

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

# LA PUERTA

## Message from the President

Fellow NMPRSA Members:

As this goes to print, we are preparing for the 2003 Cumbre Awards. I always feel proud to work with such talented and hardworking professionals when I see the entries that are submitted. But we need to do more than just celebrate our contributions one night each year: we need to consistently advance our profession and ourselves as professionals.

This year the NMPRSA board, along with the PRSA board, will work to enhance the image of public relations. While we are great at building the reputation of our companies and clients, we have historically not done enough to increase the understanding of and appreciation for our profession. The board will forge new partnerships in the community and strengthen our relationship with the PRSSA chapter.

We are also planning to offer you development opportunities outside the realm of strictly public relations, because what we do every day is also about leadership, managing and negotiation.

If you are interested in volunteering with the chapter or have some suggestions for the board as we move forward, please contact me. I’ll be happy to hear from you.

Sincerely,

Jacquelyn Campo, APR  
President, NMPRSA

## NMPRSA Heads Out to the Ol’ Ball Game

NMPRSA baseball fans were greeted by a strong, cold wind at the Albuquerque Isotopes Stadium on April 12. About 50 NMPRSA members, family and friends attended the event, arranged in lieu of the monthly meeting. Nick Lobue, Isotopes director of marketing and sales, spoke to the group about the planning and strategies developed to usher in Albuquerque’s new ball team. Then NMPRSA dined on ballpark hot dogs and burgers on the upper deck patio as the ‘Topes squared off against the Colorado Sky Sox.

FINAL SCORE:  
SKY SOX, 14  
ISOTOPES, 9

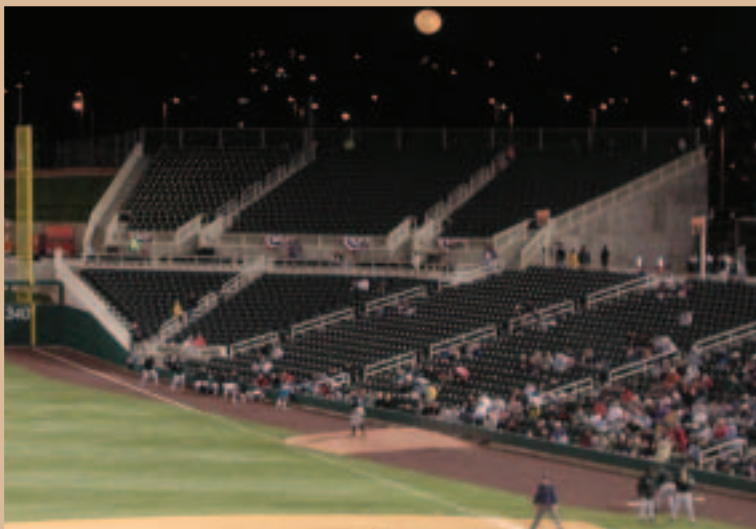
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Top: NMPRSA board members Elisabeth Monaghan, secretary, left, and Jacqueline Campo, APR, president, right, with Isotopes mascot Orbit.

Above: NMPRSA members on the Fiesta Deck at Isotopes Park.



## NMPRSA BOARD OF DIRECTORS

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## NMPRSA's

# New Web Site

## LAUNCHED

NMPRSA'S web site, [www.nmprsa.com](http://www.nmprsa.com), has been re-launched with a new design. Brad Melton, husband of NMPRSA member Lynn Melton, created the new design and has volunteered to serve as the Chapter's webmaster. Melton is a software engineer for SBS Technologies, Inc. If you have any questions or comments regarding the site, contact Melton at [brad.melton@att.net](mailto:brad.melton@att.net).

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



## Board Adopts NMPRSA Members

The members of the NMPRSA Board of Directors have begun an Adopt-A-Member Program. Each director has been assigned between five and seven NMPRSA members to keep updated on NMPRSA events and issues. If you haven't recently heard from a member of the board of directors, call Susan Wilson, VP, membership, at 266-5637, for more information or to find out who your adopted Board parent is.

# ADOPT-A-MEMBER PROGRAM

# NM PRSA

## Member News

### St. John's College Wins CASE Awards

St. John's College received two grand awards at the regional conference of the Council for Advancement and Support of Education (CASE) in Little Rock, Ark., in April. The awards were in the category of Visual Design, Special Pieces for an invitation entitled "A Tutored Wine Tasting" and in the category of Brochures/ Flyers/Booklets for "Summer Classics 2002," a brochure sent to prospective participants of the summer adult seminar program. NMPSRA member **Laura J. Mulry** is the director of public relations at St. John's and oversaw the creation of the winning entries.

### Carson to Retire from Sandia National Labs

**Don Carson**, NMPSRA member and director of public relations and communications at Sandia National Laboratories, will retire from Sandia on June 30.

Carson served 20 years in the United States Air Force in various flying and public relations positions. He also held senior communications and business development positions with United Technologies Corporation and Lockheed Martin Corporation before coming to Sandia in 1986.

Carson will move to Florida, but plans to return frequently to Albuquerque where he will consult on several projects and will continue to serve on local boards. He also will continue to play in a local '50s rock and roll band, The Fabulous Whitewalls. Carson sends his "best wishes to members of NMPSRA and hopes our paths cross again."

### Giammo Appointed to the Board of the Association of American Medical Colleges' Group on Institutional Advancement

**Sam Giammo, APR, Fellow PRSA**, NMPSRA member and director of public affairs for the University of New Mexico Health Sciences Center, was recently appointed to an at-large position on the Group on Institutional Advancement (GIA) for the Association of American Medical Colleges (AAMC). Giammo has been a member of the GIA since 1997, when he joined UNM Health Sciences Center, and has served as a track chair, presenter, moderator and facilitator for numerous GIA meetings.

Giammo, who was recently honored with the Vista Lifetime Achievement Award from NMPSRA, has 35 years of experience in the public relations field, which includes 27 years in various positions in United States Air Force public affairs, as well as three years with Jacobs Engineering Group in Albuquerque.

### Johnston Starts Freelance Business

**Greg Johnston**, NMPSRA member since 1993, is now working on his own as a PR writer, photographer and consultant. Clients include the Center for Community Partnerships at the UNM Health Sciences Center, and Multicultural Advocates for Social Change on Tobacco (MASCOT). Johnston is a regular contributor to ABQarts and the Sandoval Signpost. He is now in his second term as the NMPSRA ethics officer.

# NM PRSA

## Upcoming Events

### Honoring the Best and Brightest

#### Annual Cumbre Awards Banquet is June 20

Don't miss the opportunity to honor your peers in New Mexico public relations when NMPSRA presents the 2003 Cumbre Awards on June 20. The Cumbre Awards honor the best in public relations campaigns and tactics from practitioners throughout the state of New Mexico.

The awards will be presented during a banquet at the Hyatt Regency Tamaya Resort and Spa, located on the Santa Ana Pueblo north of Albuquerque. The evening kicks off with a cocktail hour and silent auction at 6:30 p.m., followed by dinner at 7:30 p.m. The awards presentation begins at 8 p.m.

Tickets are \$50, or \$400 for a table of 8. NMPSRA members should already have received invitations in the mail. If you're a member and didn't receive one, or you're not a member, please visit [www.nmprsa.com](http://www.nmprsa.com) for an invitation. To have an invitation mailed to you, contact Tania Armenta at 222-4339.

The PRSA chapter in Knoxville, Tenn., judged the 48 Cumbre entries submitted this year. NMPSRA will present gold, silver and bronze Cumbre awards in many campaign and tactic categories, as well as awards for Best of Show – Campaign and Best of Show – Tactic.

NMPSRA also will present its third Vista Lifetime Achievement Award, which recognizes an outstanding public relations practitioner who has at least 20 years in the field, has made significant contributions to the chapter and has personal and professional qualities that make him or her a role model for other practitioners. Previous award winners were Lee and Marie Hirst and Sam Giammo.



*Hyatt Regency Tamaya Resort and Spa*

THE AWARDS WILL BE PRESENTED DURING A BANQUET AT THE HYATT REGENCY TAMAYA RESORT AND SPA, LOCATED ON THE SANTA ANA PUEBLO NORTH OF ALBUQUERQUE.

## Mark Your Calendar for July in Santa Fe

### Annual Santa Fe Luncheon

NMPSRA's annual Santa Fe luncheon is planned for July at Gerald Peters Gallery. More information, and the exact date, will be announced soon through the NMPSRA list serv.

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 Cedric L. Bess at [cedric.bess@prsa.org](mailto:cedric.bess@prsa.org)*

**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.

**Universal Accreditation Board Update**

The resources continue to grow as the July launch date nears for the new Examination for Accreditation in Public Relations. The following is a list of resources to help chairs, as well as candidates, prepare for the new examination:

- General Frequently Asked Questions
- FAQs for candidates and chairs
- Resources for candidates and panelists to prepare for the Readiness Review
- Examination Preparation Study Sources
- Chart depicting the process to apply and prepare for the new Examination, including Readiness Review

If you're interested in pursuing Accreditation, visit [www.accreditationboard.org](http://www.accreditationboard.org) for more information.

**Become a 2003 International Conference Sponsor**

IF YOUR FIRM IS INTERESTED IN BEING A SPONSOR OF THE 2003 PRSA INTERNATIONAL CONFERENCE IN NEW ORLEANS, CONTACT JOHN D. ROBINSON AT (212) 460-1418 OR [JOHN.ROBINSON@PRSA.ORG](mailto:JOHN.ROBINSON@PRSA.ORG) FOR DETAILS ON SPONSORSHIP UNDERWRITING OPPORTUNITIES.

*Register Now for*  
**2003 International Conference**

Early bird registration is now open for PRSA's 2003 International Conference, being held Oct. 25 to 28 at the New Orleans Hilton Riverside Hotel. If you are planning to attend this year's conference, register now and save \$100. Visit [www.prsa.org](http://www.prsa.org) for a registration form, online hotel registration and additional conference programming details.

Sister Helen Prejean, C.S.J., will be the keynote speaker during the Tuesday, Oct. 28 general session. You may not know Sister Helen Prejean, but you know her work through the stirring Oscar-winning performance of Susan Sarandon, who played Sister Helen in the 1996 movie, *Dead Man Walking*, made from Prejean's New York Times bestseller.

Nominated for a Pulitzer Prize, *Dead Man Walking* has formed the basis for Sister Prejean's concepts of restorative justice and worldwide human rights. Using the context of the death penalty, she advocates a new consciousness to heal the deepest wounds inherent in our society: racism, perpetuating an economically poor underclass and using military solutions-dehumanization and death-to solve social problems. She stresses communication and ethics throughout the global community and cites the cost in dollars and psychological well being to our country for not seeking those solutions. Sr. Prejean is currently working on her second book, which is due out on or around the time of the International Conference.



## TIME FOR prssa news

### UNM PRSSA Heads to Miami

While most college students head to the beach for fun and sun during Spring Break, Angela Heisel, UNM PRSSA Treasurer, and Johnyne Barraclough, UNM PRSSA Secretary, went to the beach for the 2003 PRSSA National Assembly. NMPRSA helped cover some of the costs of the student's trip.

The Assembly kicked off Thursday, March 20, with a poolside reception that included an introduction of the current PRSSA officers and past president. According to Heisel, "We met some great public relations students and from there we all decided to see what South Beach's nightlife had to offer. The next morning, we were up bright and early for time management seminars and leadership training."

On Saturday, more than 100 PRSSA members gathered in Miami to vote on the 2003-2004 PRSSA officials. Each school nominated one delegate to cast a vote for a candidate running in each position. This year, Barraclough represented UNM PRSSA in the assembly. The 13-hour long election included a luncheon with speaker Rosanna Fiske, a PR professional from Miami, who provided insight on diversity in public relations.

"On the final day of the assembly, we exchanged contact information and talked about seeing each other this fall at the National Convention," said Heisel.

### UNM PRSSA Holds End of Year Banquet, Fundraiser

UNM PRSSA held its first end-of-the-year banquet on Friday, May 2, at Texas Land and Cattle Company. Jessica Grandia, 2002-2003 UNM PRSSA president, organized the event. Grandia, who wanted to start a tradition for UNM PRSSA, designed the banquet to honor outgoing officers and active members.

Grandia introduced the 2003-2004 incoming officers and presented a large silver "looking glass" to Johnyne Barraclough, incoming president. Other new officers are Angela Heisel, Vice President, Cassie Christian, Secretary, and Abby Hanson, Treasurer. NMPRSA members Jacquelyn Campo, APR, Dirk Gibson, Anne Monson, APR, Chad Perry, APR, and Susan Wilson attended the event as UNM PRSSA's guests of honor and were presented with awards of recognition.

UNM PRSSA also held a fundraiser on Saturday, May 3, during the annual University of New Mexico Fiestas. UNM PRSSA sold hot dogs, nachos, and sodas to raise money to send four student chapter members to the upcoming PRSSA National Conference in New Orleans in October. Other fundraisers are planned for this summer and the beginning of the fall semester.

### 2003 PRSSA Bateman Competition Winner Announced

The team from Loyola University New Orleans took first place in the 2003 PRSSA Bateman Case Study Competition with their "Nu Passion Nutella" campaign. Campaign highlights included a student cook-off, an Italian Heritage Day and a fundraising event for the American Heart Association. They also added a "Nu" twist on a New Orleans tradition, with Nutella-filled king cake. The team received a \$2,500 scholarship and will be presented with a trophy at the PRSSA Awards Dinner during the 2003 National Conference in New Orleans, also being hosted by the Loyola University Chapter.

## Jury Awards \$500,000 for PR Director's Comments

**NMPRSA member Rod Geer submitted this example of the risks of poorly practicing PR from the electronic newsletter Crisis Counselor, published by the Crisis Communication Center of Clarke and Company, Boston, Mass. You can read the Crisis Counselor online at <http://www.clarkecrisis.com/news-you-can-use.htm>.**

A jury has awarded more than \$500,000 to Donato Lauria, a former Connecticut Natural Gas (CNG) manager who sued for alleged false public statements made about him by the company's public relations director. Lauria was employed as vice president of information services when he decided to leave CNG in Oct. 1992 after learning from the company's chief executive officer that his position was going to be eliminated. According to Lauria's complaint, the company breached a written agreement made with him in 1993 stipulating the company would not make any references to the circumstances

surrounding his termination. Lauria said CNG violated the agreement when an article was published on the front page of The Hartford Courant's business section in December 1993. The article included information provided by Mary Hart, then director of investor and public relations for CNG, who said Lauria resigned for health reasons... The jury awarded \$568,000 in damages to Lauria. The company denied having breached its settlement with the plaintiff, who had received \$167,000 as part of a severance package.

## Professional Education Opportunities

*PRSA offers a variety of ways to sharpen your skills and stay ahead of the latest trends. For detailed information, visit [www.prsa.org](http://www.prsa.org)*

### Check out these Professional Interest Section Events

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

#### CONFERENCES

## 2003 Travel and Tourism Conference: Piecing It All Together

*Presented by the PRSA Travel & Tourism Section and Society of American Travel Writers Associates (SATW)*

June 29 - July 2, Greater Fort Lauderdale Marriott Harbor Beach Resort and Spa

For complete details, visit [www.prsa.org](http://www.prsa.org). For registration questions, please call (800) 350-0111. Call (212) 460-1482 with other questions.

#### TELECONFERENCE

### Hit Us With Your Best Shot: Employee Communications

Thursday, June 26, 11 a.m. MDT

Are you in the midst of layoffs? Is a merger or acquisition in your future? Do you have multiple global offices with different cultures? Bring your toughest public relations questions on internal communications to this teleconference and get answers from our panel of experts.

For complete details, visit [www.prsa.org](http://www.prsa.org), or contact Genevieve DeLaurier at (212) 460-1408, or [genevieve@prsa.org](mailto:genevieve@prsa.org).



## Don't Miss These Upcoming Professional Development

### TELECONFERENCES

#### Coaching Leaders

Thursday, July 24, 11 a.m. to 12:30 p.m. MDT

A 90-minute intensive and energetic Web-supported teleconference with James E. Lukaszewski, ABC, APR, Fellow PRSA, chairman and president, The Lukaszewski Group Inc.

What do leaders really need and want from us? What do they feel is truly important or valuable? What don't they want? While many practitioners work in the presence of leadership, they rarely have the opportunity to shape, burnish, or have impact other than in very tactical ways. This 90-minute seminar is about how you transform yourself into someone who can coach, teach, help, and contribute to the leaders around you; and how to become sought after, remembered, and listened to. James E. Lukaszewski, ABC, APR, Fellow PRSA, will talk meaningfully and strategically about one of the most important topics practitioners face daily - coaching leaders. This program is about how you talk so that leaders will listen and listen so that leaders will talk, to you.

Go to [www.krm.com/prsa/](http://www.krm.com/prsa/) for more information and to register.

#### Finding and Keeping Clients

Thursday, Aug. 28, at 11 a.m. to 12:30 p.m. MDT

A 90-minute intensive and energetic Web-supported teleconference with James E. Lukaszewski, ABC, APR, Fellow PRSA, chairman and president, The Lukaszewski Group Inc.

The most inexpensive new customers for products and services are the ones you've previously presented to or those for whom you are already working. This program has two goals: to help you learn how to find clients and how to keep them. This fact-packed, experience-tested 90 minutes will help you build your practice: if you're an internal consultant, to better sell inside your organization; and if you're an independent practitioner, to get your business marketing act together with sensible concepts and doable ideas.

Go to [www.krm.com/prsa/](http://www.krm.com/prsa/) for more information and to register.

#### How to Survive "Gotcha" Journalism

Thursday, July 31, 1 to 2 p.m., MDT

This teleconference teaches you how to survive and thrive in the changing media marketplace of attack-style reporting. Learn how to remain in control during confrontational interviews and discover reporter recommendations for answering loaded questions. In this engaging session with former CBS and NBC-affiliate reporters and professional media coaches, you will learn how to:

- Control your message in an uncontrollable situation.
- Identify warning signs that lead to negative interviews.
- Hold your ground when an interview turns hostile.

For more information, contact Genevieve DeLaurier at (212)460-1408, or [genevieve@prsa.org](mailto:genevieve@prsa.org).

## Involvement Opportunity

If you're looking for a way to get more involved with NMPRSA, here's an option:

#### APR Team Members Needed

The Accreditation in Public Relations (APR) process is changing this year and the board is looking for your assistance in implementing the revamped program. Chad Perry, APR, has done a brilliant job over the past several years as our APR coordinator. Now that Perry is serving on PRSA's Universal Accreditation Board, he has stepped down from the local role to avoid a conflict of interest.

Since more than one person is needed to fill Perry's shoes, an APR Team is being formed. If you are interested in joining other APRs from the chapter in teaching prep classes and/ or helping to administer the examination, please contact chapter president Jacquelyn Campo at [jacquelyn.campo@citigroup.com](mailto:jacquelyn.campo@citigroup.com), or 797-6199.

"It's vital that we, as a chapter, continue to impart the significance of the APR for members," said Campo. "APR is a mark of distinction for professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment."

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

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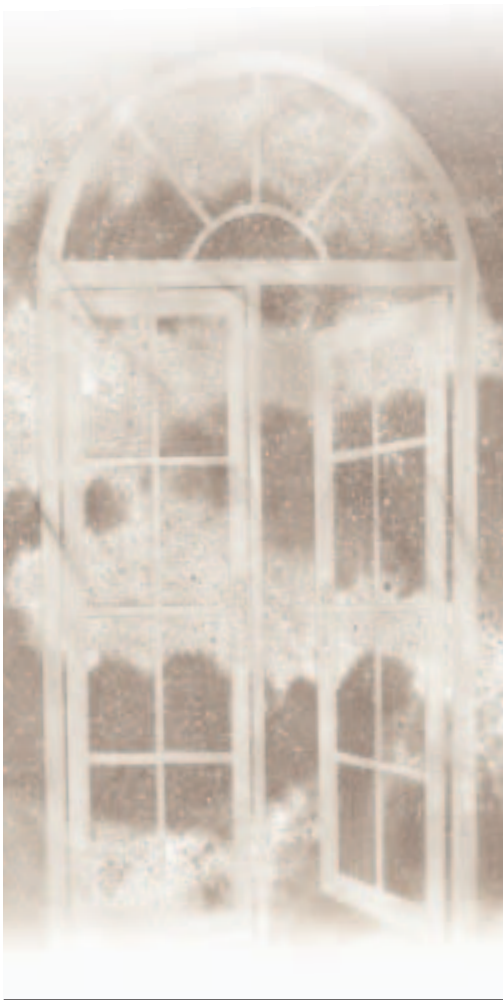
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LA  
PUERTA

*For other ways to get involved in NMPRSA's activities contact Jacquelyn Campo, chapter president, at 797-6199 or [jacquelyn.campo@citigroup.com](mailto:jacquelyn.campo@citigroup.com)*



## Welcome to NMPRSA

*the following **NEW MEMBERS:***

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- **Casey Hibbard**  
President  
Compelling Cases, Inc., Santa Fe
- **Michael Kleiman**  
Public Affairs Officer  
New Mexico Veterans Affairs Health Care System, Albuquerque
- **Chris Liberti**  
Communications Coordinator  
Albuquerque Technical Vocational Institute
- **Colleen Roach**  
Director of Communications  
Institute of American Indian Arts, Santa Fe
- **Lisa A. Taute**  
Marketing Manager  
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VISIT OUR WEB SITE AT

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