



Cedar Rapids Public Relations Associates is an informal organization of professionals dedicated to sharing information on effective practices and future trends affecting the public relations field.

Diversity: The Changing Public in Public Relations

Join CRPRA on Thursday, April 12, as we are on the road again! This month we'll be at the African American Museum and Cultural Center of Iowa. Dr. Ruth White will be our speaker for April and will be discussing the need for cultural competency in public relations, including the need for awareness regarding the shifts in our population and the need to be representative not only in public displays, but also in interactions with a client base.

Dr. White retired from over 30 years of teaching in 2000, and immediately accepted an invitation from Governor Vilsack to head the Commission on the Status of African Americans, a division of the Iowa Department of Human Rights. Dr. White was promoted to head the department and implemented the concept of Cultural Competence training, which enables public and private enterprises to include and retain people from various cultural backgrounds as valuable components in the corporate structure.

Make plans to join us on April 12 by contacting Carol Myers at 393-1781 ext. 249 or via email at cmyers@japrinting.com. Reservations are mandatory and need to be received by Friday April 6.



Dr. Ruth White

April Meeting Details



When: Thursday, April 12, 11:30 a.m., at The African American Historical Museum and Cultural Center of Iowa, which is located at 55 12th Avenue in Cedar Rapids. **The meeting will conclude at approximately 1 p.m.**

Cost: \$15.00 (includes lunch; please pay by check when possible)

Reservations are mandatory: call Carol Myers, 393-1781 ext. 249 or email cmyers@japrinting.com by Friday, April 6.

No-shows will be billed unless they cancel by 5 p.m. the day before the meeting.

Upcoming Meeting

May 10

Charles Crawley
Rockwell Collins

"C U L8R: Good Writing in an Age of Instant Messaging"

The CRPRA publication **Reflections** is printed monthly and distributed via email. If you would like to be added to the distribution list or to receive a paper copy via snail-mail, please contact Carol Myers at 393-1781 ext. 249 or via email at cmyers@japrinting.com.



March Meeting Wrap-Up: Cedar Rapids: A Moviemaking Mecca?

Scott Chrisman has been interested in film all his life and has been making amateur short films since he could get his hands on a camera. Scott's greatest dream is to put Cedar Rapids on the map as a filmmaking city. "Dream big and you will always get something, even if it isn't exactly what you hoped for; it may be even better." This love of film led Scott to create what is now the annual Cedar Rapids Independent Film Festival. The Cedar Rapids Independent Film Festival was created to provide a venue for Iowa filmmakers to show their work and for the general public to view the best of the state's filmmaking industry. This year the festival is celebrating its 7th year on April 13-14 at the Collins Road Theatres in Marion. The festival has grown consistently since its inception and many lessons have been learned by all involved. Scott shared how he and his festival team took these lessons and learned from them to make the festival better each year. You can learn more about the festival at www.crfm.org.
—Kandi Behnke

Donate a Door Prize!

Want some free PR? Donate a door prize! Door prizes can be any items such as coffee mugs, notebooks, candles, the ever-popular food items (especially chocolate!), etc. Each month we'll draw names and hand out the door prizes and spotlight the businesses and individuals who donated. It's a win-win situation for everyone!

To donate an item, please contact any CRPRA steering committee member, and thank you in advance for helping us celebrate 30 years of CRPRA!

Be Part of CRPRA

Looking for a great way to meet other professionals and learn about exciting programs and people in Eastern Iowa? Then CRPRA is for you! We meet the second Thursday of each month, September through May, at 11:30 a.m. at the Clark Alumni House, Coe College (unless otherwise noted). Meetings consist of informal dining and networking followed by informative and interesting speakers who discuss topics that directly impact the public relations field including new trends and best practices.

Please visit our website at www.crprra.com for more information and a schedule of upcoming presenters. Or contact any of our Steering Committee members if you have a suggestion or an idea for a topic you'd like to see presented. CRPRA always welcomes new members so please join us!

PR QUOTE

"Words give you a medium, if you will, and make your message part of the human thought process. Words are as portable as the human being who hears them."

-- James J. Jordan, Jr.



Please note that
our May
meeting will be
held at the at
Clark Alumni
House, Coe
College.

2006-2007
STEERING
COMMITTEE

Warren Byerly, *Treasurer*, Visual Images Productions, 360-7567
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Amber O'Connor, Erb's Business Machines Inc., 364-5159 ext. 126
Debra Salz, Prevention Services & Strategies, 378-4640
Wilma Shadle, Cedar Rapids Community Concert Association, 363-6254
Eric Wylie, *Webmaster*, Eric Wylie Productions, 832-2916

Please email member news to Kandi Behnke at kbehnke@fouroaks.org



Visit our website at www.crprra.com for the latest meeting schedules, map to the Clark Alumni House or to make reservations online.