

## Apollo Award Receives a Facelift



The Apollo Award has a new name and a fresh new look.

Since 1992, the chapter has presented the Apollo Award to a senior executive who demonstrates and exemplifies the public relations and communications function within his or her organization.

To build on the firm foundation of the last twelve years, the award has been renamed the **Apollo Award for Communications Leadership**. A new logo, courtesy of Vanderbilt University's Creative Services, has been designed to reflect both the name change and the chapter's Greek mythology themed awards of excellence. These enhancements further emphasize the importance of this award to PRSA-Nashville and the Middle Tennessee community.

The Apollo Award committee is already working hard to ensure that this year's award will be a success. Other plans to highlight the award and the award recipient are also in the works. Stay tuned.

## Behind the Gavel - FROM THE PRESIDENT

"Gaining a seat at the management table" has become the Holy Grail for public relations practitioners.

No matter your role, gaining the CEO's ear (dare I mention the word 'trust'?) and an invitation to "the table" is the top rung of the PR ladder. For those of us in agencies, that valued seat may mean another year's worth of billings. Those in corporate, nonprofit and education roles discover what it is like to be member of the "team."

The only problem is that, as public relations counselors, we're not at the table nearly enough.

Based on the USC Annenberg Strategic Public Relations Center's 2003 PR GAP study, not only are we not at the table, we're barely inside the door of the room.

The study, which examines PR practices of Fortune's Most Admired Companies as well as its 500 list, among others, found spending on PR went down in 2003; corporate PR departments trimmed staff; and companies using outside agencies turned to them for tactical support rather than strategic guidance. Also, according to the study's results, PR's recommendations were taken less seriously, and PR contributed less to strategic planning.

As USC's Jerry Swerling told PR newsletter *The Holmes Report*: "PR lost ground vis-à-vis practitioners' estimates of how their senior managements perceived PR's contribution to organizational success relative to other corporate functions such as finance and marketing."

Clearly, we have work to do to make sure those controlling who sits 'at the table' understand the value of our counsel. Our chapter's strategic plan places great emphasis on educating our business leaders about the significance of PR and its role in achieving business success.

In this issue, the chapter is announcing the "rebranding" of the Apollo Award – for communications leadership. Later this year, we will recognize a member of our community who has displayed great skill in communicating on behalf of his or her company or organization. It's the perfect opportunity for us to deliver the message that public relations is a critically important management function and essential to organizational success. If we continue to tell our story, we will get to that Holy Grail.



**Greg Bailey, APR**  
2004 President

### 2004 Nashville Chapter Officers & Board

**President:**  
**Greg Bailey, APR**

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

**Secretary:**  
**Tom Beach**

**Treasurer:**  
**Marcia Colburn**

**Immediate Past President:**  
**Debbie McGraw**

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

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

## PRSA Nashville Silver Partners:



## National News: Search for 2005 National Leadership Underway

The 2004 PRSA Nominating Committee has begun its annual process of recruiting candidates for officer and director positions on the 2005 Board of Directors. The positions open for nomination are president-elect, treasurer, secretary and four director positions. One director position must be filled by a candidate from the Southeast District and one by a candidate from the Southwest District. The other two director positions are open to members from any District. In addition, the Committee will nominate three Assembly delegates-at-large and one Canadian delegate-at-large.

To be eligible for an officer or director position, an individual must be a member in good standing who is Accredited and has been either a voting delegate in at least one national Assembly, a Chapter president, a Section or District chair, or a national committee or task force chair. Starting this year, all officers and directors will serve concurrently on the PRSA Board of Directors and as members of the PRSA Foundation Board of Trustees. Candidates for Assembly delegate-at-large positions must be Accredited.

For more information on the 2004 Nomination process, click here (<http://www.prsa.org/About/Leadership/candidates.asp>) or send your questions to [nominating@prsa.org](mailto:nominating@prsa.org). Deadline for filing candidate application material is 5:00 p.m., EDT, Monday, June 28, 2004.

## Jumpstart Your Accreditation Prep!

STUDY SESSION:  
MAY 22



There are no longer fall and spring cycles for the Examination for Accreditation in Public Relations! Now, candidates may schedule to take the computerized, multiple-choice examination at their convenience. Candidates must first declare their intent to prepare for the Examination by completing an application process, prepare for and schedule a Readiness Review and then advance to take the written examination. Chapter Accreditation chairs can help candidates determine when to apply and sit for the Readiness Review, especially if any local preparation sessions are planned.

Listed below are a few URL's for Accreditation resources and preparation materials:

- **Accreditation Process Chart**  
[www.prsa.org/Advance/apr/process.asp](http://www.prsa.org/Advance/apr/process.asp)
- **FAQ for Accreditation Chairs**  
[www.prsa.org/Advance/apr/faqchair.asp](http://www.prsa.org/Advance/apr/faqchair.asp)
- **FAQ About the Readiness Review**  
[www.prsa.org/Advance/apr/rrfaq.asp](http://www.prsa.org/Advance/apr/rrfaq.asp)
- **Readiness Review Candidate Written Submission**  
[www.prsa.org/Advance/apr/rrrequest.asp](http://www.prsa.org/Advance/apr/rrrequest.asp)
- **Readiness Review Prep. Instructions for Candidates**  
[www.prsa.org/Advance/apr/pdf/rrcaninst.pdf](http://www.prsa.org/Advance/apr/pdf/rrcaninst.pdf)
- **Short Bookshelf of Study Sources and Related Competencies**

[www.prsa.org/Advance/apr/publications.asp](http://www.prsa.org/Advance/apr/publications.asp)

The ultimate resource for the Examination for Accreditation in public relations is as close as your telephone or computer. If you can't find the answers to your questions from the Web site, [www.accreditationboard.org](http://www.accreditationboard.org), please contact Kathy Mulvihill, manager of accreditation, at [accred@prsa.org](mailto:accred@prsa.org) or 212-460-1436.

## CALENDAR OF EVENTS

**May 22: PR Accreditation Study Session; 9 am - 4 pm; The Southwestern Company, 2451 Atrium Way; contact Susan Barnes, APR at (865) 974-7074 or [sbarnes@utk.edu](mailto:sbarnes@utk.edu) to register.**

**May 25: Membership Meeting - Professional Development Roundtable Discussions**  
**The May membership meeting will be at:**  
The Bound'ry, 911 20th Ave. South; 11:45 am

**June 22: Membership Meeting - Sarbanes-Oxley Seminar Panel Discussion**  
**The June membership meeting will be at:**  
Adventure Science Center; 11:45 am

Members must RSVP for the luncheon meetings by the preceding Friday; openings on the day of the meeting are offered on a first-come, first-served basis. Reservations may be made by e-mailing or calling Jackie Cavnar, Chapter Administrator ([jccavnar@cs.com](mailto:jccavnar@cs.com), 615-661-6752). Luncheon meetings are \$30 for members, \$35 for non-members; no-shows are billed.

## 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.



You can now use **PayPal** to pay for your membership meetings! Go to [www.prsanashville.com](http://www.prsanashville.com). Click on "Membership Meetings", click on the appropriate "Pay Now" button. Set up our log-in and password information. You can now pay each month by credit card! We do still accept check and credit card if that is your preferred method.



## Take Me Out to the Ballpark...

The PRSA Young Professionals Committee has hit a homerun again with a networking opportunity at the Nashville Sounds ballpark.

Public Relations professionals with less than 10 years experience are invited to attend an entertaining and educational event at the Nashville Sounds Blue Picnic Area on Thursday, June 17 at 6:00 pm.

Come hear Joe Hart, Director of Sales for the Nashville Sounds, elaborate on the campaign for a new stadium, their grass roots marketing to Middle Tennessee companies, promoting the Sounds and their public relations philosophy.

Then join us at the game when your Nashville Sounds take on the Omaha Royals at 7:00 pm. Discounted tickets will be available for \$7.00. Please reserve your spot at the ballpark by emailing Kearstin Patterson at [kpatterson@sath.com](mailto:kpatterson@sath.com).