



Network

*A monthly publication from the
Greater Kansas City Chapter of the
Public Relations Society of America*

July Luncheon

Date: Tuesday, July 11

Topic: DISSECTING
THE MAGIC OF RADIO

Speaker: Michael
Carter, General
Manager/President
Carter Broadcast Group.

Time: 11:30 a.m. -
Registration and
networking
12-1 p.m. - Lunch and
speaker

Location: Figlio Towers
on the Plaza, 209 W
46th Terr.

R.S.V.P. by Friday, July
7, 2006

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REGISTER!

July Luncheon

Dissecting the Magic of Radio

*About Our Featured Speaker: Michael Carter,
General Manager and President of the Carter
Broadcast Group*

The name Carter is synonymous with radio in Kansas City. Michael Carter's grandfather, Andrew "Skip" Carter, started KPRS-FM in 1950 ?" the first Black radio station west of the Mississippi. Skip hurdled every obstacle thrown in his path and created a legacy that lives on to this day.

Mike made his debut as a DJ on KPRS at the age of eight...and has lived and breathed radio ever since. In 1987 he was named president of KPRS Broadcasting Corp., later renamed Carter Broadcast Group. Mike will give us his take on the intense relationship between listeners and their favorite stations; the impact of radio on culture; and where radio is headed. He also plans to share with us thoughts on battling Clear Channel and pitching pointers that just might come in handy.

Don't miss this meeting that will entertain and inform, as you hear about radio from a true insider.

Join us at Figlio for a wonderful barbeque buffet. Yes--BBQ--at an Italian restaurant! We were surprised, too...but it's one of the buffet choices Figlio offers, and it seems right for a meeting on what will likely be a hot July day. Chow down on brisket, chicken, cheesy corn, beans, corn bread, salad, cole slaw and cookies!

[CLICK HERE TO REGISTER!](#)

President's Message

June is an exciting month for GKC PRSA members...the PRISM Call for Entries is on its way and the early bird deadline for entering will be June 28.

We must thank our friends at Barkley Evergreen Partners--the creative team consists of Craig Neuman, Amy Cecil, Jake Steele and Kara Sullenger. You'll see that the presentation is both creative and unlike any other GKC PRSA PRISM Call for Entries previously distributed. This approach might just foster a new tradition for the next 30 years!



We also owe a debt of gratitude to the many PRISM Committee volunteers. Each of their names are listed on the Call for Entries, but if you know one of them, take a moment to give a personal "thanks" for the person's volunteerism. For months now, Sun Dee Larson of Barkley Evergreen and Tracy Richardson of YRC Worldwide have worked to establish the framework for the 30th Anniversary PRISM gala. There's more news in this month's update, so be sure to read it carefully and pay attention to all of the important date information.

And, thinking of volunteers and their importance to the GKC PRSA chapter, we're inviting you to volunteer for the various projects and committees we organize. Although there are six full months of 2006 ahead, our 2007 leader, Debra Peterson, APR, of Sprint-Nextel, will begin her search for next year's board leadership soon. Are you ready to take that next step with the chapter? If so, let us know right away by visiting the chapter's website at: www.kansascity-prsa.org.

Yes, summer arrives June 21, and the days will begin to grow shorter, but your GKC PRSA leaders will continue to devote themselves to planning our most important events of the year (PRISM, PRSSA Day and the 30th Anniversary Reception), intriguing programming and advancing the public relations profession. Mark your calendar with our upcoming events so that you gain the most value from your GKC PRSA membership!

Jacqueline K. Clark, APR
GKC PRSA President

2006 PRISM NEWS

Save the Date

You won't want to miss the 2006 Pearl & Diamond PRISM Awards Gala - an event like never before- on September 15th at the Clubhouse on Baltimore in the historic Kansas City Club building. Watch your inbox, your mailbox and the GKC-PRSA Web site for the latest news.

Call for Entries

The 2006 PRISM Call for Entries will be distributed this month. Please read the rules and categories carefully, as some information has been updated.

Creating Winning PRISM Entries - Bringing it to YOU

In lieu of a PRSA luncheon devoted to the topic of writing a winning PRISM entry, we have a brief, new presentation and tip sheet available to all PRSA members.

Please contact PRISM co-chairs Sun Dee Larson and Tracy Richardson to schedule a date and time for the presentation at your office. The presentation is also available on the GKC PRSA Web site: www.kansascity-prsa.org

Sponsorship

Sponsors make the PRISM Gala a success. This year, your organization can be a special Anniversary sponsor. The deadline is quickly approaching - please contact Sun Dee Larson (816) 512-9440 or slarson@beap.com for more information.

Important Dates:

June 15: Sponsorship deadline (Extended from May 31)

June 28: PRISM entry early bird deadline

July 14: PRISM entry final deadline

Contact Info

Questions? We will help! Contact PRISM co-chairs Sun Dee Larson at (816) 512-9440 or slarson@beap.com or Tracy Richardson at (913) 266-6557 or at tracy.richardson@yrcw.com.

See you Sept. 15th!



Interested in attaining your APR?

The Accredited in Public Relations (APR) designation is a sign to the business and public relations community that you've achieved a seasoned level of competency in the knowledge, skills and abilities required to practice PR. Starting in August, GKC/PRSA will offer six weekly review sessions designed to help candidates prepare for the APR two-step testing process.

Candidates must be a chapter member in good standing and have a minimum of five years experience. To reserve your spot in the August accreditation review sessions, please contact Kate O'Neill Rauber at: 816.932.8418 or kate.rauber@hrblock.com.

Speaking of APR... Chapter APRs We Need You!

As part of the accreditation testing process, GKC/PRSA offers six weekly sessions to prepare candidates for the Readiness Review and computerized exam. The next series of prep sessions will start in late July/early August and we need accredited pros to teach sessions on planning, measurement, research, media relations, ethics, diffusion and technology. Materials are provided and the time commitment is approximately four hours.

If you're an APR interested in leading a prep session, please contact: Kate O'Neill Rauber, 816.932.8418 or kate.rauber@hrblock.com.



Welcome New Members

Jo M. Burton, director of communication, North Kansas City Schools

Kim Carlos, president/CEO, K.C. Consulting, LLC

Colleen R. Church McDowall, associate director of PR, Osborn & Barr Communications

Al S. Eidson, president, Eidson & Partners

Christel Gollnick, executive director, Angel Flight Central, Inc.

Danna Guffey, PR specialist, J. E. Dunn Construction

Cyndy Lauchbaugh, director of brand integration and marketing, ARMA International

Last Notes

Congratulations: Lea-Ann Germinder, president, Germinder & Associates, and Anne St. Peter, senior partner & general manager, Fleishman-Hillard Inc., are both among 25 women the Kansas City Business Journal will honor as "Women Who Mean Business" at a July 21 luncheon at the Hyatt Regency Crown Center. The program recognizes women in business who have made contributions to their fields and the community and are committed to excellence. We wish you continued success.

Brand Building: Bob Bernstein, Chairman and President, Bernstein-Rein Advertising, Inc. is the featured speaker on June 20, 2006 for the Entrepreneur Speakers Program presented by UMKC's Institute for Entrepreneurship and Innovation and Polsinelli Shalton Welte Suelthaus PC. Hear how this team built Beauty Brands into a major national brand. The event is 5:30 - 7:00 p.m. at the law offices of Polsinelli Shalton Welte Suelthaus, 700 W. 47th St., Suite 1000, KCMO. Light refreshments will be served. Advanced registration - \$20 and \$25 at the door. No charge for university or college students with a valid ID. For more info and to register call 816.235.6400 or e-mail Patricia Maxwell.

NEWS FROM PRSA NATIONAL

Group Membership Program: Groups of 10 or more individuals that join together can receive special rates on dues (for the first year), along with other benefits. These are still individual memberships but they are transferable within the organization. For more information about the program contact me or Rosa (see below).

June membership promotion: Spring Ahead with PRSA

This offer allows individuals to join PRSA National as members in May and June for \$290 (\$225 national plus \$65 initiation fee) and receive a free, first-year Chapter membership; national covers those dues for the first year. Materials were mailed to Chapter membership chairs in mid-April (or to presidents if your Chapter does not have a membership chair). The offer is also posted online; you may direct prospects to <http://www.prsa.org/membership/main/2006SpringAhead.asp>, or request additional materials of membership@prsa.org or chapters@prsa.org.

Coming in July: Professional Interest Section membership offer for current members During the month of July we will repeat the offer we ran last summer for members and associate members: Give Yourself a \$20 Bonus: join a professional interest section and save \$20 when you join. Not valid for renewals,

only one 'bonus' section offer per member. Materials will be mailed to Chapters later in June.

New! Career Tools: Career Tools is an Internet-based product that offers a comprehensive collection of job search and career management resources. These include: Job Search Steps (pre-planning, resumes, marketing and interviewing/negotiating), Assessments, Networking, Research Resources (links to help you learn more about careers, companies, industries, salaries and more). It also offers an Online Community to all participants for the exchange of information. The Career Tools' Career Wizard provides step-by-step directions to conduct a job search and build a personal career development plan. Career Tools, a service of Execuplanet - a Lee Hecht Harrison company, is available to PRSA members at no cost. (Some fee-based services are also offered through Career Tools.) Members, to access Career Tools, [click here](#). If you are a first time user, you will need to register before proceeding.

This email was sent to: mralston2323@sbcglobal.net

This email was sent by: Greater Kansas City Chapter of PRSA
5200 W. 94th Terr. Suite #102 Prairie Village, KS 66207 USA



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