



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

LA PUERTA

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Message from the President



FELLOW NMPRSA MEMBERS:

Inside this issue you’ll find a recap of important news from PRSA’s recent National Assembly in San Francisco as well as information on the current Member-Get-A-Member Offer, which continues through December 31.

I hope you have had a chance to take advantage of the full schedule of Chapter programs that have been offered over the last few months. From luncheon speakers to the breakout and keynote sessions at our recent Fall Seminar, your Board of Directors and committee Chairs have been working hard to respond to your suggestions and provide you with excellent programming on topics you’ve requested. As we’ve been inspired by veteran journalist Bob Martin, challenged by national PRSA President Joann Killeen, enlightened by Citi Cards Vice President of Communications Dana Deubert and advised by Ron Kolb of California’s Lawrence Berkeley Lab, I hope you have found these programs to be meaningful and relevant in your development as a public relations professional.

On January 30, we have another terrific program in store for you, one which is in direct response to member requests. We’ll hear from veteran journalists Larry Barker of KOAT-TV’s “Target 7” report and Sue Holmes with the New Mexico Bureau of Associated Press. Mr. Barker and Ms. Holmes will address the topic: “Being Prepared for the News Media: Hints from Reporters.” Even our seasoned members should enjoy this discussion and hopefully we’ll all take away some helpful tips for future interviews.

In addition, we have many more networking and professional development opportunities slated for the months ahead. Be sure to stay tuned – and take advantage of these programs!

It’s worth repeating: NMPRSA is your professional organization. As always, 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 best NMPRSA can serve you.

Sincerely,

Celeste Walther

Celeste A. Walther, APR
President, NMPRSA

NMPRSA Fall Seminar –

BIG SUCCESS

Insightful, informative, and motivational – that’s what participants said about PRSA’s Fall 2002 Seminar held at the Albuquerque Marriott Hotel on October 23.

“Risks and Rewards: Public Relations in a Changing World” attracted 57 public relations practitioners and students from around the state. The full-day seminar featured two national keynote speakers, six different breakout sessions designed for beginning to mid-level practitioners as well as senior level professionals, and a media panel in which reporters and editors were “in the hot seat,” answering questions from the audience.

PRSA National President Joann Killeen kicked off the seminar with her presentation, “The Public Relations Profession: It Ain’t What It Used To Be.” Her talk addressed the industry’s greatest challenges and opportunities. Killeen, who has been in the PR business for 25 years, is president and CEO of Killeen Communications, a public relations firm headquartered in Los Angeles.

The full-day seminar featured keynote speakers, breakout sessions, and a media panel.

VISIT OUR WEB SITE AT www.nmprsa.com

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FALL SEMINAR *Continued from cover*

"It was a real privilege to bring someone of this caliber to headline our seminar," said Celeste Walther, president of PRSA's New Mexico Chapter. "We appreciate PRSA's support in helping to keep PR practitioners in New Mexico educated, motivated, and up-to-date with the current trends."

The luncheon presentation featured keynote speaker Dana Deubert, vice president of communications for Citi Cards. Her lighthearted, humorous, yet powerful speech about crisis communications was a favorite among seminar participants. Her presentation provided a glimpse of how her company handled commu-

nications post 9/11. Deubert also provided insight on defining a crisis and preparing for one – an ever-popular topic among PR professionals.

"Our goal for the seminar was to encourage fellow PR practitioners and provide them with new information and ideas to enhance their work and career," said Amy Miller, seminar co-chair.

This year's seminar was co-chaired by Amy Miller, APR and Veronica Valencia. Committee members were Anna Dykeman and Julie Grey, APR. The seminar recovered all expenses toward the event and generated additional revenue to fund future chapter programs and services.



PRSA Member-Get-A-Member Campaign Underway

Who better to spread the word about PRSA than its dedicated members? National PRSA is encouraging members to introduce a colleague to the organization. By being part of the Member-Get-A-Member campaign, you can win prizes. A chapter challenge is also underway, to find out which chapter can increase their membership by the highest percentage between now and December 31, 2002.

For each new member you bring into PRSA by the end of the year, your name will be entered in a drawing for prizes. A pair of roundtrip airline tickets, travel vouchers, and gifts of PRSA merchandise will be given away. Prizes will be awarded in January. You will also earn PRSA Dollars that can be used for any National program, service, or publication. Your name will be entered into the drawing for prizes each time you recruit a new member. The more you recruit, the more PRSA Dollars you earn.

The big benefit to new members is that PRSA will waive the \$65 initiation fee. That means a new member will pay only \$225 for the first-year dues, plus \$25 for NMPRSA dues. Members with less than one year's experience pay only \$115, and those with less than two years experience pay only \$155. New members are also encouraged to join a Section (professional interest group) for which additional fees apply.

Chapter Awards for the best recruitment are:

1st Place: \$1,000 toward the cost of a professional development program in your chapter.

2nd Place: A \$500 stipend toward the 2002 Leadership Rally.

3rd, 4th, and 5th Places: Two PRSA rosewood pen and pencil sets for each of three chapters.

Complete contest rules and special membership applications for those who choose to pay by credit card are available on the web at www.prsa.org. Applications and additional information are also available by contacting Greg Johnston at gj50@earthlink.net. All applications must be postmarked by December 31, 2002.

Santiago Leaves Support for New Position

NMPRSA member Maggie Santiago, longtime spokesperson for the Albuquerque International Support, has accepted a position with a newly created federal agency responsible for security issues at the nation's airports. Santiago is now Albuquerque customer service manager for the Transportation Security Administration (TSA), a division of the U.S. Department of Transportation that was created in the wake of the September 11 terrorist attacks. She will keep the public apprised of passenger security issues at the Support, and will serve as media spokesperson on security concerns. Media inquiries for the Support will now be fielded by Regina Chavez, head of the airport arts program, who will forward requests to Aviation Director Dewey Cave.



NM PRSA

Member News

Perry Elected to Leadership in Southwest District and Selected to Serve on 2003 UAB Board



Chad Perry, APR, past president of NM PRSA and our chapter's current Assembly delegate, was elected chair-elect of the Southwest District at the recent district meeting held during the International PRSA conference in San Francisco.

Perry, who was president of the New Mexico chapter in 1999, served as district treasurer in 2001 and was elected to represent the district on the national nominating committee this year. He will be chair-elect for the 2003 fiscal year and will be chair of the district in 2004.

The PRSA districts serve various, important functions for the organization. They serve as liaisons between local chapters and the national board. Districts also provide leadership for several of the board positions on the national board.

"Carol Cassill, APR, 2003 district chair, and I have discussed several ideas that will strengthen the channels of communication between chapters in our district," Perry said. He also explained that the current leadership of the district plans to

develop speaker and program ideas and resources for the district chapters. There will be several opportunities for chapter leadership to participate in phone conference calls, and an e-mail network will also be established.

"An important function of districts is to provide opportunities for professional development for district members," he said. For instance a district-wide conference was held in Arlington, TX in February 2002. "It was an outstanding conference that featured Tim Doke," Perry said. "Doke is vice-president of corporate communications for American Airlines, which was hit particularly hard by the tragedy of 9/11." Doke was a keynote speaker at November's International PRSA Conference in San Francisco and was named Public Relations Professional of the Year by PRSA. "We had him first," Perry added. The Southwest District of PRSA is one of the more active and larger districts, Perry explained. "We represent 10 percent of PRSA's membership," Perry said. "That

gives us a strong voice on the national level." Besides New Mexico, other states in the Southwest District include Texas, Oklahoma, Kansas, Arkansas, and Louisiana.

Perry has also been selected to serve on the 2003 Universal Accreditation Board (UAB) for PRSA. The UAB is playing a pivotal role in revamping the Accredited in Public Relations (APR) exam. The UAB will oversee the transition of the APR exam to a computer-based format, and UAB members are involved in writing questions for the new exam (see related article in this issue).

Perry has been the APR chair for the NM PRSA chapter for the past three years and will continue to function in that role.

NM PRSA

Upcoming Events

NM PRSA January

Two familiar names in the New Mexico news-gathering and reporting business will offer their sage advice as part of the program for the Thursday, Jan. 30, 2003, monthly luncheon of the NM PRSA.

Speaking on the topic – "Being Prepared for the News Media: Hints from Reporters" – will be Sue Holmes, a reporter with the New Mexico Bureau of Associated Press, and Larry Barker, KOAT-TV's "Target 7" investigative reporter. Holmes graduated from the University of New Mexico with a degree in journalism in 1971. She immediately found jobs working for newspapers in Oklahoma, but returned to New Mexico in 1975 when she joined AP. Holmes, the bureau's Day Supervisor, still finds time for enterprise writing and maintains science and education as her reporting specialties. Among her writing awards over the years are an AP National Broadcast Award for a piece about the dangers of fire-works and an AP Managing Editors Award for a feature about – get this – mustaches.

Barker, a graduate of Prescott (Ariz.) College, has been with KOAT-TV since 1976. During his tenure there, he has received a variety of honors, including eight Rocky Mountain Emmys for Investigative Reporting and Journalistic Enterprise. His reports have tackled numerous topics including public corruption, fraud, and decades-old murder cases. Before joining KOAT, he worked as a staff assistant in the U.S. Senate. His bio sheet also includes a stint as a radio broadcaster in Prescott, Ariz., and Albuquerque.

NM PRSA February

One popular breakout session for Fall Seminar 2002 will make a by-request encore during the February 27, 2003, monthly luncheon for NM PRSA members and guests.

Speaking will be Laurie Moye, of PNM's Regularly Policy group, and Don Brown, PNM Corporate Communications. Their offering, "Getting the Public on Board: Strategies for Incorporating Community Perspective In Your Programs and Projects," will provide some updates on information delivered during the fall seminar.

An abstract of the February luncheon presentation: How do you overcome public opposition to projects, even when the project is for the public good? You include the public in the decision-making process. Learn the latest developments in an innovative public participation process PNM is using in northern New Mexico to plan much-needed improvements to the electric system. Topics will include creating a public working group, the communication process within the group, and the role of earned media in building public acceptance.

Watch for full details via e-mail regarding location and reservations for both January and February's events. See you on January 30 and on February 27!



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.

National PRSA Web Site Wins Award

PRSA announced it has won the Web Marketing Association's 2002 Standard of Excellence WebAward less than a year after the Society unveiled its completely new Web design. A record 1,300 sites were entered into the 2002 WebAward competition this year. WebAward entries are judged on design, innovation, content, technology, interactivity, navigation and ease of use by distinguished experts in relevant disciplines--the media, advertising, site design and Web content. For more information, go to http://www.prsa.org/_News/press/pr101702.asp.



PRSA Assembly Approves Ten Bylaw Changes

The 2002 PRSA Assembly in San Francisco approved 10 bylaw revisions but referred the most controversial of these to the national board for further discussion.

Ironically, the proposed change that received the most attention and was eventually deferred was the one that had the simplest rephrasing. The proposed revision would have removed the APR requirement for Assembly delegates. It simply said "delete the following phrase: 'who are Accredited.'" In a very passionate and intense debate that lasted an hour, Assembly delegates voiced sound arguments favoring and opposing this revision. One of the arguments for why the APR requirement should be dropped is that more than 20 chapters are not represented each year at the Assembly. Some PRSA members believe this is because these chapters cannot find a local member to serve as delegate, who is also accredited. However, no research has been done to support that argument. Delegates who opposed this revision pointed this out to the Assembly. Those opposing the revision also believe that it sends the wrong message about accreditation.

THE 2002 PRSA ASSEMBLY IN SAN FRANCISCO APPROVED 10 BYLAW REVISIONS

Additional bylaw amendments addressed issues relating to Assembly delegate alternates and the representation of the College of Fellows, as well as policies and procedures of the Board of Directors, Nominating Committee, Sections, Body of Knowledge Board, and Universal Accreditation Board. There were 228 PRSA Assembly delegates present, representing 93 chapters, 11 sections, and 10 districts. Three others represented the College of Fellows, PRSSA, and the Canadian delegate-at-large.

Other issues brought before the Assembly included the 2003 dues structure, a new (and much improved) PRSA logo, an update on the new APR exam, and a positive report about the organization's finances. The dues structure for 2003 is as follows:

- \$225 for regular and new members
- \$155 for associates with less than two years' of experience
- \$115 for associates with less than one year of experience
- \$60 for Ph.D. candidates
- \$50 for retired members
- \$60 for associate members, PRSSA graduates

A new logo will be rolling out over the next 18 months. It is NOT green and uses a serif font. Information on this new logo will be forthcoming on the national website (www.prsa.org). There will also be logo sheets with specs sent to all chapters. The work on this logo was provided pro bono, and it better reflects the current status of the organization and the profession. The old logo was developed in 1981, and it has served the organization well, but the design and the colors (green and gold) do not reflect public relations of the 21st century.

Nancy Wood, APR, and Carol Scott, APR, of the Universal Accreditation Board (UAB) presented an update on the new, re-engineered APR exam. The exam is set to go to a computerized test during the third quarter of 2003. A beta test will be administered in the Spring of 2003. The exam will have 200 questions and will last two and a-half hours.

Delegates previewed the types of questions that will be on the test, which will be more difficult than in the past. PRSA and the UAB will also pursue national certification recognition for the exam. This certification will have weight with human resources administrators in national companies and organizations.

Del Galloway, APR, 2002 treasurer, stated that PRSA is on target to return \$225,000 to reserves this fiscal year. That represents one percent of the total national budget. This was great news considering that just two years ago PRSA suffered a \$676,000 loss. Currently PRSA has about 10 percent in reserves, and that will grow to 20 percent by the year 2007. These new fiscal policies are due in no small part to the new PRSA administration. The organization is in great hands and has a bright future because of the leadership of the current board of directors, as well as Catherine Bolton, executive director and COO, and John Colletti, CFO.

NEWS
from national**APR Exam:****NEW AND
REVISED**

The Universal Accreditation Board (UAB) has revamped the APR exam, making it more viable and relevant to the profession. The new test, which is computerized and features multiple choice questions, takes two and a-half hours and includes 200 questions on the following topics: public relations planning (the four-step process), ethics/law, communication theories and models, management skills, crisis communications, media relations, and, to a lesser degree, questions on history and current issues.

The new exam will be beta-tested in spring of 2003 and will be fully implemented in the third quarter of 2003. (After this spring, candidates will no longer have the option of taking the old exam.) In order to be qualified to take the exam, the candidate must first successfully complete a review board.

Local chapters will contribute greatly to the new accreditation process through the review board. In the past, candidates had to undergo a face-to-face interview with local APR members in what was called an "oral panel." Each candidate went before the panel and was asked a few questions. Once the candidate left the room, the panelists decided whether the individual passed or failed. With this new review board process, the panelists and the candidates will commit to even more careful consideration, which will take more time. Candidates will be sent a series of questions to which they will write responses; they will also be asked to submit examples of their work.

Panelists will review these materials and determine if the quality of the writing indicates a level of professionalism worthy of sitting for the APR exam. Never before has writing been emphasized in the APR process, and never before have local APRs played such a vital role in the APR process! All candidates – pass or fail – will receive diagnostics of their tests, showing their strengths and weaknesses on the test.

**THE UNIVERSAL
ACCREDITATION BOARD
HAS REVAMPED THE
APR EXAM, MAKING
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RELEVANT TO THE
PROFESSION.**

**LOCAL CHAPTERS WILL
CONTRIBUTE GREATLY TO
THE NEW ACCREDITATION
PROCESS THROUGH THE
REVIEW BOARD**

After its beta-test, the UAB will apply for a national certification, which is considered significant among human resources administrators.

For more information on the APR process, please feel free to contact Chad Perry at 925-8547 or cperry@unm.edu, or visit the PRSA web-site (www.prsa.org). The next APR "cycle" (and last chance for the older version of the exam) starts in February with the exam being administered in March.

For Members Only

Update your contact information, find your colleagues in National PRSA's online member directory or read other news about PRSA in the MemberNet area of the Web site. Can't remember your password? No problem, PRSA will e-mail it to you.

To access MemberNet, click the Member Login icon on the National PRSA home page. An added bonus to using MemberNet: PRSA will select one member each week from those who visit MemberNet for the remainder of the year to win a gift of PRSA merchandise.

Professional Education Opportunities

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

For detailed information, visit http://www.prsa.org/_news/calendar/calendar.asp?ident=p1

SEMINAR

Strategic Communications Planning

January 27, 2003 - Phoenix, AZ

The "ready-aim-fire" approach to public relations is the answer for practitioners who too often find themselves in a reactive mode, unable to plan, unable to set priorities, and unable to say no to unwarranted demands on their professional time. Taught by Peter Hollister, APR, Fellow PRSA, CPRC, this seminar presents time-tested, strategic public relations planning techniques that can and should be adapted to fit all of the situations you face in your professional life. Learn how to use planning processes to help you create positive relationships with key audiences. For complete details and registration information, visit http://www.prsa.org/_Advance/seminars/70011.asp?ident=apr3



Check out these Professional Interest Section Events

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

TELECONFERENCES

U.S. Hispanics: A Market Update

Wednesday, Feb. 5, 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 http://www.prsa.org/_Networking/mc/020503flyer.pdf or contact Alison Calvello at (212) 460-1482 or alison.calvello@prsa.org.

*What can
marketers
expect from
the Hispanic
market in
the next
decade?*



Building Relationships with Financial Journalists

Thursday, March 27, at 3 p.m. ET

Sponsored by the Financial Communications Section, registration is \$75 for PRSA Financial Communications Section members, \$115 for PRSA members, and \$175 for nonmembers. Learn the art of cultivating strong working relationships with the journalists and reporters responsible for generating positive national press for your company and management team. Featured will be a distinguished panel of financial public relations pros and top U.S. business journalists. Watch the national PRSA website for complete details at www.prsa.org.

Need a Mentor?

THE NMPRSA MENTORING PROGRAM is a benefit for NMPRSA members who want to talk confidentially to an accredited NMPRSA 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 NMPRSA 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.

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nmPRSA



Board Elections

The call for nominations was completed in October, and you will soon receive a ballot to vote for your incoming board of directors. The slate includes president, president-elect, treasurer, vice president for membership, vice president for programming, and three directors-at-large. Please be sure to fill out your ballot and return it by the deadline listed.

The NMPRSA membership voted last year to change the chapter's operating year from a January – December term to a July – June term. To accomplish this transition, the current board, under president Celeste Walther, APR, is serving a 15-month term (January 1, 2002 – March 31, 2003), and the incoming board, under president Jacquelyn Campo, APR, will also serve a 15-month term (April 1, 2003 – June 30, 2004). Thereafter, the board will serve a 12-month term.

The board's purpose is to guide the chapter and serve the membership. Please feel free, at any time, to contact members of the board with suggestions and feedback.

LA
PUERTA



Welcome to NMPRSA

*the following **NEW MEMBERS:***

Lydia Ashanin

Communications and Media Relations Manager
Blue Cross and Blue Shield of New Mexico
Albuquerque

Sandra Martinez

Outreach Specialist
Los Alamos National Laboratory
Los Alamos

Deborah Mazur Trevino

Director, Corporate Communications
WilTel Communications
Tulsa, OK



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