



Network

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

May Luncheon

Date: Tuesday, May 9,
2006

Topic: Beyond
Clippings and
Readership Counts:
Creating media reports
that will wow your boss or client

Time: 11:30 a.m. - 1
p.m.

Location: Commons
Building - Johnson
County Community
College

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

Reservations must be
made by today, May 5
at 5 p.m.

[CLICK HERE TO
REGISTER](#)

May Luncheon:

Deadline to register is today, May 5!

***BEYOND CLIPPINGS AND READERSHIP
COUNTS: CREATING MEDIA REPORTS THAT
WILL WOW YOUR BOSS OR CLIENT***

Featured speakers: Tom Heapes, APR, Senior
Vice President and Director of Client Service for
Boasberg\Wheeler Communications and **Jenny
Wheat**, Senior Public Relations Specialist for the
HNTB Corporation

More than two-thirds of those responding to last fall's programming survey ranked this as their number one choice for a meeting topic. That's probably because most of us haven't updated our media report template for...ummm... awhile. But two local PR pros who have spent many hours figuring out what truly makes a media report outstanding will tell us everything they know, and how to do it, thus saving the rest of us (hopefully!) many hours of work.

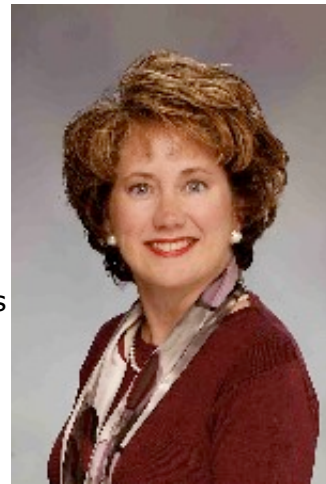
Tom Heapes has been with Boasberg/Wheeler for 16 of his 30 years as a professional communicator. Jenny Wheat started working at HNTB Corporation earlier this year, and before that was corporate communications manager at Primedia Business Magazines & Media (recently renamed Prism Business Media) for five years. After hearing their success stories, you'll leave this meeting armed with new ideas that are sure to impress your boss or client!

[CLICK HERE TO REGISTER!](#)

President's Message

GKC PRSA Team Works!

The past few months I've been describing the goals and accomplishments the 2006 GKC PRSA board set and achieved to date. Now, it's time to let you know who the "wizards" behind these successes are and what they've done to make your membership valuable. Each individual's contact information is located on our website, www.kansascity-prsa.org. Everyone welcomes your comments and suggestions!



Programming has been a real asset to our chapter in 2006. Janet Smith, a former chapter president, responded to a "call for volunteers" at a chapter meeting last year and took responsibility for planning our chapter's programming. There's more in this issue about what's to come, but if we're voting with our feet (and the "Got a Minute" meeting surveys), her work is a hit with members and non-members--brand new PR pros and veterans alike!

Janet recruited a team of volunteers, including board member Sherlyn Manson, to assist with everything from nametags to menus to survey results.

You'll soon see the results of two dedicated volunteers' work...the 2006 PRISM gala planners, Sun Dee Larson of Barkely Evergreen & Partners Public Relations, and Tracy Richardson, of YRC Worldwide. These co-chairs have recruited an energetic PRISM committee, and they are planning a "WOW" event.

Your sponsorship requests should be in the mail very soon. Please respond as generously as possible, enter your work and plan to attend the event to pick up your awards!

Administratively, Bridget Koan is keeping track of expenses, income, taxes and budgeting. These are no small tasks for an organization that raises and spends about \$100,000 annually. Michaela Bondon is keeping our board organized by gathering agenda items, board member reports and distributing all of the information for our review in advance of each board meeting.

Laren Mahoney collects information and designs our monthly e-newsletter, which supports our chapter programming. Mike Ralston, an ex-officio board member, is our "unsung hero," and he manages our website--a job that never ends. And, speaking of the website, Rosa Shockey is managing the chapter's job bank, which can be a daily duty.

There's a group of board members managing member relations, member recruitment, sponsorships, professional standards (APR & Ethics) and various opportunities. Those leaders are: Doniele Kane, Renee Robinson, Jody Donohue, Jean Peat, Sharon Bock, Tracy Kreikemeier and Kate O'Neill Rauber.

Finally, Debra Peterson, president-elect, and Ron Fredman, immediate past president, are providing me valuable counsel as we contemplate decisions that affect our programming or member relationships.

As we move to the midpoint of 2006, you'll continue to see interesting programming, PRISM sponsorship and award entry details, membership recruitment opportunities, and another APR examination preparation course.

Be sure to read our newsletter, check the website and attend the meetings so that you won't miss a single event or opportunity to advance in our profession!

Jackie Clark, APR

GKC PRSA President

60 Seconds with a Senior PR Professional

In an effort to enhance the communication to our members, the GKC PRSA web site will begin featuring "60 Seconds with a Senior PR Professional." The new feature, which can be found on the "Senior Practitioners" link, is an opportunity for Senior PR Professionals to share their experiences and/or best practices to other members within the chapter. Senior PR Professionals are individuals who have at least 15 years of experience as a communications professional and/or hold a senior public relations position within an organization or agency.

If you would like to be highlighted or know of someone that you would like to nominate, please forward your submission (along with a head and shoulder photo) to Mike Ralston at mralston2323@sbcglobal.net. Please limit your copy to 100-150 words. "60 Seconds with a Senior PR Professional" will also be featured in The Network, the monthly e-newsletter of the GKC PRSA.

Thank you.

Mike Ralston

GKC PRSA Web Site Manager

APRs: We Need You!

GKC/PRSA has three volunteer opportunities for APRs

First, the chapter is hosting a June Readiness Review for APR candidates. The Readiness Review partners each candidate with three accredited chapter pros to interview the candidate, review their portfolio and determine if the candidate is ready for the next step - the computerized exam. The time commitment is approximately five hours and includes reviewing the candidate's application, attending a group interview session, assessing the candidate's portfolio and determining whether the candidate should take the test.

Second, as part of the APR process, the chapter offers six weekly sessions to prepare candidates for the Readiness Review and computerized exam. The next series of prep sessions will be held starting in late July/early August and we're seeking an APR "owner" to help determine the content for each topic. The time commitment will be ongoing and include assessing the current prep session topics (planning, measurement, research, media relations and technology) and determining the appropriate content to prepare candidates for the Readiness Review and exam.

Finally, in addition to an APR owner, we need accredited pros to lead the prep sessions on the topics mentioned above. Sessions would start in late July/early August, materials are provided and the time commitment includes preparing for your session and leading a small class for a period of up to three hours.

If you're an APR interested in any of these volunteer opportunities please contact: Kate O'Neill Rauber, 816.932.8418, kate.rauber@hrblock.com.

Interested in attaining your APR?



The Accredited in Public Relations (APR) designation is a signal 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.

PRSA National News

PRSA seeks leaders to advance profession and industry

2006 Process Begins to Nominate Officer and Board of Director Candidates

The 2006 Nominating Committee of the Public Relations Society of America (PRSA), the world's largest organization for public relations professionals, announced today the start of its annual process of recruiting candidates for 2007 Board Officer and Director positions.

The available national positions are:

- President-elect
- Treasurer
- Secretary
- Director - Northeast District
- Director - Sunshine District
- Director - Tri-State District
- Director-At-Large
- Assembly Delegates-at-Large (three)

All candidate applications must be received by 5:00 p.m. (in the time zone in which the candidate resides) on Monday, June 12, 2006. For more information, [click here](#).

PRSA Announces 101 Finalists For Prestigious Pr Award

146 Judges Select Silver Anvil Award Finalists from 754 Entries

The Public Relations Society of America (PRSA) announced today that 101 finalists have been selected from the 754 entries in the 2006 Silver Anvil Awards. For more information, [click here](#).

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