

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

JUNE 13

Walt Lindemann on Measuring and Evaluating PR Effectiveness

JULY 10

Sports & Special Event Marketing — Building Brands Through Event Sponsorships

SEPTEMBER (DATE TO BE ANNOUNCED)

PR and Marketing to Multicultural Audiences

Check the Chapter's Web site (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 Brookfield Executive at 225 Regency Court, Suite 200, Brookfield, WI 53045-6166, to be sure your directory listing remains up-to-date.

Public Relations Goes to Bat for Milwaukee's All-Star Game

The March chapter meeting examined the role of public relations in turning Milwaukee into a "baseball heaven" for the five days surrounding the major league All-Star game this July. Details were supplied by Lynn Sprangers, vice president of community and government affairs for the Milwaukee Brewers, and Vanessa Welter, public relations director for the Greater Milwaukee Convention and Visitors Bureau (GMCVB).

Showcasing the new Miller Park facility, the game's best players and a number of related activities, including, a home run contest, will give the city a public relations forum that hasn't existed here for 20 years. The benefits will go well beyond the sports world, the pair noted, and the many thousands of visitors will greatly boost area tourism.

Sprangers gave a preview of the extensive schedule of activities planned for the big event. ESPN and Fox Sports

networks will be on hand for the sellout game and other activities. Borrowing successful ideas from Seattle's All-Star game last year, local public relations firms plan to assist Milwaukee in gaining national recognition.

Welter highlighted the added excitement of other activities planned for the city during July, including Bastille Days, the Greater Milwaukee Open and Summerfest. The overall impact will make it essential to work with hotels and local merchants on the best ways to handle the stress of large crowds, she said.

Local public relations campaigns were shown at the meeting, with 60-second spots showcasing Milwaukee's assets to potential visitors. The GMCVB sums it up this way: "With the All-Star game bringing over 100,000 people into Milwaukee, it really puts the city in the international and national spotlight." ●

I Built It, But Nobody's Coming – Getting Traffic to Your Web Site

By Erica B. Jaster, Secretary, UWM PRSSA Chapter

On April 18th, Neil Linkon, director of community relations at SpectraCom and keynote speaker for the PRSA luncheon, outlined the ways that people find Web sites, techniques to attract more viewers to your company's Web site, and methods of measuring the results.

The title he chose was: "I Built It, But Nobody's Coming – Getting Traffic to Your Web Site."

With countless Web pages added daily, Linkon asked the audience, "How will anybody find YOU?" He noted that search engines, such as Yahoo, MSN and Google, are a company's best options, but also suggested registering manually with these sites and checking rankings monthly because the criteria and competition change often.

"Patience is a virtue," Linkon reminded the audience. The minimum time for ranking results is two weeks. And Yahoo takes three to six months!

He suggested developing your site's "stickiness," and

doing "anything that will keep people on your site and bring them back." Add a game, contest, or tell-a-friend feature, or a short survey or poll. These simple additions can turn one-time viewers into regular users.

"Not doing anything to get people to your site is like printing a brochure and leaving it in the box", he said.

At SpectraCom, Linkon works with prestigious clients, including Master Lock, Pfizer, Kellogg's, KOHLER, Cable & Wireless, and the National Football League.

SpectraCom offers a plethora of online marketing strategies that include strategic planning, research, content, design and production for global markets. The Milwaukee company also provides traffic building, media relations, promotions and search engine marketing, technical development, integration and Web hosting.

For more information on getting traffic to your Web site or for a copy of the April 18 presentation, e-mail Neal Linkon at neal.linkon@spectracom.com. ●

PRSA JOB BANK ONLINE

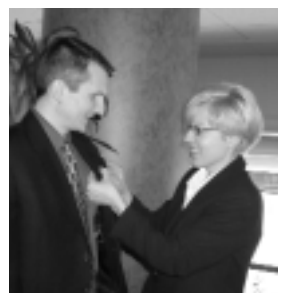
If you are looking to spread the word about a job opening within your company, or if you are looking for a PR position, the Southeastern Wisconsin PRSA chapter offers a great opportunity. You now can post public relations job openings on the PRSA Web site or free! All you need to do is contact Jennifer Butzen at (414) 276-6237 or by e-mail at 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 for up to 45 days. In turn, any interested person searching the Web site will have access to the most recent public relations position openings in southeastern Wisconsin. Take advantage of this easy, fast and free service now available through PRSA. ●

NEWS ABOUT MEMBERS

Wendy Haase, public relations manager of the Greater Milwaukee Convention & Visitors Bureau (GMCVB), has been accepted as a member in the prestigious Midwest Travel Writers Association, a professional honor. ●

TRUESDALE WINS APR

Eric J. Truesdale, APR, of Zeppos & Associates, received his APR pin from Ann Knabe, APR, co-accreditation chair, at the March 26 chapter meeting. We congratulate him on joining this elite professional circle. ●



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THINKING APR? NOW IS THE TIME TO REGISTER!

Did you know that one of every five eligible PRSA members – those in the practice for more than five years – are accredited (about 4,000 people)? Have you considered maximizing your public relations career by earning the “APR” behind your name?

PRSA's accreditation program identifies public relations professionals who have gone the extra mile toward demonstrating their knowledge, experience, and judgment in managing and planning public relations activities. The accreditation exam is administered once a year by the SE Wisconsin Chapter of PRSA.

John Luecke, APR, and Ann Knabe, APR, will be holding three preparation seminars to help accreditation candidates prepare for the Fall 2002 APR exam (see following dates). We strongly recommend that you attend all local seminars before taking the exam. PRSA will charge \$275 for the Fall 2002 exam. The seminars are a bargain – costing only \$15

(the price covers copies and administration costs).

This 2002 exam will draw on material contained in the 8th edition of *Effective Public Relations* by Cutlip, Center and Broom. If you plan to take the exam this fall, we encourage you to obtain your copy of *Effective Public Relations* as soon as possible. The book can be ordered directly from Prentice Hall, Inc., by calling (800) 947-7700 or by visiting www.amazon.com. You also can find it at many college bookstores (used copies).

If you're interested in accreditation or attending the study seminars, you can register online at www.wisprsa.org. The summer seminar registration fee of \$15 is due July 1, 2002. The course will be filled on a first-come, first-served basis and is limited to 30 people.

First Seminar: Friday, July 12, Cardinal Stritch University, College of Fine Arts Building, 6801 N. Yates Rd., Milwaukee, WI 53217-3985. (It's just east of I-43, south of

the Good Hope Road exit.)
9:00 a.m. to 3:30 p.m.

This seminar will cover all the procedural issues involved in the accreditation process and the group will work through several sample questions. Access to available resources also will be discussed. Lunch is on your own.

Second Seminar: Friday, Aug. 2, University of Wisconsin – Whitewater, Heide Hall room 309. Directions available at www.uww.edu/mailler/location.html.
9:00 a.m. to 3:30 p.m.

In the second seminar, the focus is on public relations research and planning. We'll also work through a typical case problem. And you'll also have an opportunity to see the writing lab where you'll be taking the exam, and familiarize yourself with the computers. Lunch is on your own.

Third Seminar: Friday, Aug. 23, Cardinal Stritch University (directions above),
9:00 a.m. to 3:30 p.m.

We will focus on another case, discuss the oral examinations, and look at unanswered questions,

clarifications, or other last-minute concerns. Lunch is on your own.

Written Exam: Saturday, Sept. 14, at a location to be announced. Yes, the exam will take all day. Lunch is on your own.

Oral Exam: Saturday, Sept. 21, at a location to be announced. The oral portion of the exam typically requires an hour and involves being interviewed by three accredited members.

Exam results mailed to candidates Feb. 3, 2003. ●

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

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Public Relations
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