

The Chronicle

Northwest Ohio Chapter PRSA

March 2010

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A Word from Scott Carpenter, APR, Chapter President

I've had several titles over the years, but Grandpa? I didn't see that one coming.

I mean, of course I *saw* it coming. My daughter and her husband said they planned to start a family sooner rather than later, and I had nearly nine months to get used to the idea. Still, it didn't sink in until Lucas was born January 28.

I mention this partly for gratuitous, proud grandfather reasons, but also because it relates to a professional topic I've been giving a lot of thought to lately – the emotional aspects of public relations.



How could a life-altering event with such a clear line-of-sight catch me by surprise? Babies come with due dates, after all. But shopping for strollers and seeing amazing photos from a 3D ultrasound are one thing, holding your first-born child's first-born child is quite another.

Emotion, of course, plays a large role in public relations, too.

I work for a public agency that oversees places to which a lot of people have a strong emotional attachment. That's a strong positive for us, but the emotional aspects of relationships also cut both ways. When things are good, they are very good. When we fail to meet someone's expectations, emotion can supercharge the reaction.

Planning for the eventuality of a significant PR event and actually experiencing the emotion of it are two different things.

I recall the time our agency needed to cut down a large stand of pine trees. The beloved trees at one of our parks were already older than their life expectancy and beginning to fall like match sticks, causing a potential hazard. What needed to be done was obvious to us, but we knew there would be questions.

We prepared to explain our actions, posting signs and banners, distributing brochures, holding public meetings and successfully seeking media coverage. Most people were supportive or indifferent, but there were those for whom the disappointment of seeing such a radical change to a place that held special significance trumped the facts. Neither the woman whose wedding took place in “the pines” nor the widow who remembered walks with her husband there had any interest in hearing about the life cycle of a red pine tree.



Emotions are far harder than facts. They are what they are, and they can't be debated.

So, when I speak with students – as PRSA chapter presidents are sometimes asked to do – that will be my theme: emotion is central to the public relations function, and it's the PR practitioner's role to anticipate and prepare for it every bit as much as the facts.

I'm thinking of calling it the Lucas Factor.

Scott

Our Next Chapter Meeting – Friday, March 19

From Mad Men to Twitter – 50 Years of PR in Toledo



If the lead character in TV's current hit, Mad Men, had practiced PR in Toledo instead of advertising in New York during the 1960s, would he recognize the profession today? An illustrious intergenerational panel will discuss what is different and how much remains the same in both the practice and profession of public relations at the March meeting! Our experts will include:

- From the Don Draper era – Randy Root, who was a vice president at the old-line Flournoy and Gibbs agency (where one assignment included rollout of the first Master Card) before founding two Northwest Ohio communications businesses – Root Publishing (which produced executive intelligence reports) and Root Learning (a global strategic learning company).

- From the Awesome Eighties – Megan Manahan, who after graduating from OSU held a number of PR positions prior to starting her tenure with Mercy in 1989. At Mercy she held positions in media relations, community relations and corporate communications before becoming regional vice president – marketing and communications. She is responsible for brand strategy and development and communications for the nine-hospital system that serves Northern Ohio from Toledo to Lorain.
- From the Go-Go Nineties – Matt Schroder, currently director of public relations at Hart Associates, who began his career as a journalist upon graduation from BGSU in 1992. He jumped to PR in various capacities with the Toledo Area Chamber of Commerce, FLS Marketing and R/P Marketing Public Relations before joining Hart in 2007.



- From the Future – Philipp Levering, a May 2010 communications graduate of the University of Toledo. He has been an intern and manages social media for both the Mud Hens and Walleye. His produced video segments for “UT:10 News” has appeared on ABC, ESPN2, Fox Sports Net Ohio and BCSN. He is working to gain his first full-time position soon.

Chapter member and ethics chair Mark Luetke, who has seen it all and isn't telling, will moderate.

Friday, March 19, 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, March 17.

Join “A Community You Can Count On” – PRSA

PRSA is especially reaching out to new members during March and April. Anyone who joins during those months and uses the promotional code SPRING2010 will receive a free, one-year membership to the chapter of their choice. The national office will cover the cost of first-year chapter dues!

And for members whose renewal is approaching, PRSA offers several options to keep membership accessible during trying times.

The first is a [quarterly payment](#) option, allowing members to divide their annual dues over four payments. Members who are unemployed and have been a PRSA member for three or more years may be eligible for the PRSA’s [hardship plan](#). These two options are not available online; please see the contact information for telephone, fax or mail renewal.

Members may renew through one of four ways:

- **Online** – log in to [MyPRSA](#) and select **My Dues** from the menu. (Dropped members may not renew online, however).
- By **phone** with a member services representative at 212-460-1400.
- By **fax** 212-995-0757.
- **By mail** at PRSA Member Services, 33 Maiden Lane 11th Floor, New York, NY 10038-5150.

If you have any questions, please contact membership chair Suzanne English at 419-434-4425 or english@findlay.edu.

Highlights of the February PRSA Meeting

Mayor Mike Bell and public information officer Jennifer Sorgenfrei



Welcome!

Jamie Bibb joins the Northwest Ohio Chapter PRSA Board as a director at large.



Jamie currently is employed with Communica Inc. and serves as one of the account leads for the agency's largest client – a position she has held since May 2009. Before joining Communica, Jamie served as the manager, marketing communications for Dana Holding Corporation's Automotive Systems Group, a role she had since 2006. She joined Dana in 1998 for an internship in global operations group and held various marketing positions since 2000.

During her tenure at Dana, she managed public relations efforts during the Chapter 11 bankruptcy filing and emergence, employee layoffs, several union negotiations and worked with the automotive trade press.

Jamie earned a bachelor of business administration from the University of Toledo, majoring in international business and marketing as well as a minor in Japanese language and culture. She earned a master's degree in business administration from Bowling Green State University.

Job Openings

St. John's Jesuit High School & Academy

Director of Communications

The Director of Communications shall be responsible for all communications, public relations, and marketing activities of the school. These responsibilities include formulating communications and marketing plans and working with the Director of Admissions on enrollment marketing efforts. The Director of Communications shall have the responsibility for the school's publications and website. This position reports to the Vice President for Advancement. Please submit cover letter, resume, and at least 2 writing samples by March 5th to Vice President for Advancement, St. John's Jesuit High School & Academy, 5901 Airport Hwy, Toledo, OH 43615 or to loney@sjtitans.org.

RW Armstrong, Indianapolis

Marketing Communications Director

RW Armstrong is a fast-paced, growing company, and recognizes the importance of this position in these challenging economic times. Although labeled "marketing," this position will primarily focus on internal and external communications. RW Armstrong is looking for a dynamic personality with experience in creating powerful communication strategy plans, as well as someone who has not forgotten (and still enjoys) tactical work, like writing news releases or managing the creation of corporate booths. Personality plays a large roll in hiring at RW Armstrong, especially since this is a new position in a company full of engineers. RW Armstrong is searching for a strong, confident personality that instills respect and authority, while maintaining a teamwork approach. This position is based in Indianapolis and offers the opportunity to occasionally travel to each of RW Armstrong's 17 offices around the globe. A full job description is attached. If you know of a good candidate, feel free to email me their resume and background information directly. Or, to learn more about RW Armstrong and/or apply directly online, candidates are encouraged to visit www.rwArmstrong.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 |
|------|--|-------------|---------------------------------------|
| 3/9 | Building Your Business Through Alliances: An Independent Practitioners Alliance Brown Bag Teleconference | Teleseminar | Networking |
| 3/16 | Speed Pitching: Condense Your Pitch Into High-Impact, Instantly-Useable Information That Reporters Crave | Teleseminar | Media Relations |
| 3/18 | Effective Social Media Measurement: Uncover What Works for Bottom-line Results | Teleseminar | Communications Planning & Measurement |
| 3/23 | Strategic Social Media Management: Applying Strategic Skills for Successful Campaigns | Teleseminar | Management & Leadership |
| 3/25 | Writing for Social Media: How to Write Blog Postings, Tweets and Other Status Updates | Teleseminar | Techniques & Tactics |
| 3/30 | Mobilize Influencer Relationships: How Cause Marketing Can Drive Business Results | Teleseminar | Relationship & Reputation |
| 3/9 | Building Your Business Through Alliances: An Independent Practitioners Alliance Brown Bag Teleconference | Teleseminar | Networking |
| 3/16 | Speed Pitching: Condense Your Pitch Into High-Impact, Instantly-Useable Information That Reporters Crave | Teleseminar | Media Relations |

Reminder: Make your reservation today for the March meeting!

Editor's Note from Lynnette Werning

Heartfelt thanks go to the Northwest Ohio Chapter board and PRSA members for the thoughtful gift I received at the February meeting. My time as president of this chapter was professionally and personally rewarding and I thank you for the opportunity.