

February 2009 E-Blast

A Message from the Chair ...



Michele Aldrich
PRSA New Professionals Chair

E-mail: michele.aldrich@verizon.net
Phone: (412) 897-9809

We have all been a witness to change with the inauguration of President Barack Obama. He has instilled in all of us that with work can come change in this nation and our communities.

It is your turn to make your own change for your career within PRSA New Professionals! There are various educational and networking opportunities — in person and online — to come this year. I hope you will become a part of them and make this year a success for PRSA New Professionals.

Exciting News!

PRSA New Professionals is now an official PRSA Professional Interest Section! Check out our new Web site at www.prsa.org/sections/newpros. You can also find out more about what the Section is up to by becoming a member of the PRSA New Professionals groups on Facebook and LinkedIn.

March Teleseminar

The PRSA New Professionals Section is hosting a teleseminar on Wednesday, March 11 at 2 p.m. EDT titled "**Personal Branding 2.0.**"

Create your signature and learn to develop a relevant personal brand in a Web 2.0 world using social media. Identify tools and strategies to create, define and manage who you are to distinctly help you define your space. Build and manage the character of your online brand and community organically, authentically and cost-effectively with top personal branding tips.

You will learn:

- The basics of personal branding.
- How to define your value proposition.
- Social networking strategies for personal branding.
- Networking tips online and offline for career success.
- How to organically build your community.
- Online reputation management strategies.

Site registration fee is only \$35 for New Professionals Section members (standard PRSA member fee is \$150). To save even more, meet up in a group at one location and listen to the teleseminar together! For more information and to register, please visit:

<https://www.prsa.org/PDseminars/DisplayEvent.cfm?semlD=491>



INSTRUCTOR: Hajj Flemings is the founder of Brand Camp University and author of "The Brand YU Life." He has been featured on ESPN and various blogs, and travels nationally. His branded clients include NFL athletes, Ford Motor Company, Skechers Footwear, U.S. Department of Defense (Telecom Division) and Davidson College. He also teaches at his alma mater Michigan Technological University where he serves as an adjunct lecturer in the Engineering Fundamental department instructing classes on personal branding.

PRSA New Professionals

Mission

PRSA New Professionals Mission is to provide career guidance, mentor relationships and professional development for new professionals as they navigate the start of their careers.

The Section offers programs and services that address the critical needs of the new professional and strives to support PRSA recruitment and retention efforts.

New Pros meets career-development needs of PRSA members and associate members who are new to the profession, within their first three years of experience.

Managing Multiple Accounts

You did it! You nabbed that promotion from intern to account coordinator, or from coordinator to executive. With your new position comes more money, responsibility, clients, extra calls to make and take, more files and e-mails to keep track of and more stress! For new agency pros, juggling multiple clients while still learning the craft of public relations can be daunting. New and established professionals around the country weigh in with the tips and tools they use to maintain their sanity and thrive in their roles.

Pitch in multiples: “I handle three accounts in one market segment that offer different products and target different audiences. I find it easier to pitch all three at the same time, rather than focus on just one account at a time. Many of the publications have stories that all or one or two of the clients could fit in, or I offer multiple story opportunities for each different client.” — **Becky Boyd**, Media First PR, Atlanta.

Go Low Tech: “It may be old-fashioned, but I still find a simple rolodex helps me; I can jot a quick note as to when I last spoke to someone. The rolodex helps me stay on top of key details in case my computer’s down or frozen or whatever — I flip to it quickly and then I know that Charlie at XYZ Drug’s been using me for this project, while Marla at Main St. Hospital is probably calling about this issue.” — **Wendy Meyeroff**, WM Medical Communications, Inc., Baltimore.

Have Office Hours: “Unless it’s urgent, I only respond to e-mails and perform tasks for one client between 8-10, another from 10-12, another from 1-3, etc. I have the last hour of the day for clean up where I respond to everything that wasn’t handled within the specific client’s time frame. Telephone calls from media are the exception because I *never* want to miss a call booking any client.” — **Sabrina Sumsion**, Spotlight Publicity, Philadelphia, Pa.

Master Excel: “I have a master Excel spreadsheet for each of my clients, with contacts both warm and cold, and a column that indicates my last outreach as well as any action items. Clients love to e-mail their publicists with little tidbits, ideas, or articles they’ve read that they think may be applicable to their account, but if you’re knee-deep in something more pressing, it’s really hard to figure out what to do with brainstorm topics, and how to make sure no balls are dropped. For each client, keep a separate worksheet/tab within their workbook, where I copy and paste ideas as they come at me, which I then draw upon once I am spending time on that client. Every week or so I regroup on these ideas, to see if they have been handled or should be handled.” — **Alyson Campbell**, AMP3 Public Relations, New York.

Customize Client Contact: “If you have a client that likes speaking by phone, call him/her. If texting is best, use that method. If your client likes lots of details, e-mail them and keep those e-mails on file. If you need answers and decisions from clients, appreciate how they communicate, be courteous of different time zones and understand the difference between an emergency and something that can wait.” — **Holly Shephard Lollar**, O2 Ideas, Birmingham, Ala.

Change Your Outlook: “Prioritize e-mails from multiple clients by using the flag and sub-folder functionality of Outlook. First, create an e-mail folder for each client so you can easily search for and find e-mails later. Then, use the color-coded flags to denote what action needs to be taken (red needs a reply ASAP, blue needs a reply but isn’t urgent, purple is something you just need to read). As soon as you read an e-mail, either respond immediately and file it, delete it or flag it and file it. That way you don’t waste time re-reading things in you inbox — all of your e-mails are in the appropriate client folders and anything you need to deal with is flagged.” — **Liz Boal**, Greenough Communications, Boston.

Take Stock: “Every person has a reasonable limit to the number of accounts they can effectively manage. Some people can handle more details than others. Some need MS Project to track it all but there’s a limit in every case and agency team members need to get a feel for what they can handle and ask for help when they’re *approaching* overload, not after they’re utterly swamped.” — **Franz Kanzler**, Marketing/PR Savvy, El Granada, Calif.

Many professionals rely on technology and Web sites to stay on top of their day. Here are a few of their favorites:

Passpack (www.passpack.com): Free online password manager that allows users to tag and group passwords. (*Tara Kelly, Passpack, Rome, Italy*)

Google Calendars (www.google.com/Calendar): Keep track of mid- to long-range to-do items and follow-up by adding it to your Google Calendar and creating an e-mail reminder in advance. (*George Chevalier, Terra Cycle, Inc., Trenton, N.J.*)

Things for Mac (www.culturedcode.com/things/): A to-do list program that breaks up your tasks by project, schedule and level of difficulty. (*Megan Pochebit, Off Central Publicity, Los Angeles*)

By: *Toni Martin*

*Member at Large, PRSA New Professionals Section
Associate, Brainchild Associates*

Member Spotlight

Each month we will feature a member of the PRSA New Professionals! For February, we are featuring Stephanie Spagnola:



Stephanie Spagnola
Public Relations Specialist
Shriners Hospital for Children
Philadelphia

Type(s) of work performed: Media relations, working with the volunteers and placing them in departments needed. Interaction with medical staff, staying abreast of the latest procedures, and meeting patients and families.

Specializations or areas of interest: Nonprofit, health care, and children's services

Educational background: Rowan University, Bachelor of Arts in public relations

Hobbies: Reading, skiing, sewing quilts, cooking and working on decorating her new house

Community service: Through work, Stephanie performs community service at various Shriners events.

Awards and/or honors received: 2006 PRSA Pepperpot, Frank X. Long Award; Past PRSSA awards from Rowan University's PRSSA chapter

Would you like to be in a future Member Spotlight? E-mail PRSA New Professionals Newsletter Chair **Alyson Campbell** at alyson.campbell@porternovelli.com. Please include a head shot and the areas highlighted above for consideration.

We Want to Hear from You!

The newsletter committee welcomes content for its newsletters and monthly e-blasts. Consider submitting information about recent and upcoming events, career tips, feature spotlights and any other ideas.

Send your questions and/or recommendations to **Alyson Campbell**, PRSA New Professionals newsletter chair, at alyson.campbell@porternovelli.com. Thank you!