



*NMPRSA – Opening the door to opportunity and information for New Mexico's public relations professionals.*

### Message from the President



FELLOW NMPRSA MEMBERS:

Fall is swiftly approaching — and your NMPRSA Board members and committee chairs have been working hard over the summer to bring you great programming and networking in the months ahead.

On September 26, we'll hear from veteran journalist and war correspondent Bob Martin of KRQE-13 CBS Southwest. He'll share his perspective following stints in Afghanistan and other parts of the globe. Look for details inside this issue.

On October 23, we have a full day of stellar professional development for New Mexico communicators. Whether you're just beginning your career or you are an experienced public relations professional, you won't want to miss "Risks and Rewards: Public Relations In A Changing World". Dana Deubert, Director of Communications for Citi Cards worldwide and a member of NYC's post-9/11 crisis communications team, and Joann Killeen, APR, national president of PRSA and President of Killeen Communications (Los Angeles), will deliver keynote addresses. In addition, the agenda will include roundtable discussions with area media and dual-track programming by qualified presenters on topics including lobbying and government relations, special events, effective community relations, strategic communication planning and crisis communications. Mark your calendar now and plan to spend the day with us!

NMPRSA is your professional organization. I invite you to become involved with our Chapter. Consider signing up to be a mentor or protégé in our new program (register online at [nmprsa.com](http://nmprsa.com)); volunteering to help at the upcoming Fall Seminar (contact Amy Miller at 266-1100); or assisting with an upcoming luncheon (e-mail Don Butterfield at [donb@sjhs.org](mailto:donb@sjhs.org)). I think you'll find real value as you get to know colleagues while helping to further NMPRSA's mission to unite the profession, improve the practice, and encourage understanding and acceptance of public relations among all constituencies.

If you have ideas or suggestions, please feel free to contact me or any member of your Board of Directors. We welcome your ideas and suggestions on how NMPRSA can best serve you.

I look forward to working for you and with you as we work to strengthen the public relations profession in New Mexico.

Sincerely,

*Celeste Walther*

Celeste A. Walther, APR  
President NMPRSA

## 2002 Cumbre Awards a Success

*Sandia, Rick Johnson Chosen as Best of Show; Giammo Honored with Vista Award*

**S**andia National Laboratories (SNL) and Rick Johnson and Company (RJC) took top honors at the 2002 NMPRSA Cumbre Awards. SNL and RJC tied for the "Best of Show" Tactics award, and SNL won the "Best of Show" Campaign award. Six gold, 10 silver and six bronze Tactics awards were also presented, along with six silver and five bronze Campaign awards. The Central Michigan Chapter of PRSA judged the 77 entries submitted for this year's Cumbre Awards.

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## Giammo Honored

**T**his year's NMPRSA Vista Lifetime Achievement Award, which honors visionaries in the public relations field in New Mexico, went to Sam Giammo, APR, Fellow PRSA, director of public affairs for the University of New Mexico Health Sciences Center since 1997. Sam has 34 years experience in public relations. Before coming to UNM, he served 27 years in various positions as a U.S. Air Force public affairs officer and three years at Jacobs Engineering Group in Albuquerque.

"His commitment to the profession includes serving as a role model and mentor for both fellow public relations practitioners and aspiring students," said Celeste Walther, APR, NMPRSA President. "He takes great pride in helping younger practitioners chart a path for their careers."

Sam served on the executive board of the NMPRSA Chapter for six years, including four years as treasurer and two as a member at large. After receiving his accreditation in public relations (APR) in 1996, Sam was instrumental in furthering the chapter's accreditation efforts. After serving two terms as chair for the chapter's accreditation program, he taught numerous preparation courses and proctored four APR examinations.

Sam received his master's degree in communication from the University of Northern Colorado in 1978. He received a bachelor's degree in journalism from Kent State University in 1967. In 2001, Sam was inducted into the prestigious PRSA College of Fellows. To achieve this honor the member must have demonstrated superior capability as a practitioner and must exhibit work that advances the state of the profession. There are only approximately 300 Fellows among the 20,000 members of PRSA.



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*NMPRSA  
Vista  
Lifetime  
Achievement  
Award went  
to Sam  
Giammo*

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[www.nmprsa.com](http://www.nmprsa.com)

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## CUMBRES AWARDS *Continued from cover*

Seventy-six NMPSA members and their guests attended the banquet on June 28 at the Hyatt Regency Tamaya Resort and Spa. Mike Parsons, morning DJ on 100.3 The Peak, emceed the event for the second year in a row.

Thanks to the following sponsors for their generous support of the 2002 Cumbres: Public Service Company of New Mexico, 100.3 The Peak, the Hyatt Regency Tamaya Resort and Spa, Griffin & Associates, Hirst/ Cordova Public Relations, Rick Johnson & Company, and Affairs to Remember. Thanks also to these silent auction donors for their support of this year's Cumbres: AAA New Mexico, Albuquerque Convention and Visitors Bureau, Angel Fire Resort, Courtyard by Marriott, Creamland

Dairies, Inc., Cumbres and Toltec Scenic Railroad, El Pinto, Georgia O'Keeffe Museum, Hair Addiction, Hyatt Regency Downtown, Hyatt Regency Tamaya Resort and Spa, Inn of the Governors, Inn on the Alameda, Journal Pavilion, KOB-TV Channel 4, The Lodge of Cloudcroft, Rainbow Ryders, Inc., Sandia Peak Aerial Tramway, Santa Fe Southern Railway, UNM Marketing & Communications, and the UNM Maxwell Museum.

Lynn Melton chaired this year's event. Cumbre Committee members were Tania Armenta, Susan Bradley, Corrina Burns, Marjorie Cambise, Monique Chenoweth, Michael Padilla and Jennifer Riordan.

## Thinking About Graduate School? Directory Names Best Programs

Marquette University Professor Bill Baxter, APR, Fellow PRSA, former chairman of PRSA's Educators Academy, has published a directory of the country's prominent graduate programs in public relations, including 15 'Premier Programs'. The 2002 directory details the academic program and faculty of each school, including several of the country's better-known distance-learning (online) colleges/universities. The 45-page booklet is available for \$11.50 (including postage) from Bill Baxter, 9328 S. 31st St., Franklin, WI, 53132, or at Racer1931@aol.com.



## Need a Mentor?

The NMPSA Mentoring Program is a benefit for NMPSA members who want to talk confidentially to an accredited NMPSA member about issues such as changing career direction, developing the best career path, furthering their formal education, or pursuing the right professional development. More detailed information is listed on the NMPSA mentoring web page, located at <http://www.nmprsa.com/mentorpage1.htm>.

*If you are accredited and would like to volunteer to be a mentor, you can visit the same page for information about how to sign up on line.*

*If you have questions about the Mentoring Program, call or e-mail Sam Giammo, APR, Fellow PRSA at 272-3682 or [sgiammo@sauld.unm.edu](mailto:sgiammo@sauld.unm.edu).*

### Do you need help;

changing career direction, developing the best career path,  
furthering your formal education, or pursuing the right professional development...an accredited NMPSA mentor can help.

*PRSA's Professional Interest Sections offer networking and professional development opportunities for specific practice/market areas.*

PRSA's Professional Interest Sections offer networking and professional development opportunities for specific practice/market areas. For information contact Christopher Tearnio at [chris.tearnio@prsa.org](mailto:chris.tearnio@prsa.org) or (212) 460-1420.

**Professional Interest Sections Events**

**Fall Professional Development Resource Guide Available Soon**

The second issue of PRSA's new publication, The Professional Development Resources Guide, is set to arrive in member's mailboxes this month. Featuring fall educational programs and the most in-demand publications, the Guide gives you details about PRSA's regional on-site seminars, Professional Interest Section seminars, teleconferences, and webcasts. In addition, program information can always be found on the Web at [www.prsa.org](http://www.prsa.org).

**Red Ink? Black Ink? America Inc.!**  
**Sept. 20-21- New York**

Hosted by the PRSA Financial Communications in association with the PRSA Corporate Section. Highlights of the program include: presentations from representatives of the New York Stock Exchange and NASDAQ; a media panel comprised of business/financial journalists representing broadcast, print, online and foreign bureaus; and the Financial Communications Section's own "Accounting Treasure Hunt," a primer and interactive exercise for finance-challenged public relations professionals. For complete details and registration information, visit <http://www.prsa.org/Networking/fc/pdf/finconf.pdf>

*One highlight of the program includes a presentation from representatives of the New York Stock Exchange and NASDAQ.*

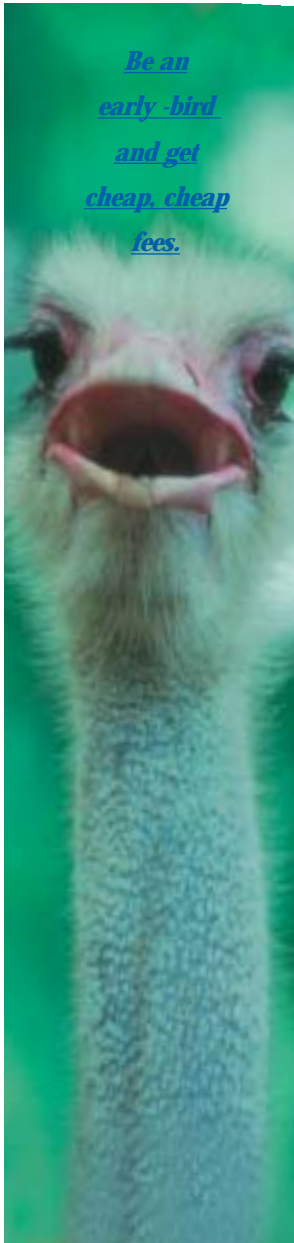
*La Puerta* is a quarterly publication of the New Mexico Chapter of the Public Relations Society of America.

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Celeste Walter, APR,  
Sandia Preparatory School

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If you have story ideas or suggestions, please send them to Karen Plyler at [karen.plyler@lovelace.com](mailto:karen.plyler@lovelace.com), or call her at 262-3766.



Be an  
early-bird  
and get  
cheap, cheap  
fees.

### Early-Bird Registration Available for 2002 International Conference

Early-bird registration for PRSA's 2002 International Conference, "Public Relations: Interpreting a World of Change and Challenge," to be held Nov. 16-19 at the San Francisco Marriott, is available through Oct. 4 by visiting [www.prsa.org](http://www.prsa.org). Early-bird package registration fees are \$795 for PRSA members and \$1,085 for non-members.

### Keep in Touch

Moved? Changed jobs? New e-mail address? Members should update all their PRSA contact information (e-mail, telephone, company and address) at [www.prsa.org](http://www.prsa.org) by using their member ID number and password and clicking on the Member Login icon. After successfully logging in, members can then make changes to their records through My Profile.

### National PRSA Announces Slate for 2003

PRSA's Nominating Committee recently announced that nine volunteer leaders, representing all areas of the profession, will be bringing their professional expertise to the Society as nominees for service on PRSA's 2003 Board of Directors.

C. Del Galloway, APR, executive vice president and COO, Husk Jennings Advertising, Jacksonville, Fla., has been nominated to serve as president and CEO of PRSA in 2004. Galloway, if elected, would serve as president-elect in 2003, president and CEO in 2004 and immediate past president in 2005.

The other officers nominated for one-year terms in 2003 are: Judith T. Phair, APR, Fellow PRSA, vice president for public affairs, Council on Competitiveness, Washington, D.C., as treasurer, and Art Stevens, APR, Fellow PRSA, chairman and CEO, Publicis Dialog, New York, as secretary. Nominated to serve a three-year term as director are: Cathryn Gibbs Harris, APR, Fellow PRSA, director, communications, West Virginia American Water Company, Charleston, W. Va.; Steven L. Lubetkin, APR, Fellow PRSA, vice president and director, communications, FleetBoston Financial Corporation, Princeton, N.J.; Cheryl Procter-Rogers, APR, Fellow PRSA, manager, corporate affairs, North Central Region Home Box Office, Inc., Rosemount, Ill.; and Tom Vitelli, APR, Fellow PRSA, senior director, PR and advertising, Intermountain Health Care, Salt Lake City. In addition, nominated to serve a one-year term as director are Philip G. Ryan, APR, Fellow PRSA, president, Philip G. Ryan, Inc., New York and Jeff Seideman, APR, president, ImageTech Communications, Newton, Mass.

Four candidates were nominated to fill positions as delegates to the PRSA Assembly in 2004. Nominated as delegate-at-large are: Anthony R. Hicks, APR, customer communication manager-West Tenn. and Miss., Tennessee Valley Authority, Memphis, Tenn.; Julie Manning, APR, vice president, development and community relations, Samaritan Health Services, Corvallis, Ore.; and Carol Scott, APR, owner, Kailo Communications Studio, Corpus Christi, Texas. Nominated to represent PRSA members who reside in Canada is Daniel Granger, APR, vice president and group manager, Tech Nation Public Relations, Montreal. The PRSA Assembly will elect its officers and directors on Nov. 16 prior to the annual International Conference, held this year in San Francisco. PRSA Bylaws also allow other candidates to seek nomination via petition to the Assembly.

### PRSA Multicultural Section Issues Call for Nominations

PRSA's Multicultural Section is accepting nominations for the D. Parke Gibson Award. D. Parke Gibson Award is PRSA's highest individual award presented to a public relations professional that has contributed to the increased awareness of public relations within multicultural communities and participated in the promotion of issues that meet the special informational and educational needs of these diverse communities. The deadline for nominations is Oct. 1, 2002. For complete details visit the Multicultural Section Web site, <http://www.prsa.org/Networking/mc/gibsonaward.asp?ident=mc8>. Contact Alison Calvello at (212) 460-1482 or [alison.calvello@prsa.org](mailto:alison.calvello@prsa.org) with any questions.

### PRSA Foundation and Page Society Launch New Case Writing Competition

The PRSA Foundation and the Arthur W. Page Society have invited students and faculty at more than 1,000 accredited schools of business, communications and journalism to participate in the 2002 Case Writing Competition in Corporate Communications. The competition was established as a way to introduce business school students and faculty to the value of public relations as a critical function of management.

For more information on how to participate, visit [www.awpagesociety.com/public/news/2002casewriting.html](http://www.awpagesociety.com/public/news/2002casewriting.html).



YOU CAN ALSO GET NATIONAL NEWS  
THROUGH PRSA'S MONTHLY

### *e-newsletter*

*It's distributed to all PRSA members, chapter leadership and PRSA employees. If you aren't receiving the monthly e-mail and should be, e-mail [libby.roberge@prsa.org](mailto:libby.roberge@prsa.org).*

# Time for prssa news

## PRSSA to Unveil New Web Site

The Public Relations Student Society of America (PRSSA) recently announced the re-launch of the Society's Web site ([www.prssa.org](http://www.prssa.org)), which has received a major renovation that includes multiple dynamic components and a new national career resource.

The database-driven features of the new Web site enable members to post their Chapter news to the Web site, update their detailed Chapter information in the online Chapter directory, submit articles for FORUM {national newsletter}, post messages to the guest book and take

part in discussions on the new message board. In addition, members can subscribe to three different e-mail lists, read National and Chapter news, receive up-to-date industry information provided via a live news feed and explore the Society's history, including a Web-based version of the national newsletter, hundreds of photos and Web sites of past national events.

JobCenter, the Society's online career resource, one of the most important benefits PRSSA offers to its members, has been transformed into a separate Web site. The site pro-

vides the same types of services offered to both job seekers and employers by major career Web site. Members can post and edit their resumes online, and employers can easily post, edit and delete their job listings, as well as search members' resumes by various criteria.



PRSSA recently announced the re-launch of the Society's Web site [www.prssa.org](http://www.prssa.org)

### Tell Us How NMPRSA Can Make a Difference

**We need your input!**

The NMPRSA Board is interested in your ideas on community service involvement for the Chapter.

- As a member, would you like to see NMPRSA undertake a community service project?
- If so, would you be interested in a project that would utilize your public relations skills to assist a local charity, or would you rather volunteer your time in a "hands-on" role, such as helping out at a food bank for a few hours on a Saturday morning?
- Would you be more comfortable signing up for a one-time, limited duration activity, or would you prefer to be involved in a project that involved a longer-term commitment?

*Send your feedback via e-mail to Susan Wilson at [wilson@hirstco.com](mailto:wilson@hirstco.com).*

## Professional Education Opportunities

*PRSA offers a variety of ways to sharpen your skills and stay ahead of the latest trends.*

### Teleseminars

#### *Bush and the Environment: a View from the Fourth Estate*

**Tuesday, Sept. 17 at 2 p.m. ET**

Sponsored by the Environmental Section, registration is \$75 for Environmental Section members, \$90 for PRSA members and \$100 for nonmembers. A panel of leading environmental journalists will discuss the Bush administration's efforts to shift responsibility on environmental regulations from the nation's capital to local government and private interests. The speakers will also comment on environmentalist fears that the administration's strategies hide an intention to turn environmental policy over to polluters and opportunists. For more information and to register, visit <http://www.prsa.org/Networking/environment/pdf/17sept02flier.pdf> or contact Christopher Tearnio at [chris.tearnio@prsa.org](mailto:chris.tearnio@prsa.org) or (212) 460-1420.

#### *U.S. Hispanic Markets in 2002*

**Tuesday, Sept. 17 at 2 p.m. ET**

Sponsored by the Multicultural Communications Section, registration is \$85 for Multicultural Section members, \$125 for PRSA members and \$185 for nonmembers. Corporate or agency public relations practitioners who work with Latino/Hispanic audiences/clients will be able to use the information provided to communicate to growing, diverse audiences. A panel of experts will present what basic differences and similarities exist among the nation's major Hispanic groups and how they should be addressed, what marketers can expect from the Hispanic market in the next decade, where the opportunities are for effective outreach to Hispanics, and what are the most important techniques for reaching the U.S. Hispanic audience. For complete details, visit [www.multicultural.prsa.org](http://www.multicultural.prsa.org) or contact Alison Calvello at (212) 460-1482 or [alison.calvello@prsa.org](mailto:alison.calvello@prsa.org).

#### *Strategic Planning in Travel Public Relations*

**Wednesday, Sept. 18 at 2 p.m. ET**

Sponsored by the Travel & Tourism Section, registration is \$85 for Travel & Tourism Section members, \$125 for PRSA members and \$185 for nonmembers. How do you ensure that your travel industry public relations program is strategically focused for maximum impact? Alastair M. Morrison, PhD, of the department of hospitality and tourism management at Purdue University, will show you how to think strategically using two models for travel marketing planning that incorporate public relations as an integral function. For complete details, visit [www.travel.prsa.org](http://www.travel.prsa.org) or contact Alison Calvello at (212) 460-1482 or [alison.calvello@prsa.org](mailto:alison.calvello@prsa.org).

#### *Physician Unionization, Boycotts, and Other Attempts at Collective Bargaining*

**Wednesday, Sept. 18 at 2 p.m. ET**

Sponsored by the Health Academy, registration is \$75 for Health Academy Section members, \$115 for PRSA members, and \$175 for nonmembers. A one-hour teleconference with Tom Vitelli, APR, Fellow PRSA, senior director, PR and advertising, Intermountain Health Care. Around the country, independent physicians are attempting to engage in collective bargaining to get a better deal from HMOs. Some are participating in illegal boycotts, others are trying to work through unions and "messenger models," and others are trying to change the antitrust laws that prohibit independent physicians from bargaining collectively. This teleconference will suggest public relations responses to these challenging situations facing health plans and some provider organizations. For complete details, visit [http://www.healthacademy.prsa.org/documents/prodev\\_020918\\_flyer.pdf](http://www.healthacademy.prsa.org/documents/prodev_020918_flyer.pdf) or contact Heather O'Connor at [heather.oconnor@prsa.org](mailto:heather.oconnor@prsa.org) or (212) 460-1438.

#### *Annual Reports for Associations: It's Not Just the Bottom Line*

**Tuesday, Sept. 24 at 2 p.m. ET**

Sponsored by the Association Section, registration is \$75 for Association Section members, \$115 for PRSA members and \$175 for nonmembers. On this one-hour teleconference with Michael Klodnicki, Mike Klodnicki & Associates, learn how to develop and communicate the story of your association or company, to produce a report using a cost-efficient process and how to use pre-testing and evaluation methods to ensure you get results. For complete details, visit [http://www.prsa.org/Networking/association/pdf/092402\\_flyer.pdf](http://www.prsa.org/Networking/association/pdf/092402_flyer.pdf) or contact Heather O'Connor at [heather.oconnor@prsa.org](mailto:heather.oconnor@prsa.org) or (212) 460-1438.

#### *The Future of DTC: Driving Cost Up or Driving a Better Quality of Life?*

**Thursday, Sept. 26 at 1 p.m. ET**

Sponsored by the Health Academy, registration is \$75 for Health Academy Section members, \$115 for PRSA members, and \$175 for nonmembers. The controversy over direct-to-consumer advertising is heating up yet again. At the heart of the debate, some medical professionals express concern that DTC advertising raises the cost of prescription drugs, either because advertising expenditures raise pharmaceutical companies' costs or because advertising induces patients to purchase more - or more expensive - prescription drugs than they would purchase in the absence of advertising. In contrast, others give DTC advertising credit for empowering consumers with information that enables them to seek effective treatment for problems sooner than they would have otherwise. Has the explosion of direct-to-consumer advertising gotten out of hand? Are we enlightening the masses or making healthy living even more cost prohibitive? Can there be a middle ground? Find out on this one-hour teleconference with Donald C. McLearn, senior vice president, Fleishman-Hillard International Communications. For complete details, visit [http://www.healthacademy.prsa.org/documents/prodev\\_020926\\_flyer.pdf](http://www.healthacademy.prsa.org/documents/prodev_020926_flyer.pdf) or contact Heather O'Connor at [heather.oconnor@prsa.org](mailto:heather.oconnor@prsa.org) or (212) 460-1438.

# NM PRSA

## Member News

### NM PRSA Members Receive APR Designation

**C**ongratulations to NM PRSA members Jon Aronson, Jacquelyn Campo and Karen Plyler for successfully completing their Accreditation in Public Relations (APR) examinations. All three took the APR examination in March and recently received word that they had passed the exam. Congratulations also to Chad Perry, APR Chapter Delegate and Exam Proctor, for his continued success in preparing New Mexico's APR candidates for the exam.

### Monaghan Named NM PRSA Secretary

**E**lisabeth Monaghan, Marketing Communications/ Public Relations Director with Basis International, was recently appointed to serve as secretary on the 2002-2003 NM PRSA Board of Directors. Former Secretary Lara Nieto stepped down from the post in July because of other commitments.

### Welcome to NM PRSA

#### *Welcome to the following NEW NM PRSA MEMBERS:*

**Frederick Bermudez**, Director, Corporate Communications, Public Service Company of New Mexico – Albuquerque  
**Don Brown**, Senior Communications Consultant, Public Service Company of New Mexico -- Albuquerque  
**Teala Kail**, Public Relations Representative, Public Service Company of New Mexico -- Albuquerque  
**Kristen Krebs**, Director, Internal Communications, Presbyterian Healthcare Services -- Albuquerque  
**Steve C. Lewis**, President, LOCAS, Inc. – Santa Fe  
**James Manatt, Jr.**, President and CEO, Providence Technologies, Inc. – Roswell  
**LeeAnn Martinez** -- Albuquerque  
**Julie McCabe**, Senior Communications Consultant, Public Service Company of New Mexico -- Albuquerque  
**Ginger Middleton**, Manger, Communications and Technical Documents, Honeywell – Albuquerque  
**Linda Milanese**, Public Relations and Marketing Director, Georgia O'Keeffe Museum – Santa Fe  
**Graham Sudbury**, APR, Fellow PRSA, President, Graham Sudbury and Associates – Taos



# NM PRSA

## Upcoming Events

### NM PRSA September Luncheon

#### **A View from the Frontline**

#### *International Correspondent Bob Martin to speak at September NM PRSA meeting*

Bob Martin, New Mexico's own international news correspondent, will be the speaker at the Thursday, Sept. 26, PRSA monthly luncheon.

Martin, 18 years a reporter and helicopter pilot for CBS affiliate KRQE-TV in Albuquerque, has completed two reporting tours in Afghanistan. During the most recent assignment, he spent a month and a half with Northern Alliance troops on the front lines in October and November of 2001. His documentary that grew out of that tour of duty earned a regional Emmy Award. Martin also spent a month in Afghanistan in 1986 during the Soviet occupation.

Although the Eastern New Mexico University graduate has tended to focus on science and technology stories while in New Mexico, he also spent six months in Saudi Arabia, Iraq, Bahrain and the UAE as a member of the US Department of Defense combat correspondent pool during the Gulf War. He has covered wars in Panama, El Salvador and Nicaragua.

The meeting is from 11:30 a.m. to 1 p.m., at the Holiday Inn Mountain View, 2020 Menaul Blvd. NE. The cost is \$17 for NM PRSA members and \$25 for non-members. RSVP to Don Butterfield at donb@sjhs.org or 727-8725.

### **"Public Relations in a Changing World"**

#### **Focus of Full-Day Seminar on Oct. 23**

Mark your calendar for NM PRSA's 2002 fall seminar, Risks and Rewards: Public Relations in a Changing World, to be held Wednesday, Oct. 23, from 8 a.m. to 4 p.m. at the Albuquerque Marriott Hotel. The seminar features presentations from the best and brightest PR minds in the state. Breakout sessions will include two tracks—one for beginning to mid-level practitioners and another for senior level practitioners – ensuring an informative and educational experience for PR professionals at every career stage.

Two national speakers—keynote speaker Joann E. Killeen, National PRSA President and President of Killeen Communications, will discuss Today's Public Relations Profession: It Ain't What It Used To Be; and Dana L. Deubert, Director of Corporate Communications for Citi Cards, will deliver the luncheon presentation on Crisis Communications in Post 9/11 New York City.

All NM PRSA members will receive a seminar brochure in the mail soon. For more information, contact Amy Miller at amiller@rjc.com or log on to the NM PRSA website to download a brochure with complete information on presentations, prices and registration. The last day to register is Friday, Oct. 18.



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