



Edwards to Receive 2005 Apollo Award

The 2005 [Apollo Award for Communications Leadership](#) will be presented to Mike Edwards, Nashville Region President of First Tennessee Bank.

The award will be presented Tuesday, November 29, at 11:30 a.m. at Jack Daniel's Old No. 7 in Gaylord Entertainment Center. Please make plans to attend this important meeting as our chapter recognizes a leader who has made communications a priority and, in doing so, has garnered much success for First Tennessee Bank.



Cost for members, associate and retired members and students is \$30; guest is \$35. PRSA only accepts checks or cash at the door. To make a reservation, please call Jackie Cavnar at 615-661-6752 or email her at jccavnar@cs.com.

Behind the Gavel From the President

A big "thanks" to Charmaine Wilde who assumed co-chair duties with Kim Rucker for the Young Professionals Committee. Charmaine replaces Katie Benson who moved back to her hometown of Denver, Colorado. Kim and Charmaine, along with committee members Brooke Prewitt, Amy Coombs, and Megan Coppage, have a busy rest of the year planned for the more than 150 young professionals served by this committee, including a mixer, public relations tour and a holiday party. Again, special thanks to Kim and Charmaine for chairing this important committee dedicated to PRSA Nashville's future.



**Teresa Corlew, APR
Chapter President**

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PRSA Elects Officers for 2006

PRSA Nashville elected its new slate of officers for 2006 at its October membership meeting. Below you will find a list of next year's chapter leadership.



President: Vicki Bagwell, APR

President-elect: Marcia Colburn

Secretary: Trey Campbell

Treasurer: Stacy Brewer

Immediate Past President: Teresa Corlew, APR

Directors at Large

Todd Smith 2006 would be second year of two-year term

Julie Davis, APR 2006 would be first year of two-year term

Sue Amos 2006 would be first year of two-year term

Jennifer Wigal, APR Fulfilling the 2nd year of Trey Campbell's two-year term

Assembly Delegates

Marcie Smeck, APR Serving three year term 2004 - 2006

Susan Hart, APR Serving three year term 2005 - 2007

Behind the Gavel Continued from page 1

The Apollo Awards Selection Committee, Heather Bucker, Kearstin Patterson and Susan Hart, had their hands full this year with six well-qualified candidates in the running for this prestigious communications leadership award. Thanks to each of you for your hard work, and congratulations to Mike Edwards, Nashville Region President of First Tennessee Bank, on receiving the award.

Finally, thanks so much to the recently elected 2006 officers. Your leadership and commitment will make us a stronger, more successful chapter. If you are contacted by an officer and asked to serve on a committee, please consider doing so. Committee membership is rewarding and a great way to get more from your PRSA membership.

Teresa Corlew, APR
President

FCC Mulls Expanding Regulation for Prepackaged News, PRSA Calls for Vigorous Application of Existing Industry-wide Disclosure Standards

Sufficient industry standards are already in place for the production and dissemination of video news releases to ensure the public is fully informed about the sources and financial sponsorship of prepackaged news materials, the Public Relations Society of America (PRSA) told the federal agency that regulates broadcast media.

Responding to the Federal Communications Commission's (FCC) call for comment on whether government rules and regulations for prepackaged news should be expanded, PRSA, the world's largest organization representing public relations professionals, reiterated its position that broadcasters and producers of prepackaged news materials are obligated to fully inform the public about who provided the information contained in the material and who paid for the production.

In a 32-page filing with the FCC, PRSA said existing federal law and regulation, coupled with self-enforcement ethical standards embraced by broadcasters and the public relations profession, will ensure that disclosure occurs.



“PRSA shares the view of the FCC that the public is best served by full disclosure of sources and sponsorship of prepackaged materials such as VNRs,” said Judith T. Phair, APR, Fellow, PRSA, president and CEO of PRSA. “We also believe that existing rules and regulations, coupled with vigorous self-regulation by all those involved at every level in the production and dissemination of prepackaged broadcast materials, will achieve the purpose of full disclosure.”

The FCC called for review of existing rules and regulations on two types of prepackaged news materials – those involving financial or promotional considerations for broadcasters who air them and those involving “controversial” or “political subjects.” The commission review followed well-publicized instances in 2004 in which some broadcasters aired government-sponsored VNRs on controversial presidential issues without identifying the source.

“Paying a television station to air a VNR or a prepackaged segment is advertising, not news,” said Phair. “The public has a right to know this is the case. The FCC has disclosure provisions for both broadcasters and those who provide materials under such circumstances, and there is no question those rules should be enforced and penalties imposed on those who violate them.”

But most VNRs and prepackaged material are distributed free to broadcasters to use at their discretion in news shows and other programs, and there is no payment or promotional consideration for

FCC Mulls Expanding Regulation for Prepackaged News **Continued from page 3**

broadcasters who elect to use any part of those materials, Phair added. FCC regulations, however, only cover those “free” materials if they’re deemed to be political or controversial. Under those circumstances, broadcasters must disclose sources and financial sponsorship of the materials or face penalties.

According to Phair, PRSA pointed out to the FCC that most VNRs and prepackaged materials are clearly labeled when they are delivered to broadcast organizations. In the instances that prompted both the FCC inquiry and some legislative initiatives in Congress, there appears to have been a procedural breakdown in which identifying labeling was removed when materials were distributed by a network to local affiliates. The problem was exacerbated by use of a public relations person appearing as a journalist “reporting from Washington.” Some local affiliates aired the full segments as if they had been news reports produced by the network.

“Clearly our industry must continuously educate practitioners about the ethics and responsibilities in the production of prepackaged broadcast news materials,” Phair said. “We should never attempt to mislead the public into believing that the materials were produced by an independent news organization.”

Young PR Professionals Holiday Fiesta

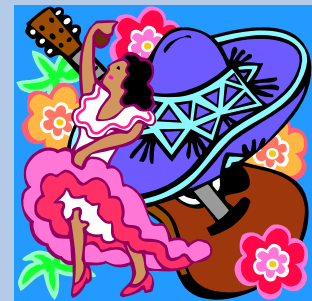
*You are invited to join Young PR Professionals in the Nashville market
for a Holiday Fiesta and networking event.*

Thursday, December 1st, 5:30-8:00 pm

LaPaz Restaurant, 3808 Cleghorn Ave., Nashville, TN 37215

\$5, includes Mexican Buffet

RSVP by November 28th to: krucker@nationalrenal.com, (615) 771-4424



Young Professionals Hold PR Bootcamp

The Young Professionals Committee held PR Bootcamp on Thursday, October 27th. PR Bootcamp took the place of the annual PR Tour this Fall. The event was attended by communication/PR students from Austin Peay State University, Middle Tennessee State University, David Lipscomb University and Belmont University. The event was open to students from all disciplines and was attended by some general business students in addition to communication/PR students. PR Bootcamp was designed to show students what *real world* PR is in an agency, a non-profit organization, a corporation and a media outlet.

PR Bootcamp started off at McNeely Piggott and Fox Public Relations where Vice President of Operations and PRSA President Elect, Vicki Bagwell, APR welcomed the students. Teresa Corlew, PRSA President, spoke to the students about her experiences with PRSA and how membership has enhanced her career. The topic for this segment of PR Bootcamp was *Is an agency for me?* The students received tours of the Firm by new Staff Associates. The Staff Associates held a Q&A session following the tour. They addressed issues such as what to expect in salary as a new graduate at an agency, what they wish they knew before taking a job at an agency, and what they should have done in school to prepare for the *real world*. McNeely Piggott and Fox partner, Mark McNeely, spoke to the students about what qualities that he feels are important in a new hire.



Next the students visited the Center for Non-Profit Management where they had a roundtable discussion with Executive Director, Lewis Levine. The topic for the roundtable was: *What is non-profit PR anyway?* Levine tackled topics such as what to expect in a non-profit PR position, how to find a job in non-profit PR and how to prepare for a career in the non-profit sector.

The students then met at Cat Financial for a lesson on *Corporate PR: The Corporate Culture*. They started the session off with lunch in the Cat Financial Cafeteria. The students then toured Cat Financial and learned about the responsibilities of the Corporate PR department. Marcia Colburn, Cat Financial's Corporate Communications Manager and Treasurer for PRSA, addressed the students on what to expect in the corporate PR world. She discussed the differences between internal and external communications, shared stories about her career and addressed what she looks for in new graduates.

The final session for the day was a media panel that covered *PR Do's and Don'ts*. The panel consisted of Molly Cate, former reporter now practicing government PR with The Ingram Group, Craig Boerner from the City Paper, Roy Moore from the Nashville Business Journal and Trent Siebert from the Tennessean. The panel gave candid insight on what reporters really think about PR practitioners, how to pitch them a story and what not to do.

Calendar of Events

Tuesday, November 8, 2 PM
Teleseminar: APR Study Program: Legal Aspects of Public Relations Practice

Tuesday, November 8, 1PM
Teleseminar: Winning the Business You Really Want

Wednesday, November 9, 1 PM
Teleseminar: Unlocking the Potential of Regional Media

Thursday, November 10, 1 PM
Teleseminar: Getting Media Coverage for Seemingly Incomprehensible Technologies

Thursday, November 10, 2 PM
Teleseminar: It's Tough Out There — The Essentials of Media Training

Tuesday, November 15, 2 PM
Teleseminar: Driving Organizational Change Through Research

Tuesday, November 15, 1 PM
Teleseminar: What a Long, Strange Trip It's Been — Selling Tacoma's Superfund Cleanup to the Community

Wednesday, November 16, 1 PM
Teleseminar: Leveraging Public Relations to Maximize Your Corporation's Sales

Thursday, November 17, 2 PM
Teleseminar: Anatomy of a News Release, Pitch and Emailed News Release

Thursday, November 17, 2 PM
Teleseminar: Employee Communications Boot Camp

Thursday, November 17, Noon
Teleseminar: Managing a Crisis in Associations & Nonprofits: The Essential Role of PR

Tuesday, November 22, Noon
Teleseminar: Talking Business

Tuesday, November 29 11:30 AM
Monthly Membership Meeting

Tuesday, November 29, 2 PM
Teleseminar: Develop an Approval Process That Doesn't Drive You Nuts

Tuesday, November 29, 1 PM
Teleseminar: Mutually Beneficial Relations — Making Contracting and Subcontracting Work for Both Parties

Wednesday, November 30, 1 PM
Teleseminar: Best Practices in Higher Education Web Management

To find out more about national events, consult <http://www.prsa.org>. For information on local events, consult <http://www.prsanashville.com>.



PRSA Nashville's New Members

Nicole Beal
Director, Member Services
American Council of Engineering Companies of Tennessee, Society of Professional Engineers

Pamela Gray
Asst. Professor - Corporate Communications
Austin Peay State University

Randi Israelow
Media Relations Coordinator & Publications Editor
Alive Hospice

Laurie Parker
Communications Specialist, Nashville Electric Service

Dara Royer
Director, Communications, ALSAC/St. Jude

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
Laura Ladd
Kearstin Patterson
Todd Smith

Assembly Delegates

Marcie Smeck, APR
Susan Hart, APR

Committees

Accreditation

Julie Davis, APR

Parthenon Awards

Trey Campbell

Apollo Award

Heather Buckner

Programs/Professional Development

Sue Amos

Finance

Marcia Colburn

Public Relations

Kenneth Townsend

Hercules Award

Susan Barnes, APR

Young Professionals

Kim Rucker

Membership

Vicki Bagwell, APR

Newsletter

Jennifer Wigal, APR

PRSA Nashville Sponsor

PRSA Nashville extends sincere thanks to Business Wire for its continued support of our chapter.



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 615-780-2405 or via email at jennifer.wigal@unitedwaynashville.org.