

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.

Are You Still Relevant?... or, How to Keep from Becoming a Marketing Dinosaur

The advertising industry is undergoing dramatic changes, with major implications for those of us who ply our trade in communications and public relations. Join us on October 11 as Steve Erickson, Vice President/Executive Creative Director & Partner at Henry Russell Bruce, shares his insights on the evolving industry and what it means to us as marketing and PR professionals.



Steve Erickson



Steve has more than 30 years of creative experience in the advertising industry. The recipient of numerous local, regional, state and national advertising awards, he has been inducted into the Cedar Rapids Advertising Federation Hall of Fame.

Please RSVP by calling Carol Myers, 393-1781 ext. 249 or email cmyers@japrinting.com by Thursday, October 4.

October Meeting Details



When: Thursday, October 11, 11:30 a.m., at the Four Oaks Dummermuth Intergenerational Center (the Bridge) located at 2100 First Ave. NE in Cedar Rapids. ***Parking is located 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 cmyers@japrinting.com by Thursday, October 4.

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

Upcoming Meetings

November 8

Monica Vernon, President, Vernon Research Group
"Research and Use of Focus Groups to Create Political Marketing Strategies"

December 13

Becky Esker, President, Get Organized! LLC
"Organized PR Professionals Wanted"

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.

September Meeting Wrap-Up: Getting Noticed and Working With the Media

KCRG-TV-9 News Anchor/Reporter Beth Malicki gave us a lively glimpse of life in the newsroom at our September meeting, where she offered advice on getting our story ideas through the funnel that reduces hundreds of potential news items to a few brief stories during each of KCRG's daily broadcasts. National news comes mostly from the AP wire, while sources for local news include topics of interest to KCRG's reporters *and* press releases and calls from people like us. Criteria for determining which stories make the cut include newsworthiness, timeliness, impact (how many people in the viewing area are affected), KCRG staff resources, ability to capture a story on video, and plain old luck! Part of KCRG's job is to make topics easy for viewers to digest, so clear leads and short sentences boost the chances that your news item will get a second look. – 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, October 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!

PR QUOTE

"The caterpillar does all the work but the butterfly gets all the publicity."

—George Carlin



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

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