

## SPREAD THE WORD

If you have news or information to share with fellow PRSA members, let them read it in ...*innercom*.

Contact Ray Scroggins at Scroggins Associates, Ltd., P.O. Box 662, Watertown, WI 53094-0662. Telephone (920) 261-7968 Fax (920) 261-7986 E-mail: rscrogg@execpc.com

## CALENDAR OF EVENTS

### AUGUST

No Chapter Meeting — Enjoy your summer!

### AUGUST 23

PRSA/Milwaukee Press Club Family Picnic & Softball Game (see article for details).

### SEPTEMBER (DATE TO BE ANNOUNCED)

PR and Marketing to Multicultural Audiences

Check the Chapter's Web site ([www.prsawis.org](http://www.prsawis.org)) for up-to-date information on these and future programs. And don't forget that you can register online through the chapter Web site, using your credit card.

**NOTE:** If your company affiliation, address, e-mail or telephone changes, notify Bluemound Executive Office Center at 225 Regency Court, Suite 200, Brookfield, WI 53045-6166, to be sure your directory listing remains up-to-date.

## Myers, Sheehy Honored with Key Paragon Awards

By John J. Moriarity, Jr., Charleston/Orwig, Inc.

At the Paragon Communications Awards ceremony in May, our chapter's two highest honors — the Dorothy Thomas Black Memorial Award and the Paragon Communicator Award — went to Gary Myers and Tim Sheehy, respectively.

In his acceptance speech, Myers, president and CEO of Morgan&Myers, spoke of today's need for more teachers of professional excellence in public relations. "We seem to be losing good teachers faster than we can replace them," he said.

To emphasize his point, Myers recalled the late Pat Jackson, longtime publisher of *PR Reporter* newsletter and a gifted counselor. Jackson developed a list of nine ways that public relations contributes to a company's bottom line, a list he used with clients who were "a tough sell," Myers noted. The nine points:

1. Building awareness and information
2. Organizational motivation
3. Issue anticipation
4. Opportunity identification
5. Crisis management
6. Overcoming executive isolation
7. Change agency
8. Social responsibility
9. Influencing public policy

Myers pointed out that helping corporate executives to overcome isolation was a key role for today's public relations industry. To combat this syndrome of isolated leaders, Myers said PR practitioners must: 1) Focus on what is keeping the CEO awake at night; 2) Analyze the



Gary Myers

big picture, not just the snapshot; 3) Bring solutions to the organizations, not simple outline problems; and 4) Anticipate rather than waiting to be asked.

Calling to memory previous winners of the Dorothy Thomas Black Award, Myers concluded: "These public relations pioneers were distinguished by their bold leadership and courageous stances ... and at the same time they made a dramatic difference in the Milwaukee social climate.

"Whether we work in a corporation, a counseling firm or at a non-profit, that is the essence of our craft and what makes this job so rewarding."

Sheehy, president of the Metropolitan Milwaukee Association of Commerce (MMAC), won the Paragon Communicator Award which is given each year to a business, community or religious leader who has effectively employed public relations principles and practices. Sheehy called public relations a "full contact sport; not for the weak. PR professionals cannot hide in the corner or they will always be misunderstood. If you do not realize your value to your organization, no one will."

Sheehy pointed out four beliefs he holds as a public relations practitioner:

1. The media is not your friend or your enemy, and strive to keep it that way. Always strictly adhere to what is on and off the record.
2. There is no substitute for practicing before a media. "Use someone you can trust as a sounding board; call on the help of a pro if you have to," he said.
3. All you have, and all you leave, is your reputation.
4. Have a passion for what you are communicating to your listeners.

A crowd of more than 200 attended the Paragon Awards ceremony. ●

## Convincing Top Management of PR's Bottom Line Impact

At the June meeting, Walter K. Lindenmann, APR, an independent consultant, shared his expertise in evaluating and demonstrating the effectiveness of public relations, emphasizing that PR measurement should be part of the strategic plan.

When PR goals and objectives are set, they should be measurable and specific, he explained. More than that, they must be linked to the organization's business goals and objectives. Lindenmann, who recently retired as senior vice president, director of research at Ketchum, an international PR firm, explained the difference between measuring PR outputs, PR outgrowths and PR outcomes.

**Outputs**, the first level, are the results achieved in getting messages out and achieving audience reach.

**Outgrowth** measurements show the results in getting the audience to pay attention, to understand and to remember.

**Outcomes** show what was accomplished in getting the audience to change its opinions, attitudes and behaviors.

Measurement tools vary at each level, both offline and online.

At the output level, they may include literature searches; content analysis; simple public opinion polls; database searches; Web site or chatroom analysis; and e-mail surveys.

For outgrowths, tools include focus groups; various types of surveys; online group discussions; and computer-assisted interviewing methods.

Tools for measuring at the outcome level include pre- and post-tests; experimental designs; ethnographic studies; communications audits; multi-variate analyses; and model building.

Many firms offer services at the output and outgrowth levels.

Lindenmann cited several case studies to demonstrate the effectiveness of measurement in proving the worth of PR programs. He recommended flexibility when considering research, using a mix of primary and

*Continued on back page*

## CHAPTER OFFICERS

President  
Paul G. Daniel, APR  
(414) 271-7885 Ext. 145  
paul@laackeandjoys.com

President-Elect  
Mike Pflughoeft, APR  
(800) 417-7140  
mapflughoeft@doralusa.com

Vice-President  
Priya Barnes, APR  
(414) 223-7500  
priya@creatonomy.com

Treasurer  
Philip J. Dougherty Jr., APR  
(262) 544-4072  
pdougherty@worldnet.att.net

Treasurer-Elect  
Mike Grennier, APR  
(414) 443-9171  
mgrennier@aol.com

Secretary  
Clare Reardon, APR  
(414) 906-6253  
clare.reardon@na.manpower.com

Immediate Past President  
Kelly R. Skindzelewski, APR  
(414) 586-2210  
kskin707@foxinc.com

## DIRECTORS

Jeff Bentoff, APR  
(414) 227-6985  
jeffrey.b.bentoff@ameritech.com

Carole Herbstreit-Kalinyen, APR  
(414) 438-6882  
carole\_herbstreit@bradycorp.com

Denise Dorn Lindberg, APR  
(262) 246-1973 Ext. 1106  
lindde@hamiltondist.k12/wi.us

Kris Naidl, APR  
(414) 276-6237  
knaidl@zeppos.com

Jerry Topczewski, APR  
(414) 769-3517  
topczewskij@archmil.org

Carol Seeger Weber, APR  
(414) 479-8800  
carol.weber@alz.org

## ASSEMBLY DELEGATES

Harry Cherkinian, APR  
(414) 273-4680  
harry.cherkinian@zjs.com

Laura Glawe, APR  
(262) 814-1530

Robert Still, APR  
(262) 632-5448  
bstill@naso.org

## CHAPTER INFORMATION

[www.prsawis.org](http://www.prsawis.org)

## CONVINCING *cont'd*

secondary research, qualitative and quantitative methods, and offline and online data-gathering techniques.

He finished by noting that research and measurement are essential to convince management and clients that PR has an impact on the bottom line. However, he cautioned that measurement must be built into PR plans BEFORE they are launched, not after they have been concluded. ●

## NEWS ABOUT MEMBERS

**Roberta "Bobbi" Kahn** is now an independent contractor in association with Strategic Resolutions, LLC, to handle special events planning and project management. She can be reached at (414) 226-2495 or [resolve@execpc.com](mailto:resolve@execpc.com).

**Barbara Nestigen** is now Director of Corporate Communications at Jacobus Wealth Management, Inc. You can reach her at (414) 475-6565 or [barbaran@jwminc.com](mailto:barbaran@jwminc.com). **Maria Watson** has joined the Waukesha Area Chamber of Commerce as

Public Relations and Marketing Manager. She can be reached at 262-542-4249 or [mwatson@waukesha.org](mailto:mwatson@waukesha.org). ●

## UPDATE YOUR MEMBER INFO ONLINE

Is your member information up-to-date on the PRSA Web site? To check and update if necessary, go to [www.prsawis.org](http://www.prsawis.org) and access the "Update Your Information" link. Once there, you can enter your log-in and password, and view your information. You also can change your information from that screen. If you have any problems with passwords, user IDs, etc., contact Julie Doneis at [julied@milmark.com](mailto:julied@milmark.com) or [prsa@milmark.com](mailto:prsa@milmark.com). ●

## NEW FEES FOR MEETINGS

To help maintain a sound chapter budget, the board has voted to increase all meeting fees by \$2 as of the September meeting. This is due to increased food costs for our luncheons and added rental costs for audio-visual equipment. Members will now pay \$22, guests \$27, and students \$17. ●

## PRSA/PRESS CLUB PICNIC

Save the day for the PRSA & Milwaukee Press Club Family Picnic on Sunday, August 25, at Picnic Area #5 in Greenfield Park, 116th and Lincoln. This "first annual" joint event will feature a MPC vs. PRSA softball game at 3 p.m., to help work off the 12:30 p.m. lunch. Swimming, golf and a playground for the kids also are available. Food will include the Press Club's traditional homemade "Lithuanian brats" and hot dogs, along with the usual picnic fare, plus beer and soda. Watch your e-mail and "snail mail" for more information. ●

## PRSA JOB BANK ONLINE

If you are looking to spread the word about a job opening within your company, or if you are looking for a PR position, the Southeastern Wisconsin PRSA chapter has an opportunity for you. You now can post public relations job openings on the PRSA Web site for free! All you need to do is contact Jennifer Butzen at (414) 276-6237 or by e-mail at [jbutzen@zeppos.com](mailto:jbutzen@zeppos.com)

and provide her with general information regarding your organization and the position. You then will be able to post a position and description at [www.prsawis.com](http://www.prsawis.com) for up to 45 days. In turn, any interested person searching the Web site will have access to the most recent public relations positions in Southeastern Wisconsin. Take advantage of this easy, fast and free service now available through PRSA. ●

## PRSA...innercom

Ray I. Scroggins, APR, Editor

The PRSA...innercom is the official publication of the Public Relations Society of America's Southeastern Wisconsin Chapter and is published six times per year. Editorial offices are located at Scroggins Associates, Ltd., 600 E. Main Street, P.O. Box 662, Watertown, WI 53094-0662. Permission is given to reprint material providing credit is given to the PRSA...innercom.

For change of address: Send a notice to PRSA...innercom, c/o Bluemound Executive Office Center, 225 Regency Court, Suite 200, Brookfield, WI 53045-6166, or send to Julie Donies at [julied@milmark.com](mailto:julied@milmark.com), or call her at 262-784-4823.



Southeastern Wisconsin Chapter  
225 Regency Court, Suite 200  
Brookfield, WI 53045-6166

Public Relations  
Society of America

