

The Chronicle

Northwest Ohio Chapter PRSA

June 2010

In This Issue:

- Highlights from the May meeting
- Details about our June meeting
- Calendar of educational offerings from PRSA

A Word from Scott Carpenter, APR, Chapter President

Membership Pays and Members Pay Back

As professional organizations go, a little group called the Outdoor Writers of Ohio barely rates notice. But to those of us who belong to the social gathering of about 40 people who communicate about the outdoors, OWO has meant a lot to our careers.

At our annual conference recently, I was reminded of what the group has done for me, from freelance writing gigs when I needed them to a book deal and, ultimately, a new career in PR. The story is similar for many of its members, who include staff and freelance journalists as well as information and education staff at local, state and federal agencies.



Where OWO left off for me, PRSA took over, introducing me to my new profession, showing me my blind spots and giving me a path forward via the accreditation process.

Membership in many professional associations has paid off for me at various times along the way. I've left some, but I've also remained loyal to some even when they were no longer relevant to what I was doing at the time.

I tell students and people new in their careers - including my daughters - how important it is to create a professional network. I push associations as places to start building a support system. Membership in societies like PRSA offers professional recognition, learning and intelligence.

And don't discount camaraderie and moral support.

Like other organizations I belong to, PRSA has its share of longtime members who have reached mentor status – “senior practitioners” who give more to the organization than they may receive in terms of professional growth. We probably don’t say often enough how grateful we are for their leadership, accomplishments and ongoing support.

The hard-earned credibility of our veteran leaders lends credibility to our organization as a whole. Now that I find myself a “senior” member of other organizations, like my beloved OWO, I appreciate that fact even more.

Have a great summer.

Scott

Our Next Chapter Meeting – Friday, June 18

Pure Michigan = Pure PR

“Water can be puddles on the sidewalk. Or the stream where we teach our kids to fish. It’s where everything is clear again...and (it can) flood our minds with the memories of the greatest times we may ever know...Dive in. To the waters of Pure Michigan...and find out what pure feels like. Your Trip begins at Michigan.org”

--As said in the serene voice of Actor Tim Allen, “the voice” of the Pure Michigan travel campaign.

In 2009, the Pure Michigan tourism campaign took its message national through a series of print, radio, television and billboard promotions. The return on investment for the state of Michigan was significant as it motivated two million trips to Michigan from out-of-state, with visitors spending more than \$500 million at Michigan businesses. As the state economy struggles with the collapse of the auto industry, Michigan needed the campaign and support more than ever.

Governor Jennifer Granholm herself has addressed the campaign multiple times in speeches, interviews and blog posts. In fact, last week in a radio address the Governor said, “The Pure



Michigan campaign has brought new visitors to our state to bask in its beauty and marvel at its magnificence. It's also inspired and uplifted the people who call Michigan home, renewing faith in our great state and our future. That's the power of Pure Michigan... And Pure Michigan has been tremendously successful in generating more visitors to our state....Last summer, visitors from outside the Great Lakes

region who were inspired by the campaign to come to Michigan paid \$17.5 million in state taxes. That’s a return on investment of \$2.23 for every dollar in advertising. The return on investment is even better for visitors to Michigan from other Great Lakes states – for 2009, it was \$5.34 for every dollar in advertising we spent...”

The campaign itself has won several prestigious awards and recently was named by Forbes Magazine as one of the 10 all-time best travel campaigns. Travel Michigan, the State of Michigan's official agency for the promotion of tourism, along with its marketing and communications firm, McCann Erickson, wanted the campaign to entice out-of-state travelers from neighboring states about a place that still feels “magic, mythic, authentic, untamed, unspoiled, uncompromised, timeless and true.” By doing so, they hoped to lure visitors to what makes Michigan special and help visitors to identify with those experiences and memories they can't find anywhere else. And so far, it seems to be working.

Come join the Northwest Ohio PRSA on June 18, 2010, to hear more about the campaign, how the idea of it was born, the challenges faced, the next phase and the response to Pure Michigan. Kirsten Borgstrom, media relations manager at Travel Michigan and the Michigan Economic Development Corporation, will be the featured speaker.

Friday, June 18, 2010

**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, June 16.

Upcoming Meetings

PRSA takes summer vacation during July and August. We'll look forward to seeing you again in September.

Help Begin Social Media University

The PRSA Northwest Ohio chapter has created the Social Media University (SMU) project as a way of introducing university-level communications students to practical, real-world social media techniques for public relations practice. We are developing a workshop-style program of five weeks that will run concurrently with existing public relations courses. PRSA chapter members, as well as participants in the Social Media Breakfast group and other groups in the area, will teach the class in a combination of classroom and online programs. We've begun our conversations with universities in the region, and are currently planning a program that may be underway as early as fall semester 2010.

We will be in need of members who are interested in participating in this groundbreaking program. You will help to establish the course structures for the individual universities, or teach some of the sessions, or work with students in online assignments. It should be a very interesting, educational and worthwhile experience. If you'd like to learn more, please contact Julie Pompa, APR, at jpompa@communica-usa.com or call 419.351.2132.

Highlights of the May PRSA Meeting



From crisis to trust: Rebuilding the image and reputation of Eastern Michigan University. Pamela Young, APR, director of communications for EMU, and Geoff Larcom, executive director of media relations, shared candid and insightful thoughts about the event.

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
6/3	Create Snappy Sound Bites: How to Write Moving Quotes and Memorable Quips	Webinar	Techniques & Tactics
6/16	Build a Thriving Online Brand for Yourself	Webinar	Relationship & Reputation
6/17	The Best in Buzz: A Review of Social Media and Creative Strategies Used in Some of the Best Holistic Marketing PR Campaigns	Teleseminar	Social Media & Emerging Trends
6/24	Media Training for Media Trainers: Improve Your Effectiveness as a Media Coach and Trainer	Webinar	Media Relations
6/29	How to Reach Audiences Via Mobile Devices: Public Relations on the Third Screen	Webinar	Social Media & Emerging Trends
6/30	New Strategies in Treatment Adherence: Patients Motivating Patients	Webinar	Relationship & Reputation
6/3	Create Snappy Sound Bites: How to Write Moving Quotes and Memorable Quips	Webinar	Techniques & Tactics
6/16	Build a Thriving Online Brand for Yourself	Webinar	Relationship & Reputation
6/17	The Best in Buzz: A Review of Social Media and Creative Strategies Used in Some of the Best Holistic Marketing PR Campaigns	Teleseminar	Social Media & Emerging Trends

Reminder: Make your reservation today for the June meeting!