

## SPREAD THE WORD

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

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## CALENDAR OF EVENTS

### AUGUST 23

Opening a New Facility in Stages ... the Milwaukee Art Museum's Calatrava Addition at the Italian Community Center.

### SEPTEMBER 19

Using PR to Launch Major New Facilities: Potawatomi Bingo & Miller Park

### OCTOBER 18

Chapter 50th Anniversary Celebration (See Back Page)

Check the Chapter's Information Line (414-297-9491) or Web site ([www.prsawis.org](http://www.prsawis.org)) for up-to-date information on these and future programs.

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

### PRSA JOB BANK NOW ON E-MAIL

PRSA Job Bank postings are now available only via e-mail. Job opportunities are distributed on the second and fourth Wednesday of every month. If you are an employer looking to post an available position, or a PR professional looking for new opportunities, please contact Mindy Farrar at [mfarrar@zeppos.com](mailto:mfarrar@zeppos.com) or at (414) 276-6237.

## Paragon Award Winners Honored in May

At the annual Paragon Awards program in May, the following awards were presented:

### 2000 Dorothy Thomas Black Memorial Award Winner:

- Alan L. Gaudynski, APR, President, Alan L. Gaudynski & Associates, Inc.

### 2000 Paragon Communicator Award Winner:

- Nancy L. Zimpher, Chancellor, University of Wisconsin-Milwaukee

### Best of Show:

- Crisis Communications – Emerald Isle Public Relations

### Awards of Excellence:

- Annual Report – Goodwill Industries
- Crisis Communications – Emerald Isle Public Relations
- Integrated Communications – Charleston/Orwig, Inc.
- Marketing Business-to-Business – Bellwether Communications
- Marketing Consumer Products or Services – Leum Roberts, Inc.
- Newsletters, Three or More Colors – Bader Rutter & Associates; Emerald Isle Public Relations
- Special Events – Zeppos & Associates, Inc.

### Awards of Merit:

- Annual Reports – Leum Roberts, Inc.; McGlinchey & Associates, Inc. (2); Morgan&Myers; Vollrath Associates, Inc. (2); YWCA of Greater Milwaukee; Zeppos & Associates, Inc.
- Community Relations – Elmbrook School District
- Integrated Communications – MIAD's William F. Eisner Museum of Advertising & Design
- Internal Relations – Archdiocese of Milwaukee
- Public Affairs – Zeppos & Associates, Inc.
- Special Events – MIAD's William F. Eisner Museum of Advertising & Design; Laacke & Joys, Schlitz Audubon Nature Center; YWCA of Greater Milwaukee
- Media/Press Kits – Services/Events/Other – 440th Airlift Wing Public Affairs Team; Celtic Advertising, Wisconsin Dells Visitor & Convention Bureau
- Newsletters, One or Two Colors – Bader Rutter & Associates
- Newsletters, Three or More Colors – Andrews Media Ventures; Morgan&Myers
- Video News Release – Laughlin/Constable
- Web Sites/New Media – American Heart Association; Laughlin/Constable; McGlinchey & Associates, Inc. ●

## Employment Branding: Be the Employer of Choice

by Morgan Stoddard, Intern, Zeppos & Associates

Any company that has placed an employment ad with a local paper knows that the supply of skilled employees is limited. Dozens of applicants may submit their resumes, yet few possess the ability and aptitude necessary to thrive as employers hope they will.

Margaret Murphy, vice president of global communications for Right Management Consultants, addressed this concern at the June PRSA meeting. She stressed that by creating and maintaining a successful employment brand, companies can attract and retain the most talented employees.

In order to create a quality employment brand – one that communicates why a company is an excellent place to work – Murphy said employers need to follow the “3D” model:

- Define who you are as an employer and for what you stand.
- Declare this information in a clear, compelling way via marketing, public relations, technology and manager training.
- Demonstrate your objectives and values, and deliver on the promise.

Murphy went on to say that establishing an employment brand not only allows firms to attract the top talent, but also to hire for fit.

“Hiring for fit means finding talented people who will thrive in the workplace because they identify with the company's employment brand,” she explained. “Not only will these individuals choose to join the firm, but they will also choose to stay, grow and contribute.”

In order to illustrate the necessity of employment branding, Murphy noted that top talent is up to 2.5 times more productive than the average employee, and replacement costs hover at 100 percent to 300 percent of salary.

What is today's top talent seeking? To answer this question, she shared the results of Right Management Consultants' recent survey of more than 5,300 people defined by industry leaders as indispensable. The results showed that high-value talent sought autonomy, flexibility and the freedom to solve problems, yet wanted to be involved in an industry-leading organization that cared about them. Furthermore, few respondents felt that their current employer actually did care about them.

To illustrate the differences between brands and the need to hire for fit, Murphy compared the employment brands of Coca-Cola and PepsiCo Inc. While PepsiCo's brand is competitive, aggressive and progressive, Coca-Cola is stable, conservative, family-oriented and traditional.

“Although these two companies are in the same industry, it is unlikely that top talent at one organization would prosper and succeed at the other because their employment brands are so different,” she said.

Finally, Murphy said the overall goal of establishing an employment brand is to have the highest percentage of employees performing at the highest level of quality.

“By creating an employment brand,” she concluded, “employers will not only reduce replacement costs and target top talent, but they will also maximize performance.” ●

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## NEW CHAPTER MEMBERS

Please welcome the following new members: **Alicia L. Griffin**, Public Information Coordinator, Milwaukee County Board of Supervisors; **Janet S. Arnold-Grych**, Director of Communications & Marketing, American Academy of Allergy, Asthma & Immunology; **Marguerite M. Klink**, Director of PR and Capital Development, St. Joseph's Community Hospital of West Bend, Inc.; **Dana Katherine Motley**, PR & Marketing Coordinator, Wisconsin Chapter, Arthritis Foundation; **Kathleen M. Shay**, Media Relations Coordinator, QTI, Sussex; **Margaret E. Stanfield**, Senior PR Specialist, Wisconsin Energy. ●

## NEWS ABOUT MEMBERS

Betsy Zera has recently married and is now **Betsy Ross Bothe**. She's the marketing manager for Catholic Knights and can be reached at (414) 278-6579 or [brossbothe@catholicknights.com](mailto:brossbothe@catholicknights.com). **Nancy Deptolla**, previously with Hoffman York, has been named to the newly created position of director of public relations at Charleston/Orwig, Inc.,



Hartland. She can be reached at (262) 563-5100. **Scott Gurholt**, marketing coordinator at HNTB Corporation, Great Lakes Division, has been accepted into the 2001-2002 class of Future Milwaukee Community Leadership Development Program. The program identifies and trains a diverse pool of leaders as an ongoing resource to strengthen and guide efforts to address critical issues facing the Greater Milwaukee area. ●

## PLANS FOR CHAPTER'S 50TH ANNIVERSARY TAKE SHAPE

2001 marks a half-century of support of the public relations profession and Wisconsin PR professionals by the Southeastern Wisconsin Chapter of the Public Relations Society of America. Plans are under way to commemorate this milestone through a number of highly visible community events focusing on "The Business of Ethics." The

daylong series of events will take place at the Four Points Sheraton Hotel, across from Mitchell International Airport and will feature nationally recognized ethics expert Michael Josephson, founder of the Josephson Institute of Ethics.

Tentative plans include:

7:30-9 a.m. – "Strategies & Solutions" Breakfast (in conjunction with *The Business Journal*) – The Ethics of Business. The breakfast is aimed at local business leadership, with a broad focus on the importance of ethics in today's competitive marketplace.

10 a.m.-Noon – "Developing Character in Our Kids" A presentation targeting school administrators, teachers, school board members, students, parents and PRSSA members.

6 p.m.-9 p.m. – **PRSA 50th Anniversary Dinner**, including past PRSA presidents, a presentation by the new Chapter Ethics officer on revised ethics guidelines, and a keynote address by Michael Josephson on ethics and the PR profession.

Other plans include a special newspaper section targeted at business leaders.

We invite you to join us as we celebrate our 50th Anniversary and highlight the importance and value of ethical conduct in today's complex society. ●

## PRSA...innercom Ray I. Scroggins, APR, Editor

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