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CALENDAR OF EVENTS

DECEMBER 13

PR for your PR ... John Frank, Midwest correspondent for *PR Week* magazine. Also election of 2002 Board of Directors.

Check the Chapter's Information Line (414-297-9491) or 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 sites, 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.

Launching Major New Attractions

Within the past year, two major news attractions have been launched in Milwaukee, the Potawatomi Bingo & Casino in November 2000 and Miller Park in April 2001.

At the September PRSA meeting, Laurel Prieb, vice president of marketing, Milwaukee Brewers, and Linda Sowell, public relations director, Potawatomi Bingo Casino, shared insights into the handling of these key events.

Prieb cited the psychological dimensions that led to Miller Park, including 14 years of speculation and planning, setbacks and advances. Adjustments, he noted, had to be made from the ivory tower planning stage to the practical realities of getting the job done.

Four constituencies had to be addressed: the general public, governmental bodies, the construction industry, and the media.

Prieb said it was especially important to gain support of the public because of earlier controversy and the project's tax funding. A prime tool in doing this was a series of open houses that, in the course of three days, showcased the facility to well over 100,000 visitors. Prieb noted that many may have had no interest in sports or baseball but came because of the project's visibility. The Brewers' hope was that some would return to sample a game and possibly become fans.

Several other openings provided an opportunity for government representatives from Milwaukee, the surrounding five counties, other municipalities and the state of Wisconsin to see the new stadium and report back to their constituents.

The construction industry, with more than 1,000 people involved and represented by a multitude of unions, took on special significance due to the tragic death of three iron workers and the added year of rebuilding due to the Big Blue crane accident. The Brewers focused on the industry in several different events, including the season's second exhibition game, where construction industry representatives were recognized on the field.

The media – obviously a key audience in a media-intensive business – were kept informed and given tours

as construction progressed. The personal relationships that developed with reporters helped fuel national coverage.

Another audience, the owners and management of other teams, received tours of what ranks as the latest in ballpark construction. Having President Bush throw out the first ball at the opening game was an extra bonus.

The team, Prieb says, must always remind itself that every day is opening day to people attending their first game at Miller Park.

Potawatomi Bingo & Casino Linda Sowell said, is now being promoted with the Milwaukee Art Museum, the park system and other attractions in selling Milwaukee as a destination to the national and international tourism and convention industry.

At the same time, the newly expanded casino and bingo hall showcases the history of the Potawatomi people as "Keepers of the Fire."

Sowell noted that tribal elders were consulted from the beginning, and the project began with their ceremonial blessing of the site. Planners reached out to other successful tribal operations around the United States for advice on making the expanded operation successful.

Before opening the expanded facility, 700 employees and their families received a preview tour during construction. Other tours for tribal members and the community as a whole helped build interest and understanding. Continued efforts to present the casino as a premier entertainment destination paid off. Media coverage of its grand opening included at least 78 minutes of television and more than 925 column inches of newspaper coverage. Name entertainers and a recently rated four-star restaurant continue to reinforce the favorable image. Most importantly, she said, the expansion has given the opportunity to dispel misconceptions about Indian gaming and the Native American culture. The facility, she stressed, contributes to tribal welfare, allowing some members to move into their own homes for the first time and bringing members such community improvements as a learning center. ●

Evening Keynote Program Caps 50th Anniversary

By Dana Falzarano, Secretary, and Morgan Lough, Public Relations Director, UWM PRSSA

Following a daylong series of events, the chapter's 50th Anniversary celebration on Oct. 18 ended with a keynote

address focusing on ethics and public relations. The keynote speaker, Michael Josephson, founder of the Joseph and Edna Josephson Institute of Ethics, told the dinner audience that "ethics will dominate your decisions, and your decisions will have a direct bearing on the company you represent."

Josephson, a former lawyer and law professor, founded the institute after he began thinking about the world around him and its effects on children, in particular his own. "Children are the stockholders in our decisions," he said. "Not

only am I trying to make a world in which they can live, but I want them to live ethically."

Josephson went on to explain the difference between a rational decision and a rationalization – a common misconception among professionals in any business. A rational decision, he said, is when "a person reasons first, then reaches a decision." Rationalization, he added, is reasoning to explain one's decision.

He added that "everyone suffers from self-delusion." In other words, "We all believe we are ethical," he said. Ethics is about actions, not words, and be warned that you will be judged by your last worst act." A panel discussion followed Josephson's address.

Prior to Josephson's presentation, the evening was kicked off with an introduction of the chapter's past presidents as well as recognition of the day's sponsors, Zeppos & Associates and Midwest Express. Also, the firm of Morgan&Myers was thanked for donating copies of the public relations book, "Work Beyond Words," by Bill Nelson, to all attendees as well as a 28-page booklet as an addendum.

For more information regarding Josephson's work, visit the institute's Web site at www.josephsoninstitute.org. ●



Panelists: Kelly Skindzelewski, APR, community affairs director for Fox 6; Evan Zeppos, APR, president of Zeppos & Associates; Mary Rauscher Ingles, APR, manager of customer planning for Wisconsin Electric Power Company; Michael Josephson; Bob Still, APR, public relations manager for the National Association of Sports Officials; Carolyn Bellin, APR, director of public relations at Froedtert Hospital; and Harry Cherkinian, APR, vice president of Zigman Joseph Stephenson.

Ethics and the Media

By Amy Alsch, President, and Shaun Mullarky, Vice President, UWM PRSSA

On Oct. 18, the Southeastern Wisconsin Chapter of PRSA celebrated its 50th Anniversary, using as its theme "The Road Less Traveled ... The Business of ETHICS."

The keynote speaker, Michael Josephson, founder and president of the Josephson Institute of Ethics and head of the Character Counts! Coalition began his evening presentation by asking, "Why does ethics matter?" He made the point that people should expect everything they do to be subject to ethical analysis.

It is important, too, for public relations professionals to understand that their actions as professionals will be judged through the lens of people outside the field of public relations, said the Los Angeles area speaker.

Josephson cited six pillars of character. A person of character, he said, will be: (1) trustworthy, (2) respectful, (3) responsible, (4) fair, (5) caring, and (6) display citizenship.

As an interactive dimension, Josephson presented a dramatic scenario and engaged media panelists in a discussion of how the event would be handled by a public relations person and various news media outlets.

In a panel discussion during the morning session, Alan Gaudynski, APR, ethics officer of the Southeastern Wisconsin Chapter of PRSA explained the balance between serving the needs of a client and offering information relevant to the public. A well-thought-out crisis communication plan, he said, should be in place to effectively handle complex situations an organization may face.

Bob Clinkingbeard, news director of Channel 6 News, gave several criteria used to decide if and how much of a story gets reported on

television. Those criteria include: Who the story affects and what other stories are available that day. Clinkingbeard stressed that a story must be interesting and informative to the audience a newscast serves.

Harold Mester, news director of WISN Radio, explained how radio format affects how a story is reported. Because of the short nature of radio news segments, a relevant story may receive only 30 seconds to a minute of coverage. In that time, Mester said, reports obtained from authorities and information released by all parties involved must be used efficiently to report a story fairly and accurately.

David D. Haynes, senior editor of *The Milwaukee Journal Sentinel*, Business Section, cited the special responsibility journalists have in presenting information to the public. A newspaper contains both journalism and advertisements, he noted, and he reminded the audience that a paper will succeed in selling advertisements only if it is a credible news source. Journalists have the responsibility of creating that credible source.

Dale Larson, editor of *The Business Journal*, offered a summary of ethical business practices. He pointed out that it is better to take the long-term view when deciding how to handle situations that may invoke public scrutiny. If a business gives misleading information and is exposed, it will suffer in the long run. Every business should be committed to conducting business in an ethical way.

Josephson wrapped up the morning presentation with this definition of ethics: "Doing the right thing even when it costs more than you're willing to pay." ●

NEW CHAPTER MEMBERS

Please welcome the following new members: **Victoria Benz**, senior PR specialist, Children's Hospital of Wisconsin; **Lisa Kathryn Bisciglia**, PR & marketing supervisor, Pettit National Ice Center, Inc.; **Joseph Alan Cockrell**, PR director, YMCA of Metropolitan Milwaukee; **Amanda Gloria Cowden**, account manager, BVK; **James E. Gribble**, PR account supervisor, Nelson & Schmidt Communications; **Paul J. Holley**, senior counselor, Cramer-Krasselt; **Steven Matthew Markiewicz**, communications specialist, John Michael Kohler Arts Center, Sheboygan; **Danelle J. O'Neill**, director-communications & special events, Zoological Society of Milwaukee County; **Wendy E. Parks**, media relations communications specialist, Wisconsin Energy Corporation;

Fay Spano, account executive, BVK; **Jeffrey James Winke**, director-PR, Northbrook Public Relations. ●

NEWS ABOUT MEMBERS

Ralph Deptolla has joined Charleston/Orwig, Inc., Hartland, in the newly created position of senior editor. Formerly, he was with Ameritech, the last six years as media spokesperson. **Jodi Paynter**, of Mercury Communication Partners, LLC, has been accepted into the Future Milwaukee Class of 2002, a nine-month leadership and development program that focuses on key community issues in the city of Milwaukee. **Lauren Herb Schudson** has joined Foley & Lardner as manager, writing center. She can be reached at (414) 297-5462 or lherb@foleylaw.com. **Kathleen S. Sieja**, APR, has joined the

Brookfield-based Fiserv as assistant director-investor relations. Her new telephone number is (262) 879-5667. **Steve Weinstein** is now with Rockwell Automation as manager, strategic public relations. He can be reached at (414) 382-0227 or Sbweinstein@ra.rockwell.com. ●

PRSA JOB BANK ON E-MAIL

Are you looking to spread the word about a job opening within your company? The Southeastern Wisconsin PRSA chapter has an opportunity for you. Now you now can post public relations job openings on the PRSA Web site for free! All you need to do is to contact Mindy Farrar at (414) 276-6237 or by e-mail at mfarrar@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 positions in southeastern Wisconsin. Take advantage of this easy, fast and free service now available through PRSA. ●

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

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