



# Network

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

## Save the Date August Luncheon

**Topic:** On Trial: The  
Ethics of Public  
Relations

**Date:** Tuesday, August  
22

**Location:** Comedy  
City, 300 Charlotte,  
Kansas City, Mo.

**Time:** 4 p.m.

**Cost:** \$20 - members  
and students; \$30 -  
non-members



## August Luncheon--Save the Date

*Don't miss this special engagement at  
Comedy City!*

Tuesday, August 22  
4 p.m.

### **On Trial: The Ethics of Public Relations**

All public relations professionals know there is a code of ethics standards that must be followed. Are those standards clear-or is there opportunity for interpretation? How do practitioners resolve ethical dilemmas? And overall, are those practicing PR an honest bunch with the desire to do the right thing?

With the help of Comedy City improv actors and some brave local PR pros, the ethical standards of public relations will be put on trial!

**SAVE THE DATE!  
REGISTRATION OPENS NEXT WEEK.  
AN E-MAIL INVITATION WILL BE SENT AT THAT  
TIME.**

## Message from the President

This month is an important one for your public relations career. It's time to have your work evaluated by public relations professionals in the PRISM awards competition. PRISM entry deadline is this Friday. The talented creative team from Barkley Evergreen & Partners put together a fun



Call for Entries with categories and rules for the PRISM competition inside the elegant linen napkin. Some of our members didn't want to open the napkin because it looks so good!!



Each of us should be thinking of deserving professionals to nominate for the GKC PRSA Professional of the Year and the PRSA Service Award. The recipients treasure these awards because they are a reflection of their professional and personal accomplishments. There are plenty of candidates who've yet to be honored with one of these awards. We hope you submit someone who merits this important recognition.

And, if you'd like some additional recognition for your accomplishments, it's time to consider attaining your APR. Take a look at our website and contact Kate O'Neill Rauber for more information about the schedule for the next preparation course. Her plan is to start the program in August!

Finally, if you are interested in helping college PR students learn more about a KC-based PR career, contact Renee Robinson (see the website) to join the PRSSA Day Committee. The group is just beginning to organize for the big day, which will be Friday, Nov. 3, 2006.

**Jacqueline K. Clark, APR**  
GKC PRSA President



## 2006 PRISM NEWS

### **Call for Entries**

The deadline for PRISM entries is this Friday, July 14! Please visit the website to download the PDF version of the call for entries and the entry form at <http://www.kansascity-prsa.org/prism.asp>.

### **Sponsorship**

Sponsors make the PRISM Gala a success. This year's sponsors are:

**Diamond** - Barkley Evergreen & Partners, Inc.

**Pearl** - Richardson Printing, Inc.

**Anniversary** - Embarq; Fleishman-Hillard, Inc.; Hallmark Cards; Kansas City University of Medicine and Biosciences

**Gold** - Nicholson Kovac; Parris Communications, Inc.; Sprint Nextel; Trozzolo Communications Group

**Silver** - Crown Center; Cerner; Medialink; Morningstar Communications; Perceptive Software; VMS; Metro Productions; Two West; Southwest Airlines; Tiffany & Co.

If you are still interested in participating as a sponsor, please contact Sun Dee Larson at (816) 512-9440 or at [slarson@beap.com](mailto:slarson@beap.com) to sign up.

### **Important Dates:**

**July 14:** PRISM entry final deadline

**Early August:** Winners notified; PRISM invitations distributed

**September 15th:** Pearl & Diamond PRISM Awards Gala

**Contact Info**

Questions? We will help! Contact PRISM co-chairs Sun Dee Larson at (816) 512-9440 or [slarson@beap.com](mailto:slarson@beap.com) or Tracy Richardson at (913) 266-6557 or at [tracy.richardson@yrcw.com](mailto:tracy.richardson@yrcw.com). See you Sept. 15th!

**Seeking Interested Volunteers for 2007 Board!**

Though 2006 is only about half over, we are now actively seeking volunteers who would like to serve on the 2007 board of our GKC PRSA chapter. We also would be interested in hearing from prospective volunteers for committees such as professional development or PRISM, our annual recognition event.

Service to the chapter can help you reap more benefits from your annual PRSA membership, and you should find your experience personally and professionally rewarding.

If you are interested in serving - or know a peer who may be - please contact Debra Peterson, 2007 president-elect, at 913-323-4881.



**News From PRSA National**

**[New prsa service: rfp exchange](#)**

PRSA presents the RFP Exchange, a web service where members can view and post RFPs for PR services.

Call to service for PRSA members There are many opportunities to take part and help shape the Public Relations Society of America and the profession through PRSA committees, boards and task forces. Throughout the year, PRSA leaders will be seeking volunteers to serve as members or leaders of various teams. [Click here](#) to find out more.

**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.

### **Benefits and Services**

Members are eligible for other benefits such as:

- [member credit card](#) (sponsored by the PRSA Foundation)
- special rates on [car rentals](#) and [air freight](#)
- [insurance designed for you and your business](#)

For more information, contact PRSA Member Services at 212-460-1400 or [membership@prsa.org](mailto:membership@prsa.org).

### **Industry Updates, Headlines**

[Old news? Study finds stories on the Web barely read after 36 hours](#)

[Web and traditional journalism: not necessarily a good thing](#)

[PR Firms Riding Economy with Double-Digit Growth](#)

[The dangers of recycling quotes for use in different situations](#)

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