

Chapter Survey Results Released

With the membership survey results now complete, let the analysis begin! Sixty-seven members participated in the survey, designed to track the satisfaction level, demographics and overall attitude towards member services.

By and large, the majority of those surveyed are satisfied with our chapter, 46.3%, while 17.9% were very satisfied and 28.4% were neutral.

In the membership services category, most members ranked the following as very important: chapter meeting, 62%; professional development opportunities, 74%; and job opportunities at 30%. The "somewhat important" category saw the chapter website at 48%, the awards program at 51%, on-line job bank at 43% and ties to PRSA National at 44%.

It is interesting to note that few members ranked any of the surveyed categories as "not very important" or "not important."

More than 40% attended over seven chapter meetings in the past year, with 18.8% attending three to six and 17.2% one or two. 23.4% did not attend any meetings last year. Of those who did not attend, some had timing conflicts, while others listed employers not covering the cost and the location as deterrents. Tuesday was the most popular day as a preference for the membership meeting at 58.7%, while midday was an overwhelmingly positive time to meet, 82.5%. Also, credit card payment for the monthly luncheons and other was dominant at 68.3%.

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Parthenon Entries Up Over 15% From 2003

Nashville PR professionals submitted 133 entries in 39 categories for the 18th annual Parthenon Awards, scheduled for Tuesday, April 20, at the Nashville Public Library.

The Minnesota chapter of PRSA is judging Nashville's entries, which represent a 15 percent increase in award entries over 2003. This year's competition features new categories – nonprofit communications and several writing categories, which resulted in 11 entries or 8 percent of the total entries submitted.

Notification of award winners will occur during the first week of April and, in keeping with recent tradition, the winner of the Parthenon Award in each category will

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2004 Nashville Chapter Officers & Board

President:
Greg Bailey, APR

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Teresa Corlew, APR

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Susan Barnes, APR
Trey Campbell
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Andrea Turner

Behind the Gavel - FROM THE PRESIDENT

Our recent membership survey revealed that 74 percent of respondents cited professional development as No. 1 in terms of member services offered by PRSA. No question, we are seeking ways to build our knowledge base and find enhanced techniques that lead to better performance.

Of the various professional development opportunities offered by the chapter and the national organization, there's none better than seeking the APR designation from PRSA.

Frankly, the accreditation process and earning the APR is the Mount Everest of PRSA professional development. For many of us who began our careers in other businesses, the process is one big "A HA!" It fosters a greater understanding of what we do, why we do it and, honestly, what it means to the success of American business across the board.

One of our chapter's three-year strategic objectives is to build greater understanding of our profession

among target influentials, such as our clients, our bosses, and the news media (Will they ever stop using the word 'spin,' except to refer to a kid's toy top or an exercise routine?) We can take a great step to achieving that objective by promoting accreditation as a critical professional development step for all public relations practitioners. Further, one of our benchmarks in this plan is to double the number of accredited members in three years — bringing the number of APRs to nearly 50.

According to the survey, 64 percent of the respondents were not accredited. We have a lot of room to grow.

You may have considered sitting for the exam previously, but talked yourself out of it by asking: What's the point? Here's the counterpoint: How about more money in your pocket? I saw a salary survey within the last year or so that found that job candidates with the APR designation were receiving 10 to 15 percent higher salaries than those who were not accredited.

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Greg Bailey, APR
2004 President

Accreditation Exam Is New & Improved



Since the change in the way the Universal Accreditation Exam is given took effect last year, it not only has become more convenient to take and pass the exam, the exam itself is more beneficial to what you'll gain from the whole process.

Gone is the "Spanish Inquisition" format for the required oral exam. In its place is a "readiness review," in which potential candidates for accreditation prepare a portfolio of their work (a good idea for anyone in the field—you never know when you'll need it to look for that new job or ask for that raise or promotion), provide written answers to some general questions about their PR experience (tests your writing skills), and discuss your knowledge of PR with a panel of your peers.

If the panel decides you are ready for the written exam, which is now multiple choice, panel members will mentor you while you study. And here's the best part—you can take the multiple choice exam any time during the next year that

is convenient for you—no more conflicts with football season and spring break.

And here's the second best part—the written exam is completely confidential. No one in your PRSA chapter knows when, or if, you've taken it. You don't even have to share the results with the local chair, pass or fail, unless you want to.

If you do decide to share your success with us, we'll honor you with a "pinning ceremony" at the next Parthenon Awards gala. It's a big deal to earn accreditation, and we'll treat it as such.

A four-week study session will be held over several Saturday mornings in April and May. If you think you might be interested in taking the exam, or if you just want to improve your PR skills, call or e-mail Susan Barnes, APR, accreditation chair, for more information, (865) 974-7074, sbarnes3@utk.edu.

In next month's newsletter, look for the top 8 reasons for taking the exam.

Health Academy Sets April Conference

Since Nashville is a hotbed of the health care industry, the upcoming PRSAAmerica Health Academy Spring Conference, slated for April 1-2 in Washington, D.C., might be just what the doctor ordered.

In its 15th year, the conference provides senior-level public relations practitioners the opportunity to take the pulse on issues with experts from all sectors of the health care community. Attendees represent a broad range of professionals—from pharmaceutical and medical technology companies, hospital systems, managed care and public relations agencies, and professional and advocacy associations.

The theme of this year's conference is "Convergence in Health Care Communications," and shines a spotlight on the growing synergies that are changing the very nature of how the business of health care is communicated to the public.

Roger Sergel, managing editor of ABC News Medical/Health Unit will keynote the conference as well as Mike McCurry, former White House press secretary, who will speak about his experience communicating complex health care issues to America, as well as insider political war stories and a Q&A session.

For more about this conference, go to http://www.healthacademy.prsa.org/documents/2004_smconf_brochure.pdf

About Health Academy

The Health Academy is a Professional Interest Section within PRSA comprised of nearly 900 members. Members are mid-to-senior-level public relations practitioners representing a broad spectrum of health care organizations such as hospitals and health systems, medical societies, long-term care providers, insurers, managed care organizations, biotech and medical device manufacturers, alternative medicine providers, pharmaceutical companies, government agencies and public relations firms with health care practices.

10 Reasons to Be A PRSA Member

As seen on the Membership section on www.prsa.org

- 1. Advance as a professional** - Get the highest value at the lowest cost - on-site seminars & conferences, teleseminars, webcasts, International Conference...
- 2. Enjoy and learn from PRSA's award-winning media** - the resource-rich website, [prsa.org](http://www.prsa.org), the quarterly must-read *The Strategist*, monthly tabloid *Public Relations Tactics*
- 3. Exclusive members-only services on-line** - exclusive access to entire membership plus members-only services & products
- 4. Join a nationwide network of Chapters and Professional Interests Sections** - 116 chapters nationwide, 18 practice-specific Professional Interest Sections
- 5. Find a new job** - job search assistance with website, classifieds & links

- 6. Find a mentor** - PRSA Mentoring Program, the College of Fellows provides guidance on-line and in person through accredited professionals
- 7. Be recognized for your work** - Silver Anvil or Bronze Anvil Awards programs
- 8. Get Public Relations questions answered by the professional resource center** - Access hundreds of award winning campaigns, research the editorial database or join PPCOnline, an online community for the exchange of ideas and advice
- 9. Advance the profession -- lead through PRSA** - your membership opens avenues for leadership
- 10. Additional members-only rewards** - Eligible for special rates on teleconferencing services, car rentals, office supplies & air freight, a member credit card & insurance designed for you & your business.

March Membership Speaker

- **Jeffrey David Ory, APR, Deveney Communications**

From the Big Easy to Music City, Jeffrey David Ory will be the presenter at the March membership meeting. The topic is titled: "*Community Relations and the Bottom Line.*"

Ory brings his insight and experience to our chapter in the form of the extensive background and projects he has been a part of. Beginning as an intern at Deveney, he rose to his current position of Senior Communications Strategist. Ory is a graduate of Loyola University. His leadership was instrumental in earning the company the New Orleans Regional Chamber of Commerce Rising Tide Small Business of the Year Award and national attention from the U.S. Small Business Administration, among numerous other awards and recognition.

Parthenon Update, *continued from cover*

not be revealed until the night of the awards. The 2004 winner of the Hercules Award will be announced at the event, honoring a PR professional who has made contributions to the community, the profession and to PRSA. Debuting at the Parthenons will be the Mercury Award, presented to an outstanding young professional.

The chapter's successful silent auction will return as part of the evening as well as a pinning ceremony for those members who gained their accreditation (APR) during the previous calendar year.

Parthenon Award tickets are \$50 for PRSA members and \$65 for non-members. Tables of 10 may also be purchased for \$550. The reservation deadline for this year's awards is Monday, April 12.

CALENDAR OF EVENTS

Mar.. 18: Teleseminar: "How to Write Microcontent That Gets the Word Out on the Web"; 2 p.m.; details at www.prsa.org

Mar. 23: Membership Mtg: Guest Speaker - Jeffrey Ory, Deveney Communications: "*Community Relations and the Bottom Line*"

Mar. 25: Tele/Web seminar: "The Art of Giving Advice"; 12 noon; details at www.prsa.org

Mar. 30: Teleseminar; "Effective PR Tactics for Your Annual Conference"; 1 p.m.; details at www.prsa.org

Apr. 20: 18th Annual Parthenon Awards, Downtown Library

May 25: Membership Meeting

For more teleseminars and/or conferences, check out the Professional Development section on www.prsa.org.

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.

Chapter News

WELCOME!!!

New Members

Missy Acosta, Director of Public Relations, Gish, Sherwood & Friends, Inc.

Reinstated Members

Roger Brashears, Jr., Director of Tourism & Media; Jack Daniel Distillery

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Business Wire:

Seeking a **Copy Editor/Proofreader**. Send cover letter with salary history and resume to Attn: Newsroom Supervisor at bnajobs@businesswire.com. A BA/BS degree preferred, as is AP-style proofing skills. No phone calls, please.

Nashville Int'l Airport:

Seeking a **Public Affairs & Communications Manager**. Apply on-line at www.flynashville.com.



Past Presidents Honored

The Nashville chapter honored its past presidents at the February membership meeting. A big round of applause and thanks for continued support of the chapter went to Susan Hart, APR; Joan Armour; Debbie McGraw; Martha Pilcher, APR; and Dusty Deming, APR.

Survey Results, *continued from cover*

You may be wondering at this point what all this data means and what will result from the survey information. You'll have to wait for the April issue for that information. We will dig deeper into the survey results, covering membership demographics and what avenues will be explored to provide our membership organization with what it has told us is important to them.

Behind the Gavel, *continued from cover*

And from Joe S. Epley, APR, Fellow PRSA, President, Epley Associates, Charlotte, NC.: "APR is a symbol of professionalism. It demonstrates that individuals have the knowledge, ethics and experience that set them apart. It also demonstrates that they care about their own profession and that they are dedicated to enhancing their own personal abilities."

We need to brand APR as the Gold Star in PR. I hope you will find time this year to reach for the star and take advantage of this No. 1 professional development opportunity.

P.S. Bring your business card to the Parthenon Awards on April 20 and enter the giveaway for a complimentary APR exam.