

The Chronicle

Northwest Ohio Chapter PRSA

February 2010

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A Word from Scott Carpenter, APR, Chapter President

Keeping It Real

After more than an hour fielding questions about topics ranging from government transparency to his personal life, Mike Bell told the assembled reporters he had something to add: “I’m human and I’m going to make some mistakes.”



The venue was the December Press Club of Toledo “Pressing Issues” forum held at the downtown library. Bell, not yet sworn in as Toledo’s new mayor, was setting the tone for his tenure in the office on the 22nd floor of One Government Center.

The former city fire chief and state fire marshal was elected as an independent in his first political race in November. Facing the media, he said that being mayor was never one of his ambitions, and getting re-elected wasn’t his goal.

“I probably will be a new experience to you,” he said. “What you see is what you get.”

Bell will be the guest speaker for our lunch meeting February 19 at the Toledo Club. He will be joined by his spokesperson, Jen Sorgenfrei, who advised him during the campaign in her former position at FLS Marketing.

In his words and his style, you might say the new mayor is keeping it real. There’s the cowboy boots he tends to wear with his suits, and the Harley he said he plans to ride to the office when he can.

There's also the uncommon straight talk, like this comment in a Toledo Blade article about the city's economic recovery and the nearly \$44 million budget shortfall that awaited the mayor on his first day in office:

"There has to be equal pain for everyone. It's nobody's fault that the economy went south on us. None of us is responsible for getting us here, but all of us are responsible for getting us out."

The boots, the bike, the candor – not to mention the reality show starring the mayor that a local producer is pitching to Hollywood – promise plenty to talk about at our February meeting.

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Thanks to chapter board member Tim Langhorst for his presentation on social media at our first meeting of the year. It was a command performance for Tim, whose roundtable discussion during our September professional development workshop prompted requests from members to have him back when he could spend more time on the topic.

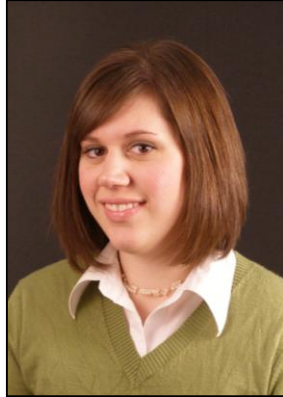


Judging by the strong turnout, both in September and January, social media is a topic that still holds a lot of interest for our members. If you have ideas for related programs, please drop a note to president-elect/program chair Sarah Bednarski.

Scott

Our Next Chapter Meeting – Friday, Feb. 19

Mayor Mike Bell and public information officer Jennifer Sorgenfrei



When Mike Bell campaigned to become Toledo's next mayor, he focused his efforts on talking with the citizens of Toledo and promised to "deliver practical, workable solutions for the real problems facing residents," including balancing the city's budget, safety, improving the schools and stabilizing the neighborhoods.

After winning the November 2009 election, Mayor Bell took office in January with the additional promise of a more open and transparent administration for the Toledo community.

Please join the Northwest Ohio chapter in February to hear from Mayor Bell and Jennifer Sorgenfrei, Mayor Bell's public information officer, who will discuss the PR strategy used during the election campaign as well as the new administration's commitment to transparency.

Friday, Feb. 19

**The Toledo Club – Corinthian Room
Madison and 14th Street**

11:30 a.m. – networking; noon – lunch

Program follows lunch

\$15 members, \$25 guests, \$10 students

RSVP to Kari Bucher, 419-867-8792 or klbmomof4@sbcglobal.net by noon

Wednesday, Feb. 17

Spark Your Career by Joining PRSA

Join in February and we'll waive your \$65 initiation fee — the biggest savings of the year!

Stay on Top of Emerging Trends and Industry News:

- *PRSA Issues and Trends* delivers daily industry trends straight to your inbox.
- *Public Relations Tactics*, our award-winning flagship newspaper, provides essential tips from PR experts.
- *The Strategist* magazine delivers executive-level competitive insight.
- *Public Relations Journal*, our online journal, showcases original research.

Join at www.prsa.org using promo code FEB2010

Job Opening

As part of their strategic plan for significant growth, Adena Health System is seeking a Corporate Communications Director to manage and maximize all communications media. This two hospital non-profit system with 300 beds and gross revenue in excess of \$500M is located in Chillicothe, OH just 45 miles south of Columbus.

The successful candidate will have a minimum of 5 years experience in a Communications/PR role in a healthcare setting with a strong preference for experience with government affairs and national exposure. The position will report directly to the Chief Strategic Officer.

A position specification is available upon request. gordon@grantcooper.com

Continuing Education

PRSA offers a wide variety of training and education programs. For more information visit <http://www.prsa.org/calendar>

Date	Topic	Type	Category
2/4	What's Working in the Changed PR Landscape: Practical Applications That Will Work in Your Campaigns	Teleseminar	Social Media & Emerging Trends
2/9	How to Grow Word-of-Mouth Movements: People Are the Killer App	Teleseminar	Relationship & Reputation
2/10	FREE WEBINAR - Getting to Great Leadership and Influence: How to Fast Track Your Leadership Impact	Webinar	Management & Leadership
2/11	Develop An Approval Process That Doesn't Drive You Nuts: How to Gain Authority and Get Your Copy Approved Faster	Teleseminar	Techniques & Tactics
2/16	Mobilize Influencer Relationships: How Cause Marketing Can Drive Business Results	Teleseminar	Relationship & Reputation
2/18	Building Relationships With the Digerati: Pitch Online Influencers Without Getting Flamed	Teleseminar	Media Relations
2/23	Digital Media and Today's Electronic News Release: Make It Easy for Journalists to Pick Up Your Story	Teleseminar	Media Relations
2/25	Building Community Relationships: Overcome Opposition and Gain Community Consent	Teleseminar	Relationship & Reputation

Reminder: Make your reservation today for the February meeting!