

PayPal to be Available to Membership



PRSA Nashville will begin accepting credit card payments for all chapter functions, beginning with the May 25 membership meeting.

The chapter, following approval of the Board of Directors, has signed on as a PayPal merchant and will have the system operational in time for reservations for the upcoming membership meeting. Sixty-eight percent of the chapter members, according to the membership survey, were interested in utilizing a credit card system for payment of chapter activities.

Chapter members will incur an additional processing fee for each transaction as part of the credit card payment.

By making the move to the PayPal system, the chapter will no longer invoice members for any luncheon or other chapter activity, except for those members who choose to pay for their chapter lunch meeting in one lump sum at the beginning of the calendar year. The service is expected to be operational by Monday, May 10, and members can access the system by logging on to the chapter website at www.prsanashville.com.

Behind the Gavel - FROM THE PRESIDENT State of American Journalism Provides Roadmap for PR Pros

Pitch a reporter this week?

Good luck. The odds of scoring that "out-of-the-park" media hit aren't in your favor much these days. Today's reporters and editors must grapple with too little news hole, too little time and too much emphasis on the latest readership study.

Couple those realities with some journalists' old-world distrust/dislike of public relations practitioners, and, well, you know the feeling, probably more than once.

Get ready. It's a new day in journalism if you haven't figured it out already. American Journalism is "in the middle of an epochal transformation, as momentous probably as the invention of the telegraph or television," according to a recent report conducted by the Project for Excellence in Journalism, an institute affiliated with Columbia University Graduate School of Journalism.

"The State of the News Media 2004" is a thorough look inside today's news media operations and makes the following assertion, among others: "the notion of news consumers is giving way to something called 'pro-sumers, in which citizens simultaneously function as consumers, editors and producers of a new kind of news in which journalistic account are but one element."

The study analyzes eight major trends, looking at audience decline, the pressures on reporters and editors to maintain quality and journalistic standards, among others. Spend some time with the report (found at www.journalism.org) as it will provide clearer insight into how today's media is changing.

Along the way, you'll learn about the explosion in ethnic media outlets, the stability of radio as a news medium, and the role of online journalism and its future. The study's statistics and conclusions may or may not change that next story pitch, but we must incorporate some of its findings into how we educate clients about the media, relate to reporters and improve our abilities in this nuts-and-bolts function of media relations.



Greg Bailey, APR
2004 President

2004 Nashville Chapter Officers & Board

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Accreditation - What's In It For You?

Whether you're 30 or 50, have 5 years experience or 40, work in an agency, corporate, non-profit or educational PR, if you have time or not - there's a benefit for you in becoming accredited in public relations.

- 1) Accredited PR practitioners earn about 14% more than their non-accredited counterparts.
- 2) You'll also learn a lot you didn't already know about the practice of PR.
- 3) You'll get better at what you do on a daily basis.

According to a recent PRSA survey, practitioners said they earned their accreditation for the following reasons:

- Enhance career growth (82%)
- Self-improvement (81%)
- Increase knowledge of the field (66%)
- Improve status with peers (53%)
- To serve in a PRSA leadership role (19%)
- To increase salary (19%)
- To increase chance of promotion (15%)
- Employer requires (3%)

And here are two more that did not come from the survey - you'll feel better about yourself and your PR abilities and it is a perfect conversation starter when you have to explain the APR on your business card.

A study session is planned on May 22 from 9 a.m. to 4 p.m. at The Southwestern Company, 2451 Atrium Way. To register, call Susan Barnes, APR, accreditation chair at (865) 974-7074 or sbarnes3@utk.edu.

Chapter News

WELCOME!!!

New Members

Heather Middleton, Associate Director of Communications;
Nashville Convention & Visitor's Bureau

Kimberly Rucker, Director of Development;
National Renal Alliance

Heather Dixon Adams, Publicist
Thomas Nelson, Inc.

Lance R. McKerley, Director of Communications
Tennessee Health Care Association

Career Opportunities

Univ. of Tennessee:

Seeking a **Promotions & Marketing Director - Women's Athletics**. Apply with resume and 3 references to: University of Tennessee, Promotions Director, 117 Stokley Athletics Center, Knoxville, TN, 37996-3110. Bachelor & Masters degree required. Min. 2 yrs. exp req.

Tennessee State Univ.:

Seeking a **Director** in the Dept. of PR. Submit a TSU Employment Application and resume to: TSU, Office of Human Resources, 3500 John A. Merritt Blvd., Nashville, TN, 37209-1561. Min. 4 yrs exp req. & Bachelors degree in Communications/Journalism.

CALENDAR OF EVENTS

Apr. 27: Teleseminar, "APR study Programming: Planning Terminology and Structure"; 1 pm; details at www.prsa.org. For more teleseminars and/or conferences, check out the Professional Development section on www.prsa.org.

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 29: Membership Meeting - Program TBA
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, 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) or **Todd Smith** (764-2598, todd.smith@progenymarketing.com). Submissions are due on the second Friday of each month.

PRSA to Award Free Chapter Membership in May & June

PRSA will show members who join in May and June just how much they are appreciated - by offering them a free one-year chapter membership.

This offer is valid May 1 - June 30, 2004 for members joining at the full-member rate (\$225 national plus \$65 initiation fee). Former members who have been inactive for at least one year may also participate. Applications must be postmarked by June 30.

Download an application from www.prsa.org or contact one of the following membership committee members:

Teresa Corlew, tcorlew@nespower.com

Stacy Brewer, sbrewer@girlscoutsofcv.org

Andrea Turner, aturner@dollargeneral.com

Doug Williams, fdwilliams@ntsu.edu

Sybil McLain, sybil.mclain@bellsouth.com

May Membership Meeting: Roundtable Discussions

The discussion groups for the May membership meeting will include several diverse topics relating to our profession including Investor Relations, Internal Communications, Event Planning, Video Production/Electronic Press Kits and Media Interview Preparation. Some of the moderators include **Cynthia Morin**, "Events Planning"; **Mimi Bliss**, "Preparing Your Executives for Media Interviews"; **Mark Drury**, "Internal Communications"; and **Mike Merryman** and **Darren Shipley**, "Video Production/Electronic Press Kits".