

the Pine Cone

PUBLIC RELATIONS SOCIETY OF AMERICA - WHITE PINE CHAPTER • WINTER 2004



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Chapter Website

The PRSA chapter website is up and running! This project is a great success due to the continued hard work and effort of Megan McHenry, website chair. Take a moment to visit the website as more information is added weekly.

www.whitepineprsa.org

Kudos to CMU Chapter

Special thanks are extended to the PRSSA Chapter at Central Michigan University! The chapter recently held a canned-food drive for the White Pine Chapter's holiday party.

Over 30 large bags of non-perishable items were collected and donated to Saginaw's Hidden Harvest a week before Thanksgiving. Thanks to the the CMU chapter, a few families in Saginaw enjoyed a happy Thanksgiving holiday!

2003 PRSA Communication Awards

The White Pine PRSA Board of Directors is pleased to announce the 2003 winners of the chapter's Communication Awards Program. These awards honor the contributions of individuals to the public relations profession and the community. Winners were honored at the annual PRSA holiday party at Apple Mountain on November 18, 2003:

Distinguished Practitioner of the Year
 Nick Oppermann, APR, Oppermann and Associates

Journalist of the Year
 Brian Wood, WNEM - TV 5

Chapter Member of the Year
 Megan McHenry, APR, Mid Michigan Health

Sherry Harrison Spirit of Public Relations
 The Saginaw News
 Hip-Hype Cool News Series

Congratulations are extended to all the 2003 winners!



Pictured above: Nick Oppermann, APR, received the Distinguished Practitioner of the Year Award at the December White Pine PRSA Board Meeting.



Pictured to the right (from left to right): Paul Chaffee, The Saginaw News; Jodi McFarland, The Saginaw News; Brian Wood, WNEM TV5; and Megan McHenry, APR, Mid Michigan Health.

2004 Board of Directors Announced

Congratulations are extended to the 2004 White Pine PRSA Board of Directors. The slate of officers and committee chairs were recently approved by the PRSA membership by ballot.

2004 BOARD OFFICERS

President	<i>Karen Stiffler, APR</i> Saint Mary's
Vice President	<i>Mary Gust</i> Consumers Energy
Immediate Past President	<i>Christine Bergman, APR</i> Covenant Healthcare
Secretary/Treasurer	<i>Leslie Orozco</i> Princing & Ewend
Assembly Delegate	<i>Melinda Shriner, APR</i> The Barckholtz Group
Eastern Central District Chair	<i>Melinda Shriner, APR</i>

2004 COMMITTEE CHAIRS (APPOINTED POSITIONS)

Accreditation	<i>Nick Oppermann, APR</i> Oppermann & Associates
Membership	<i>Holly LaRose-Roenicke</i> The Dow Chemical Co.
Program	<i>Christine Bergman, APR</i>
PRSA/PRSSA Liaison	<i>Dr. Diane Krider, APR</i> Central Michigan Univ.
Website	<i>Megan McHenry, APR</i> MidMichigan Health
Ethics	<i>Melinda Shriner, APR</i>
Newsletter	<i>Karen Stiffler, APR</i>
Chapter Administrator	<i>Darla Lippe</i> The Barckholtz Group

National PRSA News

Interested in Becoming A Member?

New members who join PRSA in February and March of 2004 will not only save, but will get a taste of PRSA as well. During the months of February and March we'll waive the \$65 initiation fee for new members and send them a \$20 voucher that can be applied towards PRSA's national seminars, teleseminars or webcasts, or books and gift items offered through the PRSA Store.

This offer is valid for new members or for members who have been inactive for at least one year who join as full members, paying the \$225 annual dues. Sorry, Associate Members are not eligible. Chapter and Professional Interest Section dues are additional.

For an application, prospective members should contact their Holly LaRose-Roenicke at (989) 638-7703 or use the "Taste of PRSA" online application at www.prsa.org.



2004 Michigan PRSA Conference

Featuring Dee Dee Myers and NBC's Chris Hansen

DETROIT — The 2004 Michigan Public Relations Society of America (PRSA) Conference will host hundreds of public relations professionals May 6 and 7 at the Detroit Marriott at Centerpoint. White House veteran Dee Dee Myers and Dateline NBC's Chris Hansen will share their insights as its two keynote speakers.

The two-day conference, Leadership PR: From the Breakroom to the Boardroom, will offer a variety of topics on public relations, media relations, corporate communications and marketing communications applicable to professionals at all levels in their careers. The conference is the second-largest gathering of public relations and communications professionals in the nation.

The 22-member planning committee for the state conference has taken an aggressive approach to bringing top-quality speakers to the conference that will appeal to both new and experienced professionals.

Hansen, a correspondent for Dateline NBC and former investigative reporter for NBC's Detroit affiliate, WDIV-TV, will speak at the Thursday dinner general session. Myers, the first woman and youngest person to serve as White House press secretary during the Clinton Administration, will speak at Friday's luncheon.

Hansen joined NBC in 1993 as a correspondent for Now with Tom Brokaw and Katie Couric and currently substitutes as anchor for the weekend edition of Nightly News.

Myers is a contributing editor to Vanity Fair magazine and a consultant to the NBC television drama, The West Wing. She speaks personally on the issues facing women in Washington and in leadership positions of all kinds. Myers is one of the top commentators on national elections.

For more information about the 2004 Michigan PRSA Conference, please visit www.prsadetroit.org.

Access Your Membership Information Online 24-7

Chapter leaders may access information on their members 24 hours a day by using MemberNet, PRSA's secure members-only Web site. To access MemberNet, visit <http://members.prsa.org>. To request authorization to access MemberNet, e-mail chapters@prsa.org.

Member Kudos

MELINDA SHRINER, APR and Vice President/Principal at The Barckholtz Group in Saginaw, has been named Chair of PRSA's East Central District. The East Central District (ECD) of PRSA represents members in 15 chapters concentrated in the following six states: Indiana, Kentucky, Ohio, Michigan, Pennsylvania and West Virginia.



DR. DIANE KRIDER, APR, Associate Professor of Organizational Communications and Public Relations in the Department of Speech Communications and Dramatic Arts at Central Michigan University, has been named the Curriculum and Assessment Coordinator and Integrative Public Relations Coordinator for the College of Communication and Fine Arts. Krider has already begun her multiple duties at Central Michigan University, as well as serving as a liaison for the White Pine chapter and CMU PRSSA chapter.



HOLLY LAROSE-ROENICKE, Communications Manager, has accepted a new job in Dow's Public Affairs Assignment Program (PAAP). In this program, Holly will rotate through three six-month projects within various areas of Public Affairs. Her first assignment will be working with the Human Resources/Operations Corporate Communication Group on identified projects in HR, Purchasing & Supply Chain and EH&S/Sustainable Development. Holly joined Dow in September 2001 as media relations manager for Michigan Operations.

WELCOME NEW MEMBERS: The PRSA White Pine Chapter would like to welcome its newest members who joined in December:

LAURIE HILEMAN
Manager of Marketing Communications
The Rehmann Group, Saginaw

LORI ANN LIBKA
Communications Assistant
Bronner's Christmas Wonderland, Frankenmuth

FEBRUARY LUNCHEON MEETING

DURING A CRISIS, IT'S TOO LATE TO PLAN...

Learn how to make the web an integral part of your crisis plan.

February PRSA Luncheon Meeting
Thursday, February 26, 2004
Apple Mountain – Kathleen's, Freeland

Guest Speaker:
PAT PROSSER
Account Manager
Structure:Interactive of Grand Rapids

11:15 – 11:30 a.m. - Registration
11:45 a.m. - Lunch
12:00 p.m. - Presentation

\$20 Members • \$24 Non-Members • \$18 Students

Make Your Reservations Now!
Please RSVP by contacting Darla Lippe, Chapter Administrator, by phone at (989) 791-0050 or by e-mail at dlippe@barckholtz.com by February 19, 2004.

Please note that no shows will be charged since we have to provide a guarantee for the luncheon program.

During crisis, communicating with a variety of audiences is critical to your organization's survival and sometimes the public's safety. Today's fast moving events demand just as rapid a response, one that relies heavily on the Web and other electronic communications tools.

Find out why you should go online, identify appropriate strategies for how to go online and discover a mix of tools that will enable you to deliver the type of information you need to get your message out to the media and other stakeholders immediately. Actual crisis situations from a variety of disciplines will be used to illustrate the concepts.

About Structure:Interactive

Structure:Interactive is a Grand Rapids-based interactive communications, branding and marketing agency offering expertise in e-commerce, CD-ROM applications, and DVD-based kiosks to large international clients including Alticor, Ashland Chemical, Cascade Engineering, Clarion Technologies, Dow AgroSciences, Dow Chemical Company, Dow Corning Corporation, Ford Power Products, Michigan Medical, P. C., Pfizer, Inc., Priority Health, Quixtar, Siemens Dematic, Steelcase, and The Whirlpool Corporation.

CHAPTER CUES

National 2003 PRSSA Conference

by Kathryn Covert, Central Michigan University PRSSA

Enthusiastic public relations students infiltrated New Orleans on October 24 for the annual Public Relations Student Society of America's National Conference. Twenty-two Central Michigan University PRSSA students headed south and took part in the conference.

The CMU group joined chapters from all over the country in a weekend of professional development, chapter development and networking. "I can't believe how many people I met at the conference. It was great to compare ideas and learn what other chapters do," sophomore Andrea Pecoraro said.

PRSSA National Conference took place from October 24 through October 28. Students attended various sessions presented by public relations professionals, chapter development sessions organized by other universities, motivational speakers, socials, roundtables, workshops and an awards banquet.

The professional development sessions included topics for students with a variety of interests. Seniors, Robin Zebrowski and Kristi Brumm, who are both interested in entertainment PR, found a few sessions specifically for their interests. "I attended a session with Ron Roecker who discussed his work with the Grammy Awards. Roecker began his career in public relations in a small town Salvation Army store and in 10 years he was coordinating the Grammy Awards. It was really inspiring to see what he had accomplished," Brumm said.

Other professional development sessions included presentations on crisis communications, public relations for sports and entertainment, community relations, preparing an effective campaign, non-profit work and public affairs. Senior Becky Stirrett said, "I have been to the past four PRSSA National Conferences. Comparatively, the speakers this year were some of the best we have ever had."

Conference attendees were invited to sit in on sessions and speakers for the professional practitioners at the Public Relations Society of America conference occurring nearby. "Having both the professional and pre-professional conferences in the same area presents an incredible opportunity. We were able to network with professionals as well as listen to speeches by many practitioners we have studied and admired," Stirrett said.

Professionals were on hand at the PRSSA conference to address common concerns of students. The conference provided a discussion on preparing for an interview, resume enhancement sessions, a

career development exhibition, and the "N.O. City Does it Better Dine Around" where students were invited to have dinner with professionals.

The national conference offered students many unique opportunities and experiences not available any other place. "It is such a wonderful experience to be at a conference with so many people who share the same passion for public relations as I do," Allen said. Pecoraro agreed, "It was an awesome experience. I cannot wait for more networking opportunities next year in the Big Apple!"



The CMU Chapter of PRSSA received accolades at this year's PRSSA national conference in New Orleans. The student chapter had the most students in attendance at the conference. Go Chips!

Photography for Publications

This three hour class provides you with an overview on taking and preparing photos for publications. The class will cover digital and film photography, composition, lighting, and reproduction for printing or out sourcing photos. This must-have class for all small businesses and non-profits will be taught by Flint Journal staff Photographer, Tom Cheek. To register, call 810-767-9490 today. Cost for class is \$25.



Monday, February 23 5:30-8:30pm
Flint's Northbank Center
2nd floor classroom

Dear Employer: Make the Most of the Internship Experience

by Sarah Brown, Central Michigan University PRSSA

Many companies offering internships are not sure what to expect from their interns. Here are some issues that may arise when working with interns.

To Pay or Not to Pay

Paid internship placements are more desirable to students, thus offering a financial incentive increases the number of applicants. Whether a company pays an intern is dependent upon that company's available funds and time. Therefore, if an intern cannot be paid, providing a high quality learning experience can make the internship experience worthwhile.

How to Provide a Quality Internship Experience

Do allow your intern to experience all facets of your workday. Have the intern sit in on meetings and observe management and the decision-making process. Take the intern to off-site events like photo shoots or interviews if such activities are part of your responsibilities. Your intern can also return phone calls to your clients. This enables the intern to build his/her confidence and relationship building skills.

Don't give your intern all the unpleasant work. An excellent guideline to follow is to only ask your intern to fulfill obligations you would do as well. If your intern sees you being part of the team, he/she is more likely to see all the assigned tasks as part of his/her professional responsibilities. Above all, interns want to learn and be appreciated, especially if the position is unpaid.

Do encourage contact between your intern and the media. The opportunity to meet journalists is a vital experience for an intern. The more comfortable an intern can learn to be when dealing with the media, the more successful he/she will be when his/her skills are put into practice after graduation. By showing an internship good media relations practices, the intern can be of great value during a crisis or special event that requires more staff.

Don't hesitate to delegate. Make use of your intern's strengths. Ask the intern to write rough drafts of releases or help generate campaign ideas. This can provide interns with materials that can be placed in his/her portfolio. You will benefit because many tasks can be done at the same time and the creative work will increase your intern's job satisfaction.

Do try to involve your intern in a project so he/she can experience a full range of learning experiences. A suggestion might be a small-scale special event or even a press kit. The intern may need your guidance, but the learning experience and opportunity to build a portfolio can make an unpaid internship very rewarding.

And one final important Do...

Do reward hard work and ingenuity. Internships are often the first experience a student has with the professional world and can be overwhelming. Praise while working with you and a reference letter upon completion of the internship can make the intern feel like a valuable part of the company. A happy intern can generate future internships by word of mouth. For example, when students at CMU have successful internship experiences, their comments and the company contact information are placed in the PRSSA Chapter internship book.

Internships are one of the most rewarding experiences for students because they serve as a transition between their formal academic training and the professional world. Therefore, by providing students with quality internship experiences, they are more qualified to enter the exciting world of public relations.

CMU PRSSA Tours Lansing Agencies

by Hilary Maxfield, Central Michigan University PRSSA

Central Michigan University PRSSA students traveled to Lansing on Friday, October 17 to visit two PR agencies: Pace & Partners and Rossman Martin & Associates. Agency tours are a great way for students to discover how the real world functions and allows networking with professionals. They are a lot of fun for both the students and the professionals!

Pace & Partners is a firm consisting of 20 professionals. Jennifer Wolfen, Marketing Counselor, gave students a tour of the agency. Students participated in a question and answer session with staff members and learned about a typical day in public relations, how to balance work with a social life and family and the amount of required travel. Wolfen presented examples of media kits and other collateral materials and students received complimentary copies of the agency's brochure and a company notebook.

The next stop was Rossman Martin & Associates, a firm specializing in issue management, media consulting and crisis communication. Kevin Downey, Associate Account Executive and Internship Coordinator, lead the discussion. Students interacted with all staff members and learned about the work Rossman Martin & Associates does with numerous clients. Each student was given an information packet containing literature in addition to mailings, press releases and newsletters.

Students were excited to get a bird's eye view of a day in the life of public relations agency practitioners. They especially enjoyed learning about the numerous aspects of agency life, how to quickly advance on the ladder to success, the atmosphere of a firm and how everyone's positions all play key roles to making an agency a success. Overall, the agency tour served as a great learning experience and offered students a chance to learn outside the classroom.





UPCOMING DATES

FEBRUARY 26, 2004

Make the Web an Integral Part of Your Crisis Plan

Guest Speaker:

Pat Prosser, Account Manager
Structure:Interactive of Grand Rapids

Apple Mountain, Freeland

11:15 – 11:30 a.m. - Registration

11:45 a.m. - Lunch

12:00 p.m. - Presentation

\$20 Members • \$24 Non-Members • \$18 Students

RSVP by phone at (989) 791-0050 or

by e-mail at dlippe@barckholtz.com

MARK YOUR CALENDAR NOW!

2004 State PRSA Conference

"Leadership PR - From the Breakroom to the Boardroom"

May 6-7, 2004

Metro Detroit

*Programs subject to change.

2004 Board of Directors

Executive Board

President..... Karen Stiffler, APR

Vice President & President Elect..... Mary Gust

Immediate Past President..... Christine Bergman, APR

Secretary and Treasurer..... Leslie Orozco

Assembly Delegate..... Melinda Shriner, APR

ECD Chair..... Melinda Shriner, APR

Committee Chairs

Ethics..... Melinda Shriner, APR

Accreditation..... Nick Oppermann, APR

Program..... Christine Bergman, APR

Membership..... Holly LaRose-Roenicke

PRSA/PRSSA Liasion..... Diane Krider, Ph.D., APR

Website..... Megan McHenry, APR

Newsletter..... Karen Stiffler, APR

Chapter Administrator Darla Lippe



White Pine Chapter

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