



Reflections...



March 2007

Cedar Rapids Public Relations Associates

Since 1975

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.

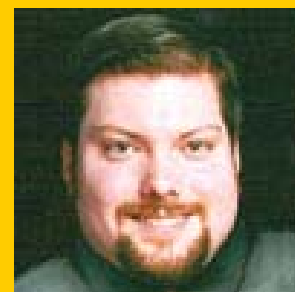
Cedar Rapids: A Moviemaking Mecca?

Join us in March as CRPRA takes our "show on the road" so to speak! We'll be meeting at the Four Oaks Dummermuth Intergenerational Center (aka "the Bridge") located at 2100 1st Avenue NE. Scott Chrisman with the Cedar Rapids Independent Film Festival will be our presenter.

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. He graduated from Mount Mercy College with a degree in public relations along with an emphasis in marketing and management and currently works in the community affairs department at KCRG TV-9.

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."

Make plans to join us on March 8. Reservations are mandatory: call Carol Myers, 393-1781 ext. 249 or email cmymers@japrinting.com by noon Tuesday, March 6.



Scott Chrisman
Cedar Rapids Independent
Film Festival

March Meeting Details



When: Thursday, March 8, 11:30 a.m., at The Four Oaks Dummermuth Intergenerational Center (The Bridge) located at 2100 1st Ave. NE. **Parking is available behind the building. 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 cmymers@japrinting.com by noon Tuesday, March 6.

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

Upcoming Meetings

April 12
Dr. Ruth White
Diversity

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 cmymers@japrinting.com.



February Meeting Wrap-Up: Hi-Ho Silver: Marketing Away!

Mark Mathis, founder and Creative Director of Cedar Falls-based ME&V, led us in a lively discussion of marketing principles to live by. Where do ME&V's great ideas come from? Mark offered *The Lone Ranger* classic television show as a starting point for a marketing approach. For one thing, the Lone Ranger wasn't really a loner – he had a partner in Tonto. He wore the same clothes every day, creating a consistent image. Thirty years after the show rode into the sunset, we still know the theme song – emphasizing the power of audio. The producers made sure the Lone Ranger was the only one who ever rode a white horse (more integrated image marketing) and he was a good guy wearing a mask – a distinctive element of branding that would never have been chosen by a committee. Lastly, he always left something behind – a silver bullet that made you remember him. This was Mark's intro to a list of 19 marketing maxims. Like to know what they were? Visit the CRPRA website at www.crpri.com. —Sher Jasperse

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!

Please note that our April meeting will be held at the African American Historical Museum and Cultural Center of Iowa which is located at 55 12th Avenue in Cedar Rapids



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.crpri.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

PR is extremely important, and being able to use it in the right way means everything. You have to market your success.

—Lee Haney, American Athlete

2006-2007
STEERING
COMMITTEE

Warren Byerly, *Treasurer*, Visual Images Productions, 360-7567
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Debra Salz, Prevention Services & Strategies, 378-4640
Wilma Shadle, Cedar Rapids Community Concert Association, 363-6254
Eric Wiley, Eric Wylie Productions, 832-2916

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



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