

*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.*

## Beth Malicki Opens 32nd Year of CRPRA

KCRG-TV9 News anchor/reporter Beth Malicki will be the guest speaker for the first meeting of the Cedar Rapids Public Relations Associates' 32nd season. The meeting will be held Thursday, September 13, from 11:30 a.m. to 1:00 p.m. at the Clark Alumni House on the campus of Coe College in Cedar Rapids.

Beth's presentation is titled, "Pick Me! Pick Me! Getting Noticed and Working with the Media." You won't want to miss this informative presentation from one of the Corridor's favorite news professionals.

Beth Malicki anchors KCRG-TV9's Sunday evening newscasts and joins Bruce Aune Monday through Thursday at 10 o'clock. In addition to her anchor duties, Beth is the head of the KCRG-TV9 News investigative unit and provides daily news stories as well.

Make plans to join us on September 13 by contacting Carol Myers at 393-1781 ext. 249 or via email at [cmyers@japrinting.com](mailto:cmyers@japrinting.com). Reservations are mandatory and must be received by Thursday, September 6.



**Beth Malicki**

### September Meeting Details



**When:** Thursday, September 13, 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](mailto:cmyers@japrinting.com) by Thursday, September 6.

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

### Upcoming Meetings

#### October 11

**Steve Erickson, Executive Creative Director, Henry Russell Bruce**

**"How the Advertising Industry Is Changing and What That Means to You"**

#### November 8

**Monica Vernon, President, Vernon Research Group**

**"Research and Use of Focus Groups to Create Political Marketing Strategies"**

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](mailto:cmyers@japrinting.com).

## May Meeting Recap: Good Writing in the Age of Instant Messaging

It can be done, said Rockwell Senior Technical Writer Charles Crawley, our May speaker. Charles cautioned us about writing pitfalls common in today's fast-paced, tech-based environment, including the perils of recycling text, over-reliance on tools like Spell-check and Grammar-check, and failure to consider what your audience knows about your topic. His advice: Print out your text (reading comprehension is better from printed copy than copy on a computer screen) and proof it carefully, use a first-rate dictionary and work to improve your spelling, learn to love your own writing, read more and better sources (good reading and good writing are two sides of the same coin), and, above all, remember to write with your readers in mind. – 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 32 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.crp.ra.com](http://www.crp.ra.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

"Strategy is the articulation of the overall objectives along with general guidelines on achieving those objectives."

- Leonard Saffir in "Power Public Relations"



Please note that our October meeting will be held at the Four Oaks Dummermuth Intergenerational Center ("the Bridge") located at 2100 1st Avenue NE in Cedar Rapids.

2007-2008  
STEERING  
COMMITTEE

**Warren Byerly**, *Treasurer*, Visual Images Productions, 360-7567  
**Kandi Behnke**, *Newsletter Editor*, Four Oaks of Iowa, 364-0259 ext. 313  
**Connie Fullmer Dunkin**, Dunkin One, 396-0185  
**Sher Jasperse**, *Writer/Editor*, 364-2535  
**Carol Myers**, J&A Printing Inc., 393-1781 ext. 249  
**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](mailto:kbehnke@fouroaks.org)**

Visit our website at [www.crp.ra.com](http://www.crp.ra.com) for the latest meeting schedules, map to the Clark Alumni House or to make reservations online.