



## The Rising Focus on Ethics

September is PRSA Ethics Month. For our September program this year, chapter Ethics Chair Aileen Katcher, APR, Fellow PRSA has put together a panel discussion focusing on the rising focus on ethics throughout all businesses and the role communications professionals play in planning and implementing ethics strategies in their organizations.

Moderator:

Dr. Harry Hollis, Co-Founder and Center Director, Belmont Center for Business and Professional Ethics

Panelists:

Mike Edwards, President, Nashville Region, First Tennessee. First Tennessee's parent company, First Horizon National Corp. (NYSE:FHN) was recently on Business Ethics magazine's list of the 100 Best Corporate Citizens for the third consecutive year.



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## Behind the Gavel From the President

I've been glued to news coverage of the devastation left from by Hurricane Katrina. The suffering is immense, and the ordeal will not be over soon for those who've lost loved ones, homes, jobs - pretty much everything.

PRSA National has a joint program with the American Red Cross, established after September 11, 2001, called the Power of Two. The program provides trained public relations professionals to serve as volunteers during times of local and national disasters. To learn more about the program, go to [http://www.prsa.org/features/poweroftwo/enews\\_nov.asp](http://www.prsa.org/features/poweroftwo/enews_nov.asp).

At this point in the crisis, the best gift you can give to those impacted by the hurricane is a monetary donation to the American Red cross disaster-relief efforts. Here are three ways to donate:

- Call 1-800-HELP NOW
- Make a secure on-line donation at [redcross.org](http://redcross.org)



**Teresa Corlew, APR  
Chapter President**

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Louise Gilchrist Vice President, Marketing and Communications, Corrections Corporation of America Recipient of Tennessee American Business Ethics Award (TABEA), presented by the state Society of Financial Services Professionals, CCA has an extensive Code of Ethics and Business Conduct that is an important part of the company's corporate culture.

William F. Carpenter III, Executive Vice President, LifePoint Hospitals. Among his responsibilities is General Counsel for this hospital company. He has responsibility for the LifePoint's compliance and ethics programs for the company's corporate employees and for staff at its 50 hospitals.

The meeting will begin at 11:30 a.m. on Tuesday, September 27 in the 4th floor board room of the Jack C. Massey Business Center on the campus of Belmont University. Parking is available in the Belmont parking garage on Bernard Avenue, which is accessible from 15th Avenue South or Belmont Boulevard. Please view a campus map at <http://www.belmont.edu/campusmap/campusmap.pdf>. On the campus map, the Massey Business Center is building #6; the parking garage is structure #40.

To make a reservation, please email Jackie Cavnar at [jccavnar@cs.com](mailto:jccavnar@cs.com) or call 661-6752. Cost for members, associate and retired members and students is \$30; guests is \$35. If you wish to use a credit card, please visit [www.prsanashville.com](http://www.prsanashville.com) and use the Paypal option. Only cash and checks will be accepted at the door. No shows will be billed!

## Behind the Gavel Continued from page 1

Send a check or money order to American Red Cross, International Response Fund, P. O. Box 37243, Washington D.C. 20013 (designate Hurricane Katrina relief)

On the local PRSA level, Debbie McGraw is chairing the nominating committee and will present a slate of officers for a membership vote at the October 18 luncheon meeting. The October meeting date was

changed so that it did not conflict with the national conference October 22-25 in Miami Beach. Marcie Smeck, APR, and Susan Hart, APR will represent our chapter as assembly delegates at the meeting.

Many thanks to the membership committee for hosting a great mixer at Firefly Grille in August. We are now 134 members strong, with several good prospects likely to join in the near future. Incoming president Vicki Bagwell will be making committee appointments in the near future. Committee membership is a great way to get more from your PRSA membership. Contact Vicki if you are interested in becoming more involved in the chapter.

Teresa Corlew, APR  
President



## Accreditation Linked to Higher Salaries

Results from the 2005 PRWeek/Korn Ferry Salary Survey show Accredited public relations professionals earn salaries 20 percent higher than their non-Accredited colleagues. On average, these Accredited public relations professionals earn \$102,031 compared to \$85,272 for non-Accredited practitioners.

"Accreditation is important because it demonstrates that public relations professionals have a vested interest in and commitment to the public relations field. Employers, clients and colleagues realize they have the knowledge, ethics and experience that sets them apart from others who are non-Accredited, which offers a significant point of differentiation and added value," said Blake D. Lewis III, APR, 2005 chair of the Universal Accreditation Board. The survey, conducted by PRWeek and Millward Brown, was open to all PRWeek readers through the publication's Web site. From Jan. 18-31, 2005, a total of 1,864 readers completed the survey. Results were not weighted and have a +/- 2.3 percent margin of error.



For more information on the Universal Accreditation Board or to become an Accredited public relations practitioner, contact Kathy Mulvihill at 212-460-1436 or visit [www.praccreditation.org](http://www.praccreditation.org). Locally, you can contact PRSA Nashville's APR Chair Julie Davis, APR at 615-443-9266 or via email at [jdavis@cbrlgroup.com](mailto:jdavis@cbrlgroup.com).



### PRSA International Conference: Many Beats — One Rhythm

October 22-25 - 2005

*Creating Harmony through Public Relations*  
Fontainebleau Hotel in Miami Beach, Florida  
Speakers will include Ted Turner (philanthropist, environmentalist and news visionary) and Jonathan Tisch, Chairman and CEO of Loews Hotels.

Highlights include:

- 120 targeted workshops
- Live interactive TV feed from the war zone
- Opportunities to network with more than 20 social event
- Exhibits of cutting-edge products and services

Learn more at <http://www.prsa.org/conf2005/>

### The Accreditation in Public Relations Online Study Course Now Available

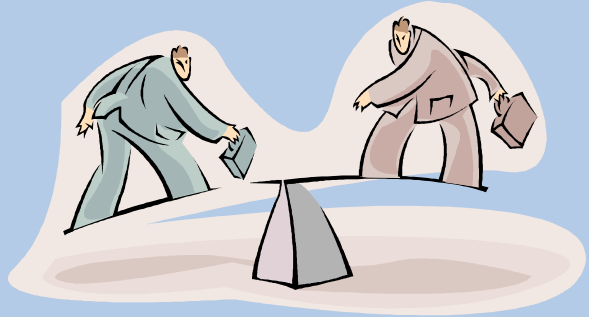
This is a ten-module online course, designed to help Public Relations professionals study for the Examination for Accreditation in Public Relations (APR). APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice and who are selected based on broad knowledge, strategic perspective and sound professional judgment. This examination has been designed for candidates who have at least five years of experience in the full-time practice or teaching of public relations and who have either earned a bachelor's degree in a communication-specific field or have equivalent work experience. The study course also may be taken to enhance knowledge, expertise and professional standing in Public Relations.

<http://online2learn.net/APR/>



# What's in Their Heads: Maximizing Your Competitive Edge in the Marketplace through Strategic Qualitative Research

Do you make decisions based on qualitative research? How do you know if that research was done well? Are you ever responsible for designing strategy research? How do you defend the research to clients? Could your agency or clients benefit from better consumer research? If so, then you may be interested in the workshop, "What's in Their Heads: Maximizing Your Competitive Edge in the Marketplace."



This one day event is designed for advertising, public relations, marketing and research professionals, students, teachers, and anyone else who is interested in learning how to glean more strategic value from effective qualitative research.

You will learn from industry professionals and advertising/public relations/marketing professors who will team up to deliver workshop sessions designed to get participants involved in hands-on learning about how to use qualitative research more effectively. Session topics range from strategic recruiting of participants, to conducting better focus groups, ethnographies, projective techniques and interviews, and how to find strategic insights in your qualitative data.

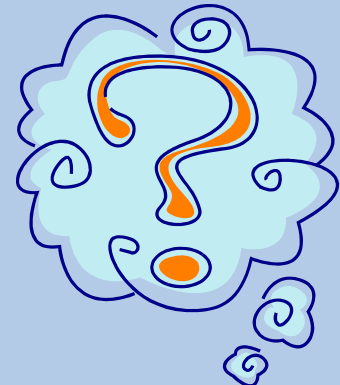
Experts from such companies as PUBLICIS New York, 20/20 Research and Delta Airlines will be among those leading sessions and sharing advice <<http://www.cci.utk.edu/~advpr/conference/presenters.html>>. Highlighting the program is our keynote speaker, Howard Shimmel, Executive Vice-President of Client Insights for Nielsen Media Research.

The event, sponsored by the University of Tennessee School of Advertising and Public Relations, takes place on Friday, September 23rd, 2005 on the University of Tennessee campus. Space in sessions is limited, so reserve your spot today. More information on the event, including how to register, can be found at <http://www.cci.utk.edu/~advpr/conference/>.

The PRSA Board of Directors has granted Belmont University a charter for its own Chapter of the Public Relations Student Society of America. The new student chapter has been officially formed and will be functioning in the fall 2005 semester.

## Did you know...

PRSA is starting to offer a catalog of e-Learning courses. These four online programs are available for \$150 per location for members (\$195 nonmembers) for a viewing period of 90 days once you receive your signup confirmation.



Check out <http://www.prsa.org> to find out which courses are currently available.

## PRSA Nashville Welcomes Its Newest Members

Kristy Bergstrom  
Client Services Director  
PRO-CARE

Kristin Cole  
Account Coordinator  
Alday Communications, Inc

Venice Gilmore  
Office Manager  
G.A.P Home Medical

### Calendar of Events

Wednesday, September 21, 2:15 PM  
Teleseminar: Resolving Bad Ethical Practice Situations

Wednesday, September 21, 1 PM  
Teleseminar: Getting Real About Social Responsible Partnerships

Thursday, September 22, 2 PM  
Site Seeing: What Communicators Can Learn from Award-winning Web Sites

Friday, September 23  
Onsite Conference at University of Tennessee: What's in Their Heads: Maximizing Your Competitive Edge in the Marketplace through Strategic Qualitative Research

Monday, September 26, 1 PM  
Virtual Seminar: A Snapshot of the U.S. Hispanic Market

Tuesday, September 27, 11:30 AM  
September Chapter Meeting: Ethics Panel

October 22-25  
PRSA National Conference: Many Beats — One Rhythm  
Miami, Florida

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



### 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

##### Apollo Award

Heather Buckner

##### Finance

Marcia Colburn

##### Hercules Award

Susan Barnes, APR

##### Membership

Vicki Bagwell, APR

##### Newsletter

Jennifer Wigal, APR

##### Parthenon Awards

Trey Campbell

##### Programs/Professional Development

Sue Amos

##### Public Relations

Kenneth Townsend

##### Young Professionals

Kim Rucker

### 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](mailto:jennifer.wigal@unitedwaynashville.org).*

