA Nashville is 50 years old this year!*

WHEN: May 1 to June 30

WHAT: New members who join PRSA National during May and June as regular members (sorry, no Associates) also receive a free first-year Chapter membership. National covers the cost of the first-year Chapter dues.

COST: \$290 (\$225 National dues + \$65 initiation fee).

For more information, visit the website: [www.prsanashville.org](http://www.prsanashville.org).

Join us for a panel discussion about communicating with diverse audiences at our monthly meeting Tuesday, June 26, from 11:30 a.m. to 1 p.m.

The meeting will be held at Maggiano's Little Italy at 3106 West End Ave.

Admission is \$30 for students and members and \$35 for guests. To make reservations, contact Sara Meyer at 615-695-5236 or [prsa@associationoptimizers.com](mailto:prsa@associationoptimizers.com) by Thursday, June 21. No shows will be billed.

## Behind The Gavel A Note from the President

It is official – PRSA Nashville is 50 years old! We celebrated in style with a spectacular Parthenon Awards Dinner on April 24. We had a record number of entries this year as well as a great turnout of attendees for the event. I'd like to especially thank the Parthenon committee who worked so hard on the judging, event prep and silent auction...Susan Barnes, APR, Fellow PRSA, chair; Laurie Parker, judging and entries; Sara Perez and Angie Alsup, event; Todd Smith, printing; Dana Jones and Steve Horton, graphics; Heather MacDonald, PowerPoint and publicity and Angel May and Mailynne McKinney, silent auction

As I mentioned at the dinner, PRSA Nashville was founded on April 26, 1957, by ten men who represented some companies you know well—Aladdin Industries, the Methodist Publishing House, the Southern Baptist Convention, General Shoe, Life and Casualty Insurance, Nashville Transit.

We've come a long way since 1957—our membership now numbers about 150, and we top the national PRSA average for accredited members at about 30 percent. We represent a broad cross-section of industries, agencies and companies in Middle Tennessee, and we sponsor four student chapters.

Also in April, we awarded our first ever PRSA Nashville Scholarship. Congratulations to Bethany Cosand of David Lipscomb University as our first recipient. I also want to thank the Young Professionals committee lead by Amy Everett for their work in coordinating the scholarship and banquet. This will be an exciting feature of our chapter as we move forward.

Remember to encourage friends and colleagues to join us for a monthly luncheon.



**Marcia Colburn**  
**2007 President**

### Inside this issue:

President Note Cont	2
Member Spotlight	2
National PRSA Article	3
Parthenon Awards	3
Monthly Briefs	3
Calendar of Events	4
Chapter Informa-	4

## Newspaper business healthier than it appears?

Despite mood-killing forecasts of its certain doom, the newspaper business can still recover its mojo, an editorial in the May 21 *New Republic* suggests. The newspaper crisis is more about perceptions than bottom lines, with profit margins at some companies like the McClatchy newspaper conglomerate, which bought Knight Ridder last year, still healthier than ExxonMobil's. But Wall Street has pronounced the industry stagnant — a gift of death with investors, the magazine wrote. Market pressures threaten the prestige of The New

York Times, The Washington Post and The Wall Street Journal— bastions of journalistic authority, but publicly traded companies. Although they remain profitable, newspapers must answer investor demands for cost cutting that boosts share prices but undermines their mission, *New Republic* wrote.

To get their groove back, newspapers should “stop sounding apocalyptic,” the editorial argued. The long-term drop in newspaper readership is largely thanks to the death of the evening paper, but circulation for morning editions has risen

by about 60 percent since 1980, and Web traffic is growing, the magazine wrote. As stewards of their papers, the families of the Sulzbergers, the Grahams, and the Bancrofts have shown commitment to reform and independence, but with Wall Street imperiling their legacies, it's time to consider a different path, *New Republic* opined. “If the stock market won't properly value their companies, they should find investors who will help take their companies private—and keep them out of Rupert Murdoch's long grasp.” — **Compiled by Greg Beaubien for Tactics and The Strategist Online**

## Monthly Member Spotlight—Amy Everett

**1. Where do you work, what is your title, and how long have you worked there?**

Caterpillar Financial Services Corporation; Marketing Services – Corporate Communications; Communications Generalist; Three years in July

**2. Why did you choose to go into public relations and what was your first job?**

A friend of mine was a Public Relations major. She came into the field because her dad was a PR practitioner in New York City. He works in the beauty industry, doing PR for Redken and other top salon designers. When she told me that PR mainly involves writing, planning and organizing, I knew it was the perfect fit for me. From the time I was young, I've enjoyed writing, I've always been very organized, and I've lived by planning! I came to Cat Financial in Nashville a month after I graduated from college. While I held several internships and odd jobs in college, Cat is my first “real” job. Before graduating, I probably sent out a 100 resumes to Nashville area PR firms, although I knew I really wanted to work in Corporate Communications. When I got the call that I landed the job at Cat,

it was probably one of the happiest days of my life. Each day since, my instincts about Cat have been affirmed. It has been the greatest opportunity to work with such a wonderful company. I truly feel blessed each day to work in my field, especially at Cat Financial. My manager is Marcia Colburn (2007 PRSA President), and she has been the best manager anyone could ask for. For me coming to the work world with no real “experience,” Marcia has been patient, fun and always had my back when I've made mistakes!

**3. What qualities do you think are most important in a pr professional?**

In Corporate Communications, it really helps to be organized. As a Generalist, I do such a variety of work, and I would be constantly confused if I didn't keep everything organized. Buy a Franklin Covey Planner and use it! Always communicate with your team members to make sure you are on the same page. Be flexible and optimistic.



**4. How do you like to spend your free time?**

I am in love with Yoga, and I recently started taking an adult ballet class. Both of those help me stay balanced and less stressed. I joined a book club with several girlfriends, and I like to spend my free time reading. I'm very close with my parents; they are in Chattanooga, but we always keep in touch. My two best friends from high school live in Nashville, so we spend lots of time together. My husband Matt and I bought a house when we got married, and I love to cook and entertain guests. Most of all, I enjoy spending time with Matt – he makes even the most mundane tasks

## 21st Annual Parthenon Awards Recognizes Best in PR Hercules and Mercury Award Winners Recognized

The Nashville Chapter of the PRSA held its 21st Parthenon Awards Ceremony at the Country Music Hall of Fame last month.

Seigenthaler claimed the most prestigious award of the evening, Best of Show, for its Signature Tower – Imagine and also took home the most awards with 12 Parthenons and 11 Awards of Merit. Other big winners: Dye Van Mol & Lawrence took home 10 Parthenons and eight Awards of Merit; McNeely, Pigott & Fox won nine Parthenons and six Awards of Merit; Katcher, Vaughn & Bailey won three Parthenon's and three Awards of Merit; and Atkinson Public Relations won three Parthenon's and two Awards of Merit.



**Hercules  
Award  
Winner  
Mark  
McNeely.**

Mark is the managing partner of McNeely Pigott & Fox Public Relations. The Hercules Awards recognizes a senior practitioner who has made significant contributions to the Nashville Chapter of PRSA, the PR profession, demonstrated professional leadership and set an example with ethical practices.



**Mercury  
Award  
Winner  
Kearstin  
Patterson.**

Kearstin serves as associate director of corporate communications for BioMimetic Therapeutics, Inc. won the Mercury Award, which is presented to an outstanding young professional in the field of public relations who has demonstrated a high level of achievement in the profession and in PRSA.

## PRSA Monthly Briefs

### Belmont Students Attend PRSSA National Assembly

Some 12 students from Belmont University were among students from around the country attending the PRSSA National Assembly in Nashville March 22-25. Attending the March 22 reception are Belmont students (seated, from left) Ben Palos, Lisa Bates, Emily Telford, Fatima Karwandyar, and Ashley Bearden with (standing, from left) Belmont faculty members Bonnie Riechert, APR, and Pam Parry, APR; Vicki Bagwell, APR, immediate past president of the Nashville PRSA chapter; Marcia Colburn, Nashville PRSA chapter president; and Susan Barnes, APR, Fellow PRSA, Nashville PRSA member. Other Belmont students attending the assembly included Brittany Adams, MacKenzie Fischer, Jess Reuter and Alyssa Stell.

### Street Dixon Rick Architecture, PLC names Sybil McLain Marketing Director

Street Dixon Rick Architecture, PLC has selected Sybil McLain to fill the

role of Marketing Director, said Baird Dixon and Steve Rick, firm principals. McLain had served as Vice President for Spaeth Communications' Nashville office, where she provided business communications and media relations training. McLain plans to draw on her marketing experiences with SunTrust and American General Life and Accident Ins. Co. and from her consulting work with clients that included FedEx, Turner Construction and Methodist Healthcare in Memphis.

### Young Professional Committee Awards First Scholarship

The \$2,000 PRSA Nashville scholarship, coordinated by the Young Professionals committee, was awarded in April. The first-ever winner of the scholarship is Bethany Cosand, a David Lipscomb University student. Bethany was found to demonstrate academic excellence, campus service, and professionalism in the practice of public relations. As the scholarship recipient, Bethany will donate five volunteer hours to the Nashville

chapter by participating in a selected project, designed to provide a learning experience in public relations.

The selection was based on the following criteria:

- Minimum 3.00 Grade Point Average
- An active PRSSA member in good standing
- An upcoming junior or senior classification
- Prior positive internship experience, replete with references
- Demonstrated professionalism in the classroom, campus, and community, which was documented by the PRSSA faculty adviser in a letter of recommendation
- A full-time student enrolled in a college or university with a PRSSA Chapter, affiliated with PRSA's Nashville chapter.



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## 2007 Chapter Leadership

President: Marcia Colburn, Cat Financial  
President-Elect: Tom Adkinson, APR, Bohan  
Secretary: Julie Davis, APR, CBRL Group  
Treasurer: Stacy Brewer, Gray PR

Directors-At-Large: Sue Amos, Mayor's Office for Economic and Community Development; Kearstin Patterson, BioMimetic Therapeutics, Inc.; Debbie McGraw, Kraft CPAs; Heather Buckner Schablik, (one-year term, replacing Julie Davis), Katcher Vaughn & Bailey Public Relations

Assembly Delegates: Susan Hart, APR (second year of three-year term), Hart Public Relations; Anita Bailey, APR (first year of three-year term), Bailey Marketing Communications

Immediate Past President: Vicki Bagwell, APR, Western Kentucky University

## Calendar of Events

### Monday, June 18; 9 a.m. to 4 p.m.

Onsite Seminar—New York, NY: 12 Ways to Generate Publicity When There's No News; Member \$465/ Non-Member

### Wednesday, June 20; 2 p.m. central

Teleseminar: PR Giants with John Deveney Member \$35 / Non-Member \$50

### Tuesday, June 26, 2007; 11:30 a.m. to 1 p.m.

PRSA Nashville Monthly Meeting at Maggiano's Little Italy; Topic: Communicating with Diverse Audiences Panel; Members \$30/ Non-members \$35.

### Tuesday, June 26, 2007; 2 p.m. central

Teleseminar: Meet the Media—Daily Newspaper Op-ed editors; Members \$150 / Non-members \$250

For more information on PRSA events, visit [www.prsa.org](http://www.prsa.org). For information on local events, visit [www.prsanashville.com](http://www.prsanashville.com).

## 2007 Committee Chairs

Accreditation: Sherry Kast and Bonnie Riechert

Awards Committee: Trey Campbell

Membership: Tom Adkinson

Public Relations: Heather MacDonald

Programs/Professional Development: Jenny Barker and Heather Buckner Schablik

Young Professionals: Amy Everett

Finance Committee: Stacy Brewer

Newsletter: Amy Davidson

Public Service Committee: Amy Gray and Debbie White

Diverse Committee: Peter Woolfolk

Strategic Planning: Marcia Colburn

Parthenon: Susan Barnes, Angel Winter May, Laurie Parker, Sara Perex, Angie Alsup and Todd Smith