

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:

It's hard to believe that more than a year has passed since I wrote the first letter to you for this column. The past year has been exciting and gratifying in many ways. I hope that the work of your 2002-2003 Board of Directors has aided in your development as a public relations professional

while strengthening your network among colleagues.

One of the changes we were able to accomplish together during the past year was the re-introduction of a printed newsletter – this publication, known as *La Puerta*. Your response has been tremendous. Thank you for your suggestions and for being such faithful readers. A very special thanks to Karen Plyler, our talented volunteer editor.

Your New Mexico Chapter was also proud to sponsor the attendance of two young UNM students and PRSSA officers at PRSA's National Assembly in November. Those of you who attended the meeting on Jan. 30 heard from Student Chapter President Jessica Grandia, who thanked the members of the professional Chapter and spoke about the benefits of attending the national conference.

Please join me in congratulating our newly accredited members Nancy Sagui, Julie McCabe and Don Brown. All have recently earned their APR designation after successfully completing the accreditation examination process last fall. Kudos!

Inside this issue, you'll find: an update on PRSA's new logo; information on the new Universal Accreditation process; an update on NMPRSA's mentoring program; a call for nominations for the 2003 Vista Lifetime Achievement Award; details on Chapter programs for March, April and May; a full list of your new Board of Directors for 2003-2004; and information on the upcoming Cumbre Awards.

Your recently elected 2003-2004 Board of Directors will assume leadership for the Chapter at our March 27 luncheon, which will feature a panel presentation with tips from experienced entrants and judges on how to prepare a successful entry for the Cumbre Awards. President-Elect Jacquelyn Campo and her team are already hard at work preparing a slate of terrific speakers, seminars, awards programs and other activities to benefit you in the coming year. I hope you'll take advantage of opportunities to attend, participate and be involved in NMPRSA in the coming year. You will benefit from your involvement with your colleagues, the Chapter and PRSA.

Finally, please accept my sincere thanks for the opportunity to have served you as President. It has been an honor and a privilege to lead your Chapter over the past fifteen months. I look forward to more great things from NMPRSA in the months ahead and the opportunity to continue to volunteer with each of you!

Sincerely,

Celeste Walther

Celeste A. Walther, APR
President, NMPRSA

New Board Begins Term

Dear Colleagues:

The new NMPRSA board begins its term on April 1. These members represent our chapter with a variety of experience and viewpoints; all have the vision to ensure you will have interesting and worthwhile professional development opportunities over the next 15 months. As the board and I form our plan for the coming months, we will keep you updated every step of the way – and please contact any one of us with your suggestions or feedback on any issue.

Sincerely,

Jacquelyn Campo, APR, *President-Elect, NMPRSA*

Please welcome the new NMPRSA board:

- President, **Jacquelyn Campo**, APR, Citibank
- President-Elect, **Don Butterfield**, APR, Sandia Health Systems
- Vice President of Programming, **Monique Chenoweth**, APR, TVI

- Vice President of Membership, **Susan Wilson**, Hirst/Cordova Public Relations
- Treasurer, **Leslie Venzuela**, Albuquerque Museum
- Secretary, **Elisabeth Monaghan**, Basis International

- Past President, **Celeste Walther**, APR, Sandia Prep
- Directors at Large: **Frederick Bermudez**, PNM
Anne Monson, APR, Lovelace
Karen Plyler, APR, Lovelace
- Ethics Officer, **Greg Johnston**



VISIT OUR WEB SITE AT
www.nmprsa.com

NM PRSA BOARD OF DIRECTORS

President	Celeste A. Walther, APR Director of Marketing Sandia Preparatory School PHONE: 344-1671 cwalther@sandiaprep.org
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Vice President Programs	Rod Geer Media Relations & Employee Communications Sandia National Laboratories PHONE: 844-6601 wrgeer@sandia.gov
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Immediate Past President	Monique Chenoweth, APR Communications Officer Albuquerque Technical Vocational Institute PHONE: 224-4682 moniqueu@tvi.cc.nm.us
Board Members at Large	Leslie Venezuela Director, Public Relations & Marketing Albuquerque Museum PHONE: 243-7255 lvenzuela@cabq.gov
	Todd Sandman, APR Director of Public Relations Presbyterian Healthcare Services PHONE: 923-6578 tsandman@phs.org
	Susan Wilson Vice President The Hirst Company PHONE: 266-5637 wilson@hirstco.com
Ethics Officer	Greg Johnston PHONE: 867-3276 gj50@earthlink.net

New APR Exam On the Way

New Mexico Chapter and Universal Accreditation Board member Chad Perry, APR, has been involved in the creation of the new Accredited in Public Relations examination. Here, he gives the details on the new exam.

Beta testing for the new Accredited in Public Relations (APR) examination is scheduled for March 6 through 26, 2003, and the new APR process will be in place by the July 1, 2003. The Universal Accreditation Board has been hard at work implementing the procedures for the beta testing of the new computer-adapted examination. Board members are also developing new guidelines, study materials and an APR chair coaching manual for the new process.

The Old Process

The old process consisted of two testing cycles annually, and PRSA members with five years of professional experience could sign up to take the examination either in the Spring or in the Fall. Most chapters provided some type of a preparation course that candidates could participate in to better prepare them for the examination. The examination itself usually consisted of a two and a half hour section of short essay answers, a 45-minute bonus section, and a three-hour section that required the candidates to develop a hypothetical, year-long public relations campaign. Candidates also had to pass an oral examination that consisted of answering a series of questions in an interview with a panel of local APR members.

Because the old examination was a written test, each examination was read and graded at least twice by professional evaluators who worked for a company hired by PRSA. It was a long process; each examination cycle took six months to complete because of the manual evaluations. It was also an expensive process because of the hours involved in grading the examinations. The typical national pass rate for each testing cycle was 50 to 60 percent.

The New Process

Candidates will submit a packet to a Readiness Review Panel consisting of three local APR members. Panel members will review the packet, conduct an interview with each candidate and determine whether the candidate(s) is ready to take the computerized examination. The computer portion of the examination is two and a half hours in length and will consist of approximately 300 multiple choice questions. It will be administered through Prometrics and candidates will be able to take the examination year-round. Candidates will know within 4 to 8 weeks of taking the examination whether they have successfully completed the APR process.

A Higher Standard

Concerns have been raised that the APR process has been "dumbed down." To the contrary, the new process is just as difficult – if not more so – than the old.

Here's why:

- The Readiness Review Panel will be far more difficult than the old Oral Examination Panel. Candidates will have to develop concise, clearly written short essay answers to a series of questions that cover 16 criteria carefully developed by the UAB. Panelists conducting the readiness review will scrutinize these answers. If there are problems with clarity, thesis development, grammar and/or spelling, the candidate will not be allowed to take the computer examination. In addition to the short essay answers, each candidate must submit an example of a public relations campaign he or she developed and implemented. If a candidate has not participated in a campaign, then he or she will need to develop a campaign for a nonprofit organization or similar group. After the panelists review the written answers and the work sample, they will conduct an extensive interview with the candidate before making their decision. If the candidate is not advanced, then that candidate must undergo another review panel.
- Computer-adaptive tests require careful consideration of answer choices. Even though the correct answer is on the screen, there are other answers similar to the right answer. These are called "distracters" and they require each candidate to carefully select answers, and to think strategically. Several professions, including medical specialties, now make use of computerized tests for their certification process because it is an effective means of determining expertise. This new examination will be similar in difficulty to the GRE, an examination used by graduate programs at the majority of American universities.

Candidates who do not pass the computer portion of the test can retake that part of the test up to five times in one year. The goal of the new process is to increase the pass rate of the examination by applying more stringent qualification guidelines. The Readiness Review will serve as gatekeepers for the process; that means that local chapters have far more valuable input in this process than ever before. That also means that the advance/not advance rate at the review panel phase is critical: It will be up to local APRs to ensure that candidates are actually ready to take the computerized examination.

This new process represents a milestone in the history of PRSA. Some \$300,000 has been spent on this process and when the number of hours spent by the members of the UAB over the past two years is added to that total, the investment in this process is close to \$1 million.

For more details on the UAB's progress, read the update in the March issue of *PR Tactics*.

NM PRSA

Member News

NM PRSA Members Receive APR Designation

Congratulations to NM PRSA members Nancy Sagui, Julie McCabe and Don Brown for successfully completing their Accreditation in Public Relations (APR) examinations. All three took the APR examination in September and recently received word they had passed the exam.

NM PRSA

Upcoming Events

2003 Cumbre Call for Entries Coming Soon

Start dusting off your best work from the past year. The 2003 Cumbre Awards Call for Entries brochure will arrive in your mailbox soon.

The Cumbres -- NM PRSA's annual awards program to recognize exceptional work by the state's public relations practitioners -- present gold, silver and bronze awards in numerous campaign and tactic categories, as well as awards for Best of Show -- Campaign and Best of Show -- Tactic.

The 2003 Cumbre Awards banquet will be held in late June or early July. Stay tuned for full details, including this year's location.

Cumbres Topic of March Luncheon

For those new to the Cumbre Awards, or who simply need a refresher, panelists will present "How to Enter the 2003 Cumbre Awards" at the March 28 NM PRSA luncheon, 11:30 a.m. at the Albuquerque Hilton Hotel, 1901 University Blvd. NE (at Mena and University). Call Don Butterfield at (505) 727-8725.

Panelists will include an experienced judge and successful entrants, all of whom will offer tips and practical guidance.

Get Involved:

Judges and Volunteers Needed

Each year, NM PRSA partners with another PRSA chapter in the country to judge each other's Cumbre entries. This year's partner chapter is the Knoxville, Tenn., chapter, and volunteers are needed to help judge their contest entries. Call Susan Bradley at 764-2490 if you are able to help.

Volunteers are also needed to solicit silent auction items and help plan this year's awards banquet. For more information about the 2003 Cumbre Awards, call Lynn Melton at 272-3651 or Jennifer Riordan at 272-0261.

The 2003 Cumbre Awards committee is co-chaired this year by Lynn Melton and Jennifer Riordan. Other members are Tania Armenta, Susan Bradley, Corrina Burns, Sam Giammo, APR, Teala Kail, Michael Padilla and Veronica Valencia.

— Lynn Melton



Popcorn, Peanuts and (NM)PRSA

New Isotopes ballpark site of April chapter meeting

The NM PRSA April member event is a "party on the patio" at the new ballpark, Thursday, April 17, at 6 p.m. Come learn about the unique challenges the Albuquerque Isotopes overcame in bringing baseball back to Albuquerque, then stay for the game against Colorado Springs at 7:11 p.m. Look for more information via the listserv and at upcoming chapter meetings or contact Monique Chenoweth at 224-4682 or moniqueu@tvi.edu

*Mark your calendar for **May 29 at 11:45 a.m.** for the **NM PRSA monthly luncheon meeting at the Albuquerque Hilton.** More information on the topic will be sent out to all members via the NM PRSA listserv.*

NM PRSA Offers Annual Membership

NM PRSA is now accepting applications for a one-year, paid membership to PRSA. The "scholarship" will be awarded on an annual as-needed basis to a NM PRSA chapter member who meets certain criteria. Applications are due to chapter president Jacquelyn Campo by April 30, 2003.

Applicants must be either:

- Currently unemployed and seeking a public relations opportunity, or
- Employed in his or her current position for less than two years.

The successful applicant must commit to volunteering on at least one NM PRSA committee during the scholarship year and must pay the local NM PRSA dues of \$25

All applicants are encouraged to apply for the membership category that is most appropriate for their situation. The NM PRSA Board of Directors will review all applications and make a final decision at the May 2003 board meeting.

For an application or more information, contact Jacquelyn at jacquelyn.campo@citibank.com or by phone at 797-6199.

NEWS
from national

YOU CAN ALSO GET
NATIONAL NEWS
THROUGH PRSA'S MONTHLY

e-newsletter.

It's distributed to all PRSA members, and chapter leadership. If you aren't receiving the monthly e-mail and should be, e-mail libby.roberge@prsa.org.

**Society Begins Rollout of New Corporate Identity**

The Society has begun to rollout its new corporate identity reflecting a new sense of energy and focus that build on the strengths of its 56-year heritage. Created by Jacksonville, Fla.-based Husk Jennings, the new PRSA logo and tag line mirror the organization's changes from the "inside out" -as reflected by the new programs, products and services it has introduced for members over the past few years. The new PRSA tag line, "PRSA: Advancing the profession and the professional," is the result of a year-long qualitative and quantitative research process conducted by Husk Jennings in coordination with PRSA's Strategic Planning Committee. This new brand positioning showcases PRSA's equity as a leader in life-long professional learning, while reinforcing its long history of advocating credibility and ethical practice. The new identity will be rolled out throughout 2003, allowing Chapters, Sections, Districts and other key segments of the Society time to transition materials from the current logo to our new identity.

The new graphic standards will be distributed to Chapter presidents via CD-ROM in the next few weeks and posted to the Web site during the first quarter of 2003. The new identity was unveiled during the Society's annual Assembly in San Francisco in November 2002. The identity is expected to be fully integrated into the Society's Chapter, Section, District and Committee communications materials by January 2004.

**Save the Date for PRSA's 2003
International Conference**

Mark your calendars now for PRSA's 2003 International Conference, "Building Credibility, Confidence and Respect," to be held Oct. 25 through 28 in New Orleans. Complete details on how to register will be available soon.

**New PRSA Member Benefit:
Conference Calling Service**

PRSA is offering its members a new conference calling service, ConferenceAnytime!, through a preferred vendor agreement with Connect-us Group Communications. With ConferenceAnytime!, members will be able to audio conference with clients 24 hours a day, without having to make a reservation or go through an operator. Connect-us also offers PRSA members EventCall!, operator-assisted audio conferencing, and WebAnytime!, a feature that incorporates computer visuals with your phone conferences. To learn more about these services and the special rates for PRSA members, or to sign up immediately, contact John Weber, Connect-us, at (866) 397-9247 or jweber@callconnect-us.com.

Change in Dues Billing Cycle

In an effort to help the Society use membership dollars more efficiently, effective with May 2003 renewals, members will now receive their annual renewal invoice 60 days before their renewal date. Previously, members were invoiced 30 days prior to their annual renewal date. Members who have not renewed will also be dropped 30 days earlier than previously. For example, a member whose renewal date is May 1 will now receive the first dues invoice in early March (previously it was April), and will be dropped on June 30 if his/her dues are not paid (previously it was July 31).

**Career Resources
Available Online**

Looking for a job, have a friend looking for a job or just want to see what the current job market is offering? Check out PRSA's new, improved online JobCenter at www.prsa.org/jobcenter/Career/BrowseJobs.asp.

With 52 job listings currently available, don't overlook this great career resource.

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 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.

NEWS
from national

Class of 2003 College of Fellows Applications Available

Nominations are currently being accepted for the 2003 Class of College of Fellows. To qualify to become a Fellow, the applicant must be a member of PRSA with a current Accredited status and have 20 years experience as a public relations practitioner or educator. Applicants must have personal and professional capabilities that serve as a model for others in the profession and have advanced the profession through unusual and exceptional contributions to the field of public relations.

To request an application, contact PRSA's Committee Project Manager, Brady Leet at brady.leet@prsa.org or (212) 460-1464. Prospective candidates can also receive help in completing their application from a GoodFellow by contacting GoodFellow Committee Chair, Joan Capelin, at jcapelin@capelin.com. The deadline for applications and supporting materials to PRSA is Thursday, May 1.

PRSA President & CEO Briefs Leadership on Society Activities

During his first quarterly Leadership conference call, PRSA president and CEO, Reed Bolton Byrum, APR, told Chapter, Section and District leaders that PRSA's official audit will be completed by the end of February/early March. Early projections show that 2002 will close as one the Society's strongest years ever. Thanks to a fiscally sound year, PRSA will be returning an estimated \$150,000 additional to reserves than the original goal of \$225,000. Also discussed were PRSA's key initiatives outlined for 2003 which include diversity, advocacy and professional development. Byrum said PRSA will reexamine its commitment to diversity, with the goal of better reflecting the richness and composition of our profession. Ofield Dukes, APR, Fellow PRSA, will serve as senior counsel and chairman of the Diversity Advisory Board, said Byrum. He also said establishing PRSA as the voice of the public relations profession is a major goal for 2003. The Society will develop a plan to educate key audiences outside the profession and leaders within our

industry about how public relations can advance the good governance and ethics of corporate and nonprofit America. Kathleen Larey Lewton, APR, Fellow PRSA, will serve as senior counsel for advocacy.

In addition, Byrum said, in an effort to remain a leader in the industry, PRSA is developing strategies that will allow us to offer enhanced professional development opportunities, such as a financial management certificate program to prepare our members for top management positions in our institutions. He announced Maria P. Russell, APR, Fellow PRSA, will serve as senior counsel and chair of the Professional Development Advisory Board. PRSA Leadership conference calls are held on a quarterly basis to facilitate communication between members and the PRSA Board of Directors. A total of 117 Society leaders, representing Chapters, Districts and Sections, participated in the Feb. 10 conference calls. A complete summary of the Feb 10 calls can be read at www.prsa.org.

PRSA and BPCC Alliance to Provide Additional Benefits to Members

The Corporate Section of PRSA and the Best Practices in Corporate Communications (BPCC) have joined forces to provide PRSA members with resources, valuable networking opportunities and research products involving corporate communications. By teaming up with BPCC, PRSA members will have access to benchmarking opportunities, communications consulting, professional development, publications and opportunities to attend major forums for communications at a significant savings. For more information about the BPCC offerings contact Heather O'Connor at heather.oconnor@prsa.org or (212) 460-1438.

DISTRICT News

Southwest District Focuses on Communications

An improved speakers bureau, a District-wide listserv and periodic conference phone calls are all key items in development this year for the Southwest District of PRSA. The District spans a large, geographic area — from Arkansas to New Mexico and from Texas to Kansas. So, Carol Cassell, this year's chair of the District, and the SWPRSA board are taking advantage of available technology to improve communications among District members.

Chapter board members of every District Chapter are included on the new District listserv. E-mails can be posted by members by sending messages to swprsa@yahoo.com. This new listserv will be reinforced by District-wide phone conference calls. The first call was March 5 and included Chapter presidents. Future calls will provide networking opportunities for other Chapter leaders, such as treasurers, APR chairs, and so on.

In addition, every Chapter in the District can now take advantage of a new speaker's bureau benefit: \$100 to help defray costs on hotel and transportation for a District speaker. Each Chapter will be reimbursed once during the fiscal year for utilizing a District member for a Chapter speaking engagement.

More information on the speakers bureau and conference calls will be included in future issues of *La Puerta* and on the new listserv.

— Chad Perry, APR, Southwest District Chair-Elect

NEW MEXICO PRSA VISTA AWARD

An Opportunity to Honor Our Pioneers

If you know of a New Mexico public relations all-star — one of those sorts of people deserving of an Oscar for PR lifetime achievement — here's your chance to do something about it. Complete a nomination for the 2003 New Mexico PRSA Vista Lifetime Achievement Award.

This award, conceived by former Chapter president Monique Chenoweth, seeks to honor visionaries of our chapter and celebrates a proven track record of excellence among our practitioners.

Qualifications for nomination include:

- A member in good standing of PRSA in any membership category;
- A member in good standing of the Chapter, in any membership category, for a minimum of five years;
- At least 20 years of experience in the profession;
- Significant contributions to the Chapter, including service as a Chapter officer or board member;
- Personal and professional qualities that serve as a role model for other public relations practitioners; and
- Significant contributions to the advancement of the profession.

Other important facts:

- Accreditation will be considered only as a tiebreaker;
- Any Chapter member may make a nomination, but;
- Self-nominations are not permitted;
- Members of the selection committee will not be eligible for the award.

The nomination process is simple and free. Submit a one- to two-page double-spaced essay explaining directly and concisely how the nominee meets or exceeds the criteria.

Submit completed nominations to: Rod Geer, Vista Committee Chair, Sandia National Laboratories, MS 0165, Albuquerque, NM, 87185-0165, or send via email to: wrgeer@sandia.gov. Entry deadline is April 12, 2003. If a recipient is named, an announcement will be made this summer. — Rod Geer

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

The spring issue of PRSA's Professional Development Resources Guide should have arrived in your mailbox in early March. Featuring spring educational programs and the most in-demand publications, the guide gives you details about PRSA's regional on-site seminars, Professional Interest Section conferences, teleconferences and Web casts. The guide also makes registration and purchase easy and reminds you that additional programs can always be found at www.prsa.org.

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.

CONFERENCE

"Leveraging the Power of Health Care Public Relations: Opening New Opportunities, Breaking Down Barriers"

Sponsored by the Health Academy

**March 27, Pre-Conference Session ,
U.S. Food & Drug Administration**

**March 28 and 29, The Fairmont
Hotel, Washington, D.C.**

The Health Academy Spring Conference provides senior-level public relations practitioners with the opportunity to discuss the most pressing issues they face with leading experts from all segments of the health care field. Medical error reduction, bioterrorism, funding for medical research, Medicare prescription benefits and medical labor shortages - all are issues that depend on the power of public relations to raise the right issues at the right times. The conference will focus on ways to break down barriers and create new opportunities in health care communications to better leverage the power of our messages. Early Bird Registration is \$475 for Health Academy members, \$520 for PRSA members and \$620 nonmembers. For complete details visit www.healthacademy.prsa.org or contact Heather O'Connor at heather.oconnor@prsa.org or (212) 460-1438.

TELECONFERENCES

Building Relationships with Financial Journalists

Sponsored by the Financial Communications Section

Thursday, March 27, noon MST

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 consisting of financial public relations pros and top U.S. business journalists. Registration is \$85 for Financial Communications members, \$125 for PRSA members and \$225 for nonmembers. For more information, contact Heather O'Connor at heather.oconnor@prsa.org or (212) 460-1438.



TELECONFERENCES *Continued*

Communication Audits Best Practices - What Works (and Doesn't) for Small Budgets

Sponsored by the Association Section

April 9, noon MST

Even in years when budgets are flush with cash, getting a communication audit off the ground and past management can be difficult. This session, targeted especially at organizations with small communication staffs and/or tight budgets (and who doesn't have those these days?), will address questions such as: Why conduct an audit after all? What is the best methodology? What resources are available to nonprofits? Registration is \$85 for Association Section members, \$125 for PRSA members and \$225 for nonmembers. For complete details, visit, www.prsaasnsec.org or contact Heather O'Connor at heather.oconnor@prsa.org or (212) 460-1438.

WEBCAST

"What's Right? Responsibilities and Liabilities Working with Troubled Companies"

Sponsored by the Counselors Academy

Available for access on-demand through May 20

Like it or not, business today is in an "age of transparency," a time when every action of the corporation is subject to the sort of intense scrutiny that would have been unthinkable even a decade ago. What are the responsibilities and liabilities of public and investor relations counselors when dealing with troubled companies or volatile business? What is legally required? What is ethically necessary? How far should we go to communicate the truth? How do other professionals see the roles and responsibilities of the public and investor relations professional? Panel discussion led by Paul Holmes, president and CEO, The Holmes Group. Registration is \$150 for Counselors Academy members, \$200 for PRSA members and \$250 for nonmembers. For complete details, visit www.prsa-counselors.org or contact James Abel at james.abel@prsa.org or (212) 460-1422.

New Professional Interest Section for Independent Practitioners

Those of you who run your own businesses and freelance now have an extra resource. PRSA has just formed a new Professional Interest Section: the Independent Practitioners Alliance.

The PRSA Independent Practitioners Alliance will provide resources and a virtual gathering place for independent practitioners, whether you work alone or in teams, from home, small or shared offices.

To learn more, visit http://www.prsa.org/_Networking/ipa/index.asp?ident=ec1

If you'd like further information about the Section, please contact chris.terno@prsa.org.

Don't Miss These Upcoming Advancement Opportunities

**PROFESSIONAL DEVELOPMENT
ONSITE SEMINAR**

Leadership and Management of the Public Relations Function

March 27 and 28, Chicago

Designed for senior public relations professionals with responsibility for, and to, management, this seminar offers in-depth, innovative exercises that focus on the key issues of public relations leadership. A strategic planning laboratory at the conclusion will provide participants with practical experience in implementing the strategies and ideas presented during the seminar. For complete details, click [here](#), or contact Genevieve DeLaurier at (212) 460-1408 or genevieve@prsa.org.

**PROFESSIONAL DEVELOPMENT
TELECONFERENCE**

Think Like a Reader

March 27, 1 p.m. MST

Learn how to position pitches and releases for more placements, bigger placements and better placements. For complete details, click [here](#), or contact Genevieve DeLaurier at (212) 460-1408 or genevieve@prsa.org.

**Welcome to NMPRSA
the following
NEW MEMBERS:**

- Sandra Martinez
Outreach Specialist, Los Alamos National Laboratory - RRES
- Lydia T. Ashanin
Community and Media Relations Manager,
Blue Cross and Blue Shield of New Mexico
- Deborah Mazur Trevino
Director, Corporate Communications,
WilTel Communications
- Jennifer Riordan
Senior Public Affairs
Representative, UNM Health Sciences Center
- Melissa Besante
Marketing and Alumni Communications Assistant,
Sandia Preparatory School

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

Chapter President:
Celeste Walther, APR
Sandia Preparatory School

Editor:
Karen Plyler, APR
Lovelace

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Signal Creative

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



web watch

The Internet is a crucial part of the public relations tool kit. In each issue of La Puerta we'll give you a link to a new or interesting site you may find useful in your work. This month's site was submitted by Jacquelyn Campo, APR, NMPRSA president-elect.

Don't overlook this pre-eminent source on research processes in everyday language:

Go to www.instituteforpr.com and find "Public Relations Research for Planning and Evaluation," a 2001 paper by Walter Lindenmann. Lindenmann was the research guru for Ketcham and other high-visibility firms until he "retired" to the Institute.

How to find this info: Go to the Institute site, above; click on Measurement and Research, and look for the list of papers.

If there's a site you'd like to let NMPRSA members know about, send an e-mail to karen.plyler@lovelace.com, or call Karen Plyler at 262-3766.

NMPRSA Mentoring Program Proves Popular

The mentoring program for NMPRSA has proven to be popular with NMPRSA members and students in PRSSA. As of Feb. 1, the Chapter handled 13 requests for mentoring from a mixture of people already working in the profession and students. Mentoring requests are assigned to one of the PRSA accredited Chapter members who have volunteered to be mentors.

Currently, NMPRSA has six mentors available for consultation: Don Butterfield, APR; Sam Giammo, APR, Fellow PRSA; Anne Monson, APR; Chad Perry, APR; Karin Stangl, APR; and Celeste Walther, APR.

**AS OF FEB. 1, THE CHAPTER HANDLED
13 REQUESTS FOR MENTORING FROM A MIXTURE
OF PEOPLE ALREADY WORKING IN THE
PROFESSION AND STUDENTS.**

NMPRSA or PRSSA members can request mentoring on the following topics or an issue of their choice:

- Career Transitions
- Developing the Best Career Path
- Furthering Your Formal Education
- Pursuing the Right Professional Development

To find out more about the NMPRSA mentoring program, click on the link located on the home page of the NMPRSA web site, <http://www.nmprsa.com>.

— Sam Giammo, APR, Fellow PRSA



NMPRSA
PO Box 30336
Albuquerque, NM 87190

