



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.

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

Writing is not getting less important, but more important, as witnessed by the emergence of email, the internet, instant messaging, and blogs. How can we can say what we want to say and say it well in this environment? What are the challenges presented to us by the current media? What can we learn from them and what must we avoid? Join us on May 10 as Charles Crawley, a communications professional at Rockwell Collins, offers his expertise on this critical aspect of our work.

Originally from Texas, Charles Crawley was educated at Earlham College, Andover Newton Theological School, and Wrigley Field. Currently a lead technical writer at Rockwell Collins, Charles has more than 20 years of writing and editing experience. He has also taught at the University of Northern Iowa and currently serves as an adjunct professor of English at Mt. Mercy College.

Make plans to join us on May 10 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 May 4.



Charles Crawley

May Meeting Details



When: Thursday, May 10, 11:30 a.m., at Clark Alumni House, Coe College. Parking is available near Clark Alumni House, on the street and in nearby parking lots. 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, May 4.

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

CRPRA meets monthly between September and May. Join us on September 13 as we kick off our 32nd year! Have a great summer!

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.



April Recap - Cultural Competence: Changing the Public Face of Public Relations

Dr. Ruth White, a 33-year educator and former director of the Commission on the Status of African Americans for the State of Iowa, challenged us as PR professionals to develop “cultural competence” – an understanding of the increasingly diverse community with which we seek to communicate and build relationships. This requires learning about others in order to expand ourselves, rather than merely trying to accommodate differing viewpoints.

To work effectively in the context of a diverse community, she said, we must go beyond surface-level distinctions in areas such as the arts, religion, music, dress and cooking to understand deeper aspects of cultural and ethnic diversity. Examples are differences in communication styles, conceptions of beauty, patterns of handling emotion, conceptions of time, and patterns of superior/subordinate relationships – all of which play a role in media representations and how they are received by various groups of people.

- Sher Jasperse

We Need Your Ideas!

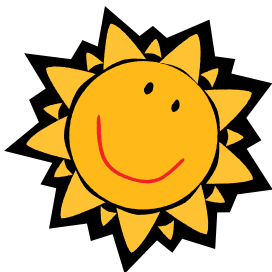
Our 31st year of CRPRA has been an exciting one and now we are gearing up for our 32nd season by lining up speakers and topics that are fun and informative for you! To help us plan our next year we would like to hear from you. If you have a topic or presenter that you would like to suggest for our schedule, please contact one of our steering members. It's that easy!

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.crpra.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!

May's meeting will conclude CRPRA's 31st year! Have a great summer and we'll see you in September!



PR QUOTE

“PR means telling the truth and working ethically - even when all the media want is headlines and all the public wants is scapegoats. Public relations fails when there is no integrity.”

-- Viv Segal, MD of Sefin Marketing.

2006-2007
STEERING
COMMITTEE

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



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