

PR Ink

VOLUME 3, ISSUE 3

AUGUST/SEPTEMBER 2007

A publication of the Nashville Chapter of the Public Relations Society of America

A Towering Event: PRSA 2007 Membership Mixer

Special points of interest:

- *PRSA Nashville's annual Membership Mixer will be held on Tuesday, August 28.*
- *Learn More about the Accreditation Process in this issue*
- *Applications for the Apollo Awards are now being accepted.*

Join the Nashville Area Chapter of the PRSA for it's annual Membership Mixer. This years event will be held downtown at the Signature Tower Sales Center.

This event is free and members are encouraged to invite guests who are interested in joining PRSA.

To make a reservation for this premier networking opportunity, please visit the website at www.prsanashville.com or Sara Myer at prsa@associationoptimizers.com.

Event Details

WHEN: Tuesday August 28, 2007

WHERE: Signature Tower Sales Center; 11th floor of the SunTrust Bank building.

COST: Free to all PRSA members and guests. Parking will be available at the SunTrust garage at the corner of 4th Avenue and Commerce Street, and in a surface lot at the corner of 5th Avenue and Church Street. Expect to pay approximately \$7.00 in either parking area.

Beyond the Gavel A Note from the President

It is hard to believe that summer is almost over and half the year is gone! It has been a busy time for everyone, including PRSA.

Our monthly membership lunches have been very well attended, thanks to our Program Committee Chairs, Jenny Barker and Heather Schablik. We appreciate the continued support of the membership to attend during summer months, especially with vacations. We have also changed venues for the lunches, moving to Maggiano's Little Italy restaurant.

In addition to Programs, our Finance committee, led by Stacy Brewer, has been busy as well. Stacy investigated several investment options for our chapter funds. She has reallocated one of our CDs to a better rate CD and opened two new accounts, one specifically for our scholarship fund. Thanks to Stacy for this work, which will keep our chapter in good financial standing.

While there are only a few months remaining this year, we have a lot of activities going on. Our membership survey will be conducted this fall. Your feedback is important as we continue to improve our chapter activities. The Strategic Planning Committee is working on updates to the plan for the next three years. This will be announced in October. And we will elect our officers for 2008!

I would like to thank all the volunteers and members who have participated in activities, lunches and meetings so far this year. I realize your time is precious, and I sincerely appreciate your efforts in making Nashville's PRSA chapter a success. Have a great fall season!



Marcia Colburn
2007 President

Inside this issue:

Awards	2
Member Spotlight	2
Accreditation	3
Upcoming Meetings	3
Southeast District Conference	4
Monthly Briefs	4
National Events	5

Nashville PRSA Members Receive Top Honors

Susan Barnes named Lifetime Achievement Award Winner

The Volunteer Chapter of PRSA awarded its Lifetime Achievement Award to Susan Barnes, APR, Fellow PRSA, by the East Tennessee Chapter at their V Awards banquet April 26. The award is given to an outstanding public relations practitioner who has made significant contributions throughout his or her career. Barnes has been a member of the Volunteer Chapter since 1989 and is a past president of the chapter. She currently serves PRSA as chair of the Southeast

District and on the Universal Accreditation Board and is a past board member of the Nashville Chapter. She is also a member of the Georgia Chapter of PRSA.

Bonnie Riechert named to the College of Fellows

Bonnie Riechert, assistant professor in the School of Social Sciences at Belmont University, has been named to the PRSA College of Fellows. Bonnie's new title is Bonnie Riechert, Ph.D., APR, Fellow PRSA. Bonnie serves as co-chair for the accreditation

committee for the Nashville PRSA chapter.

Beth Courtney named Woman of Influence

The Nashville Business Journal recently recognized thirty amazing women who have lead, inspired and influenced the lives of Middle Tennessean. Beth Courtney, CEO of Seigenthaler Public Relations, was honored in the Family Business category.

Congratulations to Susan, Bonnie and Beth!

Member Spotlight—Pam Parry, APR

What is your current position and how long have you been there?

I joined the Belmont faculty in fall 2001, and I am the director of the public relations program.

How did you initially become interested in PR?

I became interested in public relations, because as a reporter, I wanted to make more money. I had been a journalist for a decade when I became a full-time public relations practitioner. I had a tremendous passion for journalism, but I found I could achieve the same level of job satisfaction in providing ethical public relations for a worthwhile organization.

What made you decide to go through the accreditation process?

Two years after I came to Belmont, I volunteered to begin a public relations major at our school. And although I had public relations experience, I wanted to earn a credential that indicated I have what it takes to be teaching the next generation of practitioners. Also, I wanted to be a good role model for my students. I want Belmont graduates to pursue accreditation, and I could not ask them to aspire to something I had not done myself.

What are the benefits of this recognition?

Enhanced credibility within the field and with my students.

What have you viewed as major developments in the profession over the last 5 years?



Pam Parry , APR

Belmont University

I've seen a tremendous growth in the number and variety of jobs in our profession, and I'm encouraged that we continue to grow as an ethical avenue for many young people who want a career in communications.



Thinking of Accreditation? By: Bonnie Riechert, APR

Wondering if you should pursue your accreditation in public relations? What's involved? What are the benefits?

This rigorous, but rewarding, process gives a respected affirmation to your public relations knowledge, skills, experience, and effectiveness. Ask any member of PRSA who wears the initials APR after their name (Trey Campbell and Pam Parry are our members who most recently achieved this distinction), and they will tell you it was well worth it. In fact, the journey is as rewarding as the destination.

The process involves several steps, which are outlined under "Professional Development" on the www.prsa.org home page. You apply with national headquarters, you undergo a readiness review with a panel of local accredited members, and you pass the online exam. A list of recommended study resources is available on the PRSA home page (in the "Become an APR" section).

Your colleagues in the local PRSA chapter will help you at each step in this

process. We regularly schedule workshops and informal discussion sessions for members preparing for this (we held a workshop in April 2007 and an informal discussion session in July). Let me know when you're ready to pursue this, and as the chapter's accreditation chair I'll organize sessions to meet your needs.

For more information, please contact Bonnie Riechert, riechertb@mail.belmont.edu or visit the website at www.prsanashville.com.

Upcoming Monthly Meetings

September Monthly Meeting

In celebration of PRSA Ethics month, the September program will focus on ethics and how it affects public relations and the media. A panel of public relations and media professionals will discuss current ethical issues and their approach to them.

Bob Mueller from News Channel 2 will be the moderator for this event. The panelists are listed below:

Fred Standish, Director of Corporate Communications for Nissan North America, Inc.

Rebecca Climer, Chief Communications

Officer for Saint Thomas Health Services.

Ryan Underwood, National Editor and Online Buzz Columnists for *The Tennessean*.

The ethics panel will be held on Tuesday, September 25, 2007 from 11:30 a.m. to 1 p.m. at Belmont University's Massey Boardroom located on the fourth floor of the Jack Massey Business Center.

To make a reservation, please go to www.prsanashville.com/rsvp_form. Deadline for reservations is Thursday, September 20.

October Membership Meeting

October's meeting will be held on Tuesday, October 30 from 11:30 a.m. to 1 p.m. at Maggiano's off West End Avenue.

October's meeting will feature a panel of local community leaders who will discuss Nashville's growth and development.



Save the Date: Southeast District Schedules Conference

Mark your calendars for November 28 and plan to join other PRSA chapters from the Southeast District at the first district conference held since 1999. The district is co-sponsoring the Fifth Annual North Carolina Public Relations and Marketing Seminar to be held at the University of North Carolina at Chapel Hill.

The one-day conference will focus on such topics as new and traditional media, social media, direct marketing, crisis management, investor and legal relations, integrated communications,

image building, trends in marketing, public sector communications, the brand experience, troubles on campus and measuring communications. Speakers come from some of the top public relations and marketing firms in North Carolina and many prestigious national companies including John Deere, Blue Cross Blue Shield and Time Warner Cable.

Can't travel to Chapel Hill? You can register for an on-line version of the entire conference to be viewed from your desktop at your convenience.

Cost for the in-person seminar is \$230 and \$195 for the on-line conference. Members of Southeast District chapters can register at this early bird member cost; 5 percent of your registration fee will come back to the Nashville Chapter.

More information will be available on-line after August 1; the link to access the conference flyer will be sent out via the listserve. For more information, e-mail Susan Barnes, Southeast District Chair, at sgbarnes1@bellsouth.net.

PRSA Monthly Briefs

Seigenthaler Public Relations Announces Five New Staff Members

SPR has announced the addition of four new account coordinators and one administrative assistant.

- **Kathy Birchall** joins SPR after receiving her master's degree in advertising and public relations from the University of Alabama.
- **Devin Donovan** graduated with honors from Vanderbilt University with a bachelor's degree in education studies. During the spring of 2007, Donovan completed an internship with SPR.
- **Ben Palos** also completed an internship with SPR last spring. Palos earned his bachelor's degree in public relations, with a minor in business administration, from Belmont University.

- **Stephanie Shaver** is a recent graduate of Western Kentucky University, where she received a bachelor's degree in public relations, with a minor in business administration.
- **Jaclyn Grigg**, administrative assistant, will be responsible for the tracking of client and industry-related news stories.

Apollo Award Nominations

The Nashville Chapter of the PRSA invites you to nominate a businessperson, educator, politician or other community leader for its Apollo Award for Communications Leadership.

Given annually since 1992, the award honors a senior Middle Tennessee executive who demonstrates and exemplifies the public relations and communications function within his

or her organization.

For more information, log onto www.prsanashville.com/awards to nominate someone, or call Trey Campbell at (615) 391-2801.

The deadline for nominations is September 5, 2007.

Become a PRSSA Champion

PRSSA turns 40 this year and is asking all PRSA members to help celebrate by becoming a Champion for PRSSA.

For your \$50 annual Champions dues, you will receive PRSSA publications and information, but more importantly, you will help grow the endowments for the scholarships and awards that PRSSA presents.

For information on becoming a Champion, go to <http://www.prssa.org/about/champions.asp>.



A publication of the Nashville Chapter of the Public Relations Society of America



Contact Information:
PRSA Nashville
P.O. Box 12066
Nashville, TN 37212
615.661.6752
www.prsanashville.com

To submit comments, ideas or news items please contact:

Amy Davidson
Seigenthaler Public Relations
Phone: 615.327.7999
Cell: 615.957.6475
E-mail: adavidson@seig-pr.com

2007 Chapter Leadership

President: Marcia Colburn, Cat Financial
President-Elect: Tom Adkinson, APR, Bohan
Secretary: Julie Davis, APR, CBRL Group
Treasurer: Stacy Brewer, Gray PR

Directors-At-Large: Sue Amos, Mayor's Office for Economic and Community Development; Kearstin Patterson, BioMimetic Therapeutics, Inc.; Debbie McGraw, Kraft CPAs; Heather Buckner Schablik, (one-year term, replacing Julie Davis), Katcher Vaughn & Bailey Public Relations

Assembly Delegates: Susan Hart, APR (second year of three-year term), Hart Public Relations; Anita Bailey, APR (first year of three-year term), Bailey Marketing Communications

Immediate Past President: Vicki Bagwell, APR, Western Kentucky University

Calendar of National Events and Seminars

Thursday, September 13, 2007; 2 p.m. central

Teleseminar: Getting the Most out of Focus Groups;
Member \$150/Non-member \$250

Tuesday, September 25, 2007; 2 p.m., central

Teleseminar: Meet the Media - travel journalists;
Member \$150/Non-member \$250

Thursday, October 11, 2007; 2p.m. central

Teleseminar: Getting the most out of surveys: ask the right questions to get the best data; Member \$150/Nonmember \$250

Saturday, October 20—Tuesday, October 23, 2007

2007 PRSA International Convention—PR Evolution; Philadelphia, PA; for more information visit
<http://www.prsa.org/conf2007/>

For more information on PRSA events, visit www.prsa.org . For information on local events, visit www.prsanashville.com.

2007 Committee Chairs

Accreditation: Sherry Kast and Bonnie Riechert

Awards Committee: Trey Campbell

Membership: Tom Adkinson

Public Relations: Heather MacDonald

Programs/Professional Development: Jenny Barker and Heather Buckner Schablik

Young Professionals: Amy Everett

Finance Committee: Stacy Brewer

Newsletter: Amy Davidson

Public Service Committee: Amy Gray and Debbie White

Diverse Committee: Peter Woolfolk

Strategic Planning: Marcia Colburn

Parthenon: Susan Barnes, Angel Winter May, Laurie Parker, Sara Perex, Angie Alsop and Todd Smith