

Belmont University Adding PR Major

Pam Parry, Director of the new PR program at Belmont University could not be any more pleased with its initial start-up success. With a demand for the program and core curriculum set, 19 students have declared PR their major/minor in the Media Studies Department.

"The journalism program has experienced outstanding growth for nearly 20 years," said Parry. This new program and courses were a result of student requests. Parry also noted that research through the U.S. Department of Labor found that it was one of the fastest growing industries. "In observing this growth, PR is a natural partner with other majors that are strengths within Belmont. Several students will minor in music business, business, journalism, communication studies or marketing."

The core curriculum of courses was based on the PRSA model and include: Introduction to PR; PR Writing and Production; PR Research; and Strategies and Implementation. Students must also take media ethics and a basic news writing

Continued on page 2

Behind the Gavel - FROM THE PRESIDENT

The chapter begins the second half of 2004 with a number of positive indicators:

- Chapter finances are in a very solid position, and the Finance Committee under Treasurer Marcia Colburn's leadership will be seeking to create an investment plan going into 2005;

- Attendance at chapter membership meetings is up from 2004 (last month's panel on Sarbanes-Oxley was the largest attendance in the last three years), and plans are underway for great programs and new meeting locations through the end of the year;

- Our volunteer pool of chapter members now engaged on various committees continues to grow – providing additional networking prospects for members and opportunities to improve our chapter.

A case in point: The Membership Committee, under Teresa Corlew's leadership, is doing an outstanding job of working a membership prospect list. Using the one-on-one marketing approach, they are personally contacting prospects to invite them to meetings and the tactic is working. There were nearly 20 guests attending June's membership meeting.

There are plenty of opportunities available to become more active in PRSA. We need your energy, enthusiasm and ideas to become a better chapter. Contact any of our board members if you have an idea for the chapter or want to volunteer to work in a specific area.



Earlier this month, Tom Beach resigned as Chapter Secretary, citing demands of time with his business and, as his business grew and evolved, he was doing less public relations and more fundraising with the CitiPass coupon book. This is an opportunity to publicly thank Tom for his years of service to the chapter and extend the chapter's best wishes to him.

Per chapter bylaws, the board has elected Stacy Brewer, Senior Communications Manager for the Girl Scout Council of Cumberland Valley, to serve as secretary through the end of 2004. Stacy has been instrumental in the successful launch of our Young Professionals group and continues to serve as the YP co-chair. She is also an active member of the Membership Committee. On behalf of the Officers and Board of Directors, thanks to Stacy for accepting this leadership position and we look forward to her participation in our upcoming meetings.



Greg Bailey, APR
2004 President

2004 Nashville Chapter Officers & Board

President:
Greg Bailey, APR

President-Elect:
Teresa Corlew, APR

Secretary:
Stacy Brewer

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 Partner:





Michael Buckland,
The Nashville Symphony teed.

Top 5 Reasons to Attend July's Membership Meeting

- #5 It's hot outside.
- #4 Location, location, location. The Adventure Science Center is conveniently located at 800 Fort Negley Blvd., a few minutes from downtown, midtown, Cool Springs and points beyond.
- #3 The best networking with PR professionals anywhere in town.
- #2 A better boxed lunch than June's meeting. *Guaran-*

#1 An opportunity to hear Michael Buckland, Director of Marketing and Communications of The Nashville Symphony, deliver the good news on the new Schermerhorn Symphony Center and his insights on marketing a world-class orchestra.

Michael Buckland is responsible for all marketing, sales, advertising, promotions, media relations, public relations, group sales, Internet communications and sales, box office services and customer relations. Come hear him speak on July 27 at 11:30 am!



Call for Nominations!

The deadline to submit nominations for the 2004 Apollo Award is July 31. Check out the chapter website at www.prsanashville.com or contact Sue Amos, 2004 Apollo Award Committee Chair at (615) 862-6027.

WELCOME!!!

New Members

Sara B. Horn, Corporate Staff Writer/Spec.
- Media Relations; Lifeway Christian Resources

Heath Shackelford, Public Relations Manager; American Healthways

Belmont, *continued from cover*

class to understand the media. The new major is being touted as an interdisciplinary degree that will build off other existing courses within multiple Belmont departments.

Currently, Belmont does have an internally sponsored PR club that Parry hopes to develop in to a PRSSA chapter. Parry, a PRSA member, hopes this will happen within a two-year period.

"I am very grateful, as a young faculty member, for the support of the department chair, Thom Storey. "He has shown lots of confidence in this program," said Parry, who is starting her fourth year on the Belmont faculty.

CALENDAR OF EVENTS

July 27: Membership Meeting - Michael Buckland of the Nashville Symphony
The July membership meeting will be at: Adventure Science Center; 11:45 am

Aug. 5: Membership Mixer
The August membership mixer will be at: Chapel Bistro; 5 - 7 pm
97 Chapel Avenue (East Nashville)

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.

Did you know?

Check out the calendar at www.prsa.org under "Professional Development" to find affordable training & topics via teleseminar

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.

Beat the Heat While You Mix and Mingle

PRSA Membership Mixer

Thursday, August 5

5 - 7 pm

Chapel Bistro

Members and guests can network while enjoying free appetizers in a cool setting. Each person will receive one free drink ticket, good for a glass of wine or beer. Members who bring a guest will receive an additional drink ticket. There will also be a cash bar available.

For all prospective members attending the mixer, there will be a drawing for a free year's membership (local and national dues paid). Additional door prize drawings will be held for both members and prospects.

Call Jackie Cavnar to make you reservation at (615) 661-6752 or e-mail her at jccavnar@cs.com.

Welcome Stacy Brewer!

As mentioned in "Behind the Gavel" on the cover, Stacy Brewer, Senior Communications Manager for the Girl Scout Council of Cumberland Valley, was elected to fill the vacant position of Secretary. She began her involvement in the PRSA Nashville Chapter with the Young Professionals Committee, which she now co-chairs. She is also active in the membership committee and is the chair of the Mercury Award.



"I have enjoyed all of my roles within PRSA, and I am looking forward to serving the chapter in this new capacity," Brewer said.