

February 2005

PRSA Hampton Roads Chapter

NEWS *Views* and

The Quest for the Expos Exposed

Join Dave Iwans, president of DIA Inc., and Cindy Mackey, senior public relations associate, as they provide a behind-the-scenes look at last year's effort to bring Major League Baseball to Hampton Roads.

How did DIA Inc. win the business? How did they get five mayors to agree to star in the same [TV commercial](#)? How did they get four cities to install baseball manhole covers? Dave and Cindy will present an overview of their somewhat unorthodox approach to public relations and tell us about the stunts, bunts and the use of the three D's. The end result netted commitments for more than 10,000 season tickets and 100 luxury suites.

Wednesday, February 2, 2005

11:00 am networking and registration / 11:30 am program and lunch

NOTE NEW LOCATION: Holiday Inn Select, Norfolk Airport; 1570 N. Military Hwy., Norfolk

\$15 Members & Students · \$25 Guests

Register (and pay!) online at www.prsahr.org or e-mail meetings@prsahr.org.

When making reservations, please provide your phone number, and indicate if you are a member, guest or student. Also, let us know if you would prefer a vegetarian meal selection.

Promissory billings are not accepted. No-shows and cancellations after the registration deadline will be billed.

From the President

Mark S. Cox, APR

It seems that everywhere you hear the sounds of people talking about the new year, changes, optimism and looking forward. It is in the air. It is the time of the season for renewal and fresh thinking. So at this time, what should we be thinking about PRSA?

All of us have lives that are full with work and home and family and church and crises and goals to pursue. How can we do more? Do we want to do more? Where does PRSA fit into all this?

For some of us, PRSA is not seen as just another responsibility of things "piled higher and deeper" on top of all our other commitments. Instead,

Connecting and Having Fun

Amy Cobb

I was quite excited to hear our new chapter president, Mark Cox, announce at January's chapter meeting his theme for the year: Connect and Have Fun. As public relations professionals, you'd think we would all be the "kings and queens" of fun. And I'm sure many of us are. Our jobs take us on many different journeys that others probably see as fun. And most of the time, it is fun. But, unfortunately, we also have deadlines, small (if any) budgets, and many other "challenges" that can make our jobs more mundane.

So...do you want to have fun? And connect? As an at-large board member, I encourage you to get involved in the PRSA Hampton Roads chapter in some way, big or small. It may sound a little cliché, but it's true: the more you give, the more you get. Two years ago, I attended my first board meeting and I must say I felt a little out of

participating in PRSA is an escape from much of the pressure we live day in and day out. At PRSA, we each have people we have come to know who don't demand much of us when we see them. We get to hear people talk about things that are interesting to those of us who work in PR. We often go away feeling that we, in our own jobs, don't have it all *that bad*. The people we meet become our friends, with many things shared in common. They aren't our supervisors or clients or evaluators. By being involved in PRSA, we have a lot of freedom to enjoy public relations in a relaxing environment.

However you feel about your membership and involvement in our chapter, make sure you also look at it as *fun*. You do enough hard stuff at work and at home. This doesn't mean you should be a couch potato and do nothing. Of course, no one I know who works in PR can tolerate sitting still very long, anyway. Sometimes, just coming to the luncheons helps other people. It is reassuring to look around the room and see that we all have a support group and people who share our way of looking at the professional world. Where else can PR people find that?

Accreditation Study Sessions

Harry Kenyon, APR



Study sessions to help candidates to prepare for Accreditation in Public Relations (APR) are held Wednesdays from 6 - 8 p.m.

Although the location may change occasionally, sessions are currently being held at Harbor Group Int'l, 555 Main St. (old Virginia Trust Bldg), in Norfolk.

Anyone interested in working toward Accreditation should contact Harry C. Kenyon, APR at 382-6983 or email at HKenyon@mail.city.chesapeake.va.us.

To be Accredited, a candidate must have at least five years of experience in public relations, apply to the Universal Accreditation Board, be recommended by a Readiness Review Panel, then pass the APR Examination.

The study sessions will help prepare and assist candidates with the process.

Remember...APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on

it. I didn't know all that the chapter had done or was planning to do. Now I know a lot more about the workings of the chapter and feel that I've been able to contribute in a positive way.

One of the main benefits I've gained by getting involved is the connection-both professionally and personally-that I have made with fellow PR professionals. As a matter of fact, one of our members who assisted me greatly as I chaired the Pinnacle Awards in 2003, helped me get my current job at Virginia Wesleyan! Thank you Gail Kent! Had I not gotten involved, who knows what may have happened. I read a great quote the other day. It said, "A candle loses nothing by lighting another candle." We should all strive to connect and help each other.

If you've been thinking about getting involved, make this the year you finally make that call. Pick up the phone, send an e-mail...just contact one of the board members and you'll be well on your way to connecting and having fun!

New Members

Maravia R. Ebong

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 P.O. Box 358
 Norfolk, VA 23501
 Phone: (757) 664-6927 Fax: (757) 664-6919
maravia.ebong@norfolk.gov

January Meeting Recap

Is Your Image Helping or Hurting Your Organization?



January's chapter luncheon included a nuts-and- bolts talk about projecting a positive image by Sandy Dumont, one of the country's premier image and personal branding consultants.

broad knowledge, strategic perspective, and sound professional judgment.

Get on the road of professional development and become Accredited!

News from National 2005 Awards Deadlines



Silver Anvil Awards

Early Bird Deadline: February 15
Final Deadline: March 1

Bronze Anvil Awards

Early Bird Deadline: March 16
Final Deadline: March 31

2005 Individual Awards - July 25

For more information to apply online, click [here](#).

Did you know?

Being a PRSA Hampton Roads member allows you exclusive access to a *members-only* resource for information and feedback on public relations issues. Register to become part of our chapter's PRSA Listserv today!

To subscribe, send a blank email to: HRPRSA-subscribe@yahoogroups.com.

For more information on the list, go to [Yahoo Groups: HRPRSA](#).

Treasurer's Report

Erin K. Gregg, APR, Treasurer

December Income	\$4,629.37
2004 Income YTD	\$33,954.45
December Expenses	\$4,160.76
2004 Expenses YTD	\$35,811.48
Total Assets 12/04	\$15,120.01

Volunteer Opportunity

The Scripps Howard School of Journalism and Communications is coordinating Hampton University's Conference on the Black Family, March 16-18, 2005. If you have expertise you would like to share as a volunteer consultant for advertising, fundraising, public relations, and/or conference planning, please email rosalynne.whitaker-heck@hamptonu.edu or francis.mcdonald@hamptonu.edu.

PRSA Hampton Roads Chapter

news and *Views*

Coming Next Month...

Making the Move to Freelancing - a Member's Perspective

March chapter meeting preview - PRSA and Association of Fundraising Professionals Workshop

Deadline for submissions for the March issue of News & Views is February 7, 2005.

News & Views is published monthly for members of the [Hampton Roads Chapter of PRSA](#).

We welcome your story ideas and suggestions. Send them along with your Member Milestone items to [Jennie Burge](#). Miss an issue? Visit our [archives collection](#).

Listings for the job bank should be sent to [Karen King, APR](#).

Changes in membership information for the HR Chapter should be sent to [Becky Lawson, APR](#).