

January 2009 E-Blast

A Message from the Chair...

What an exciting year 2009 is going to be for PRSA New Professionals! The executive committee and I are here to serve you, New Pros members. We have exciting events that are currently being planned, as well as working on various new initiatives, as we make the transition from a PRSA Affinity Group to a Professional Interest Section.

I would like to take this opportunity to introduce you to the 2009 Executive Committee, who are featured in this

month's e-blast. Don't forget that your assistance as a committee member is always welcome —feel free to contact me if you are interested.

Michele Aldrich
PRSA New Professionals Chair

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Welcome to the 2009 Executive Committee

Michele Aldrich, Chair



A graduate of the Art Institute of Pittsburgh with an associate's degree in video production, Michele Aldrich currently holds the position of marketing coordinator at AIReS, an award-winning provider of world-class domestic and global relocation solutions. Founded in 1981, AIReS offers corporate clients more than 26 years of expertise in all aspects of moving and relocation. She is active in the Pittsburgh Chapter of PRSA, where she currently services as director-at-large, member services. Aldrich also attends Point Park University, where she is pursuing her bachelor's degree in integrated marketing communications.

Jacob Day, Chair-Elect



Jacob Day joined BKD, LLP, one of the 10 largest accounting firms in the country, in May 2007. As an industry marketing specialist, his key focus is the growth of BKD's National Not-for-Profit & Government Group, and is responsible for the development, standardization, leadership and management of the group's sales, marketing and communications efforts. Day is a 2007 graduate of Missouri State University, Springfield, with a bachelor's degree in public relations, and is pursuing a graduate degree in public administration. Day has been active in PRSA for many years, serving as the Southwest Missouri Chapter 2009 Scholarship chair and 2008 Membership chair. He also is the founder of Missouri State University's PRSA chapter and served as their first vice-president.

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

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

Visit our Web site at
www.prsa.org/networking/affinity/newpros.html

Have you joined the PRSA New Professionals Facebook group yet? Find us in "Groups" under "New Professionals of PRSA."

Adrienne Joseph, Secretary/Treasurer



A Houston native, Adrienne Joseph is a recent graduate of Baylor University, where she earned a bachelor's degree in public relations. Joseph currently works in the marketing department at the corporate office for Curves International, Inc., the number one fitness franchisee in the world. She has spent time working in international marketing and currently focuses on internal promotions and national partnerships.

Anthony Cain, Communications Co-Chair

Anthony Cain joined Staccato in Portland, Ore. as an account executive with a special interest in technology and public affairs. Cain has executed media relations on behalf of clients, including Wal-Mart, Springfield Public Schools, renowned chef Adam Bernstein, Intel, Nvidia, Artworks, MyToons, MedicareRx, Imagine Graphics and Liberty Bank. Outside of technology, Cain's interest in public affairs propelled him into numerous roles, such as serving as the 2005 public relations director for the Associated Students University of Oregon, serving as the official voice of the student body. Cain is a graduate of the University of Oregon, where he earned a degree in journalism.



Janet Krenn, Communications Co-Chair

After losing interest in environmental chemistry research, Janet Krenn realized she would rather translate science to the public than be a typical lab rat, so she switched gears to obtain a master's in journalism. After working as a science editor for McDougal Littell, Krenn is currently one in a company of four, developing the marketing and public relations for Quicksilver Scientific, a startup laboratory specializing in mercury analysis and detoxification of mercury from the human body.



Paige Presley, Member Relations Chair

Paige Presley, a graduate of Middle Tennessee State University, works as a marketing analyst/writer for Dealerskins, a leading provider in Internet marketing solutions for automotive dealers. Also a freelance writer, she writes for a variety of publications, local and national. Presley has served as historian and treasurer for the MTSU PRSSA Chapter.

Alyson Campbell, Newsletter Chair



Alyson Campbell is an account executive at Porter Novelli in the New York Consumer Group, where she has worked with an array of leading companies, including British Airways, Mercedes-Benz, Rio Tinto Diamonds, The Timberland Company, Capital One, and Procter & Gamble. Campbell chartered the launch of a new pop-up agency within Porter Novelli called Jack + Bill, dedicated to identifying, branding and publicizing emerging fashion talent leading up to Spring/Summer 2009 New York Fashion Week. A fashion and social enthusiast, Campbell is involved with New York Fashion Week and the continuing studies program at FIT. Alyson is a graduate of Ohio Northern University, where she earned a degree in journalism and music.

Sarah Siewert, Programming Chair



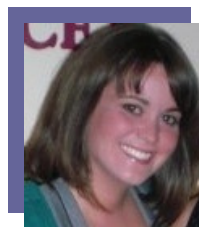
A recent graduate from Michigan State University, where she studied communication and public relations, Sarah Siewert works as a marketing and events coordinator for the Governor's Council on Physical Fitness, Health and Sports in Lansing, Mich. She handles statewide media relations, plans events, including the Mackinac Bridge Labor Day Run, and leads social media initiatives. She is active in the PRSA Central Michigan Chapter as a part of the Membership Committee and new professionals group, ChaseSetters.

Alison Brooks, Member-at-Large



A graduate of Mount St. Mary's University with a B.A. in communications studies and minor in psychology, Alison Brooks is a marketing and communications professional in Baltimore, Md.. While at "the Mount," she was involved with *The Mountain Echo*, the school newspaper worked as a Writing Center tutor. Brooks also has worked part time for CBS Radio as a promotions coordinator since June 2007.

Jennie Ecclestone, Member-at-Large



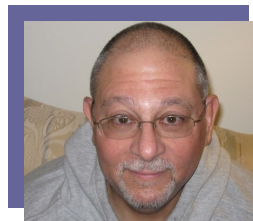
Jennie Ecclestone is a program operations coordinator for General Motors Corp. in Detroit. She specializes in event planning and logistics, as well as media relations during events. Ecclestone recently graduated from Michigan State University with a Bachelors of Arts in communication and a specialization in public relations, with an emphasis in business.

Deana Goodrich, Member-at-Large



Deana Goodrich is an account coordinator at Airfoil Public Relations in Southfield, Mich., where she serves a variety of industries, including healthcare, technology, automotive and financial services. She is an active member of the Detroit Chapter of PRSA and was previously committee chair for Michigan State University PRSSA. Goodrich is a graduate of Michigan State University, having earned a degree in communication, with a marketing cognate and a public relations specialization.

Mike Greenberg, Member-at-Large



Mike Greenberg is a senior manager in public affairs with the Social Security Administration, where he manages a staff that measures and evaluates the agency's public affairs activities. Greenberg received his bachelor's degree from Loyola College and recently earned a graduate certificate in public relations from the University of Maryland University College. He is a member of the PRSA National Capital Chapter and lives in Damascus, Md.

Toni Martin, Member-at-Large

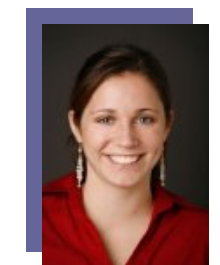


A recent transplant to Atlanta by way of Detroit, Toni Martin is an accomplished public relations professional and journalist. As a contributor to national publications, such as *Allure* and *Spa*, she stays abreast of new developments in the consumer landscape and has experience in business-to-business communications, as well as knowledge of the trade media environment that shapes her media relations skills. At Brainchild Associates, Martin provides strategic planning, media relations and client service support to consumer and non-profit accounts. She received her Bachelor of Arts degree in English from the University of Michigan.

Erin Collins, Immediate Past Chair

Courtney Vaught, Member-at-Large

Erin Collins works as program coordinator for virtual company, BizSummits, coordinating educational teleseminars and webinars for C-level executives. Previously, Collins was the events planner for the Fort Collins Area Chamber of Commerce and directed more than 100 networking business events each year. She also is the founder and president of the Chamber's young professionals organization, Envision, and is a member of the PRSA Colorado Chapter. In 2006 and 2007, Collins served as the PRSA New Professionals Sponsorship Committee chair.



Courtney Vaught works for Eisbrenner Public Relations in Troy, Mich. as an account coordinator. Her clients consist of several automotive and technology clients, including Convergence Education Foundation, Dana Holding Corp., Harbour-Felax Group and Roland Berger Strategy Consultants. Vaught graduated from Michigan State University with a Bachelor of Arts degree in communication, with specializations in public relations and dance.



Bios and headshots unavailable at this time for Cynthia Crosby, member-at-large, and Brittney Gillison, member-at-large.

Stop Talking About Social Media!

The key to understanding the world of social media is to start getting involved in it

A prominent ecclesiastical leader, now deceased, once had a sign on his desk that read simply, "Do it." This small, but action-filled, phrase should be a motto we all adopt for our use of social media.

One can hardly read an issue of PRSA's *PR Tactics* or *The Strategist* or even attend a public relations conference without reading or hearing about this new-fangled thing called social media. Enough! I work in social media and believe that it allows us to connect with our publics in more impactful and effective ways than the traditional methods of public relations. But, social media is not a replacement for everything we do in public relations, which would be foolhardy. Social media serves to augment, not replace, our efforts in public relations. Granted, there are some reservations that many people have about social media. Some of the reservations I've heard are: 1) I have a day job and don't have time to do social media, 2) Social media isn't a fit for my business, or 3) I'm not technologically savvy, so I can't be involved with social media. The key to overcoming the above-mentioned challenges is to simply **"do it."** Below are some suggestions:

I have a day job and don't have time to do social media

One of the simplest things you can do is to simply pick a blog or two that interests you and read a few posts each day, then start commenting on the posts that you're reading. It's that simple. If you're not sure what blogs to start reading, I recommend Richard Edelman's blog, "[6 a.m.](#)," or "[KDPaine's PR Measurement Blog](#)."

Social media isn't a fit for my business

A common misconception about social media is that the only people doing it are teenagers or 30-something guys who still live in their parents' basement. That couldn't be farther from the truth. Check out the stats from Wikipedia, Technorati or YouTube. To reinforce this, through a chat with a female participant at a PRSA Southwest District Conference, we brainstormed social media ideas she could use at her company, and within minutes, she (not me) came up with the idea to do podcasts of the company's weekly updates to their business customers. Blogging or Facebook wouldn't have worked for her company, but a podcast was perfect. Start engaging in different forms of social media to find a good fit.

I'm not technologically savvy so I can't do social media

Phrases like "blog," "network," "Web content" and "widget" used to really intimidate me because I simply didn't understand how technology works. When I started my blog, "[For Budding Public Relations Professionals](#)," I didn't understand what the words "tags" or "blogroll" meant, but, the more I started doing it, the more I understood it. So, the challenge for everyone reading this article who is not yet involved in social media is to get out there and "do it." Good luck, and I'll see you in the blogosphere!

By: Adam Denison

**2008 Director-at-Large, PRSA New Professionals
Assistant Manager, Chevrolet Product Communication,
General Motors Corp.**

Trends for 2009...Some Things to Think About for the New Year

Marian Salzman, leading trendspotter and chief marketing officer at Porter Novelli, shares some of her leading trends for 2009. Some of these trends were recently featured on "CNN American Morning," "Fox Business News," *USA Today* and the *Associated Press*.

We're looking ahead to a year no one expects will be easy. (No less than a "fundamental reboot" of the basic systems that drive the world's economies and societies was the call from the World Economic Forum's recent gathering in Dubai.) The yearning for change isn't some abstract mantra — it's born out of crisis. We have to change for the better — personally, professionally, globally. But how far are we willing to go?

The global crisis is triggering a wave of soul-searching that will spur many powerful people to action — hopefully concerted action. The coming year will be a time when what should happen will exert far more influence than usual on what actually does happen. The United States has taken a decisive step toward change by electing not only our first African-American president, but also the first non-Boomer to hold the office in years and the first from Generation Jones (born 1955 to 1964). Barack Obama's election signifies a generational shift in the leadership of government and business.

With Boomers easing out of the spotlight, Jonesers are bringing their own experiences to the table, a point of view more in tune with the tech-savvy X and Y generations. Greed-loving Gordon Gekkos will give way to more pragmatic men and women living their family values rather than using them as an overwrought debate tactic. As Obama moves east and turns 1600 Pennsylvania Avenue into a truly global White House, as well as a home for a young family, we'll find out just how radical he will get with change and how fast he'll move.

With people reeling from the financial meltdown and still shaken from the terror attacks on Mumbai, high on the Reboot agenda will be satisfying a demand for leadership that can identify threats sooner and deal with them effectively.

Change in our health care system also is an imperative for restoring well-being in the rebooted world. Stakeholders have the potential to turn this lose-lose situation into a win-win, but only if they're willing to take the risks required to overcome the hurdles of vested interests.

Technology will have a crucial role to play in bringing about change. We've seen its downsides — how the ease and speed of communications can generate volatile, reactive behaviors in the markets, in leadership and among the public. But used wisely and fairly, the same technologies that have helped drive global panic can be harnessed to spot emerging trends and threats early enough to head them off or at least prepare for the consequences.

No matter how much stability we can achieve, we're going to see big changes in Americans' purchasing patterns. Consumers are starting to rethink their definitions of "value" and "values" when it comes to spending. They'll take a longer view, focusing on what feels most necessary, what provides greater long-term value or what makes a positive impact on the world, rather than on simply feeding desire. Buyers are paying closer attention to cause-related messaging as values of responsibility, sustainability, cooperation and peace of mind trump the "more, more, more" ethos that has long reigned in our culture.

While men will inevitably struggle as the recession challenges their traditional role of provider, women on the whole are going into the recession more educated and empowered than ever. And the female-driven economy will have a major impact as we emerge from the crisis. Today, women are decision makers and heads of household in record numbers.

With the national pastime of spending hand over fist no longer an option, everyone will be looking to media — predominantly online media — for cheaper ways to unwind. We'll build our own unique "Third Place," the space apart from work and home, where we choose what to read, watch, create and discuss. Here we can hang out with a few friends or invite the whole world.

More of us will invite the world, further blurring the line between public and private. We'll see even more radical transparency in the online space, with people offering up their most personal moments to whoever's interested.

Data will become increasingly available online, thanks to Google's mission to make the world's information "universally accessible and useful." The shift everywhere is toward transparency and information sharing, something that Google founder Sergey Brin has been proselytizing for, using his own experience — he recently discovered that he inherited a gene that may predispose him to Parkinson's, and he's using that information to try and fight it.

What's best and what's worst about America is bubbling to the surface right now, and there's no place to watch like Illinois, which has attracted intense global interest over the past year thanks to the president-elect. Rooted in the heart of America, it's a microcosm of the change of direction that's happening across the United States right now — exposing corrupt politicians and protesting unfair treatment of workers, for instance. Porter Novelli surveys show that Chicagoans are more active in social causes than other Americans — they are setting the tone for the rest of the nation.

Change is happening, and keeping these issues in our conversations as we strategize for 2009 is key to being a part of change, and making it work for us.

Working on a Tight Budget? Get Creative!

Working in the nonprofit sector can be very rewarding. Often you get to work toward a goal you are passionate about, and much of the time you can honestly say that you are working to make a difference in the world. On the down side, much of the time you are going crazy over where your funds are coming from, and that is where public relations can take on a whole new meaning.

My primary goal in my job is to ensure that the public is aware of what we are doing, to maintain funding so that we can continue to do that work. It can be a vicious and tiring cycle. That is why it is imperative that you really believe in what you are working for or else you will burn out quickly.

Many big agencies have what seems like unlimited funds. They pay for PRSA memberships and send their associates to conferences — not so when you work for a nonprofit agency. To get our jobs done, we have to get really creative sometimes.

Here are a few ways that my agency has stretched our budget while still continually producing quality work:

1. Get friendly — the bartering system is alive and well in the nonprofit world.
2. Spread it around — if I need 1,000 brochures printed, then I usually seek out my partner nonprofits to see if they would benefit from the materials I need.

3. Don't be a snob — just because your nonprofit agency and another may have a similar goal, don't compete or feel you need to be better.
4. Save the planet while cutting costs — in my job, we are always short on supplies, therefore we recycle everything from paper to notebook-binders to phone books to ink cartridges.
5. Can't afford pricey training? Bring it to you — when I want to get additional training, I often propose the idea of doing a story on the topic or creating a partnership deal.
6. Utilize your talents for maximum efficiency — in our office, we have a range of talented people. There is a woman who is an excellent artist and rather than contracting out, she does a lot of our design work, even though she is not an artist by trade. By thinking "outside the box" (pardon the cliché), we get more done for less.
7. Lastly, we do most of our own administrative work without the benefit of multiple secretaries or outside contractors. If I need to see the work we are doing first hand, I go right to the source — the field. I get down and dirty with the organization's front line.

We all have our tricks of the trade in public relations, time tested methods that get us through the day. These are a few that work for me while working for a nonprofit agency. Hopefully, they can be applied to your business as well, regardless if you work for the nonprofit or private sector.

By: Kristina Summers

2008 committee member of PRSA New Professionals Communications Committee, senior public relations and information specialist, Georgia Department of Natural Resources