



Spring/Summer 2009 Newsletter

Behind the Gavel: A Message from the President



Brett Turner

We have accomplished a lot in the first half of 2009, thanks to all of you and a hard-working group of leaders who share the same vision of advancing our profession and raising the standards of public relations in South Carolina.

What have we accomplished?

- This very newsletter, led by editor Brooke Bailey, is increasing our communications to all of our members and those interested in joining our Chapter.

- The Mercury Awards and Professional Development conference held at the end of April and led by Ashley Sherry and Allison Skipper had more entries than forecasted and was an awesome event. The entire Mercury Awards crew did an excellent job.

- Treasurer Penny Cothran has done a miraculous job setting our budget and keeping us in the black during one of the toughest economic times that our country has faced.

- Janet Lawrence and Leigh Cheatham are planning the Chapter's annual Professional Development conference for the fall. I don't want to let the cat out of the bag, but you won't want to miss it.

- George Johnson and Reed Byrum are in the process of researching the creation of a SCPRSA Scholarship for our three representative universities.

- Changes in the oversight of the Programming committee chaired by Erin Watson has increased the depth of speakers and activities, given everyone a voice on monthly programming topics and is scheduled at least three months in advance in each region. Thanks to Melea Mauldin and Whitney Howell in the Upstate, Julie Scott, Julie Culbreath and Amanda Wagasky in the Midlands and PJ Norlander in the Lowcountry. We've now raised the number of attendees on a monthly basis in all regions.

- A proactive accreditation effort is being led by Dusty Demming and Kim Banks to reach out and mentor professionals seeking to acquire recognition for their good works and professional achievements.

- Strategic development of SCPRSA's leadership structure has been a top priority to ensure all members receive the support they need. Melissa Flynn, along with the entire executive board, has worked diligently to create leadership continuity and a strong organization.

- Engagement of members in chapter activities and committees has increased. A few years ago 37 percent of our committees weren't filled or

were inactive. Currently we're at less than 5 percent.

And there are many others. None of this would have been possible without your individual efforts and support. To all the members who volunteer and give their time to help the Chapter advance, a heartfelt thank you. The result of these actions is a more cohesive chapter – one that you can be proud of – that encompasses all members in SCPRSA's actions, activities and achievements. We are making a positive difference in the lives of our state's public relations professionals. Let's continue to do so together.

Yours in Service,

Brett Turner, APR
2009 SCPRSA President

Welcome New SCPRSA Members

Lauren Chess (Midlands)

Marion Crawford (Upstate)

Angela English (Midlands)

Amber Goodman (Midlands)

Kim Jamieson (Midlands)

Jennifer Koches (Lowcountry)

Grace LeSueur (Lowcountry)

Lynn Mann (Upstate)

Patricia Montgomery (Upstate)

Katie Nance (Midlands)

Caroline Pate (Lowcountry)

Carrie Phillips (Midlands)

Lindsay Stucker (Lowcountry)

Update Your Member Profile and You Could Win!

Take a few minutes to help PRSA serve you better. Tell us your job title, organizational setting, industry and area(s) of specialization. Each month, through August 2009, the national chapter will randomly select five members who update their demographics information to receive gifts, including a \$100 Amazon gift card and items from the PRSA Store. You could be a winner!

Visit prsa.org today and update your demographics information at MemberNet for a chance to win.

SCPRSA Member Profile: PJ Norlander



PJ Norlander
Director of Marketing, Arcadia Publishing
Mount Pleasant, South Carolina

Years in Current Position: Five

Education: Public Relations, B.A., Colorado State University; Marketing Communications, M.S., Colorado State University

How did you get into the PR/Marketing profession?

I've always been one of those people who thrive on juggling multiple projects at once. My high school journalism teacher was a great mentor, and she talked me into being the yearbook editor – a job that sparked my passion for communications and ultimately led me to pursue a PR degree in college. Shortly after graduation I was hired to work for the best-selling authors of the *Guerrilla Marketing* business book series, where I learned the true meaning of thinking outside the box. My passion and commitment to the profession has continued to grow over the past 15 years.

What are your responsibilities at Arcadia?

Arcadia Publishing is the nation's leading local and regional history publisher. We publish over 650 new books every year, which equates to releasing an average of 15 new books a week. My day-to-day responsibilities include: management of the company brand and messaging; sales collateral and marketing materials development; executing promotions and direct mail offers; managing our online presence; overseeing public relations and media campaigns; managing excerpt permissions, copyright approvals and disputes; print ad development; point of purchase materials, budgeting, etc. Thankfully, I have an amazing staff of team members who help keep me focused and sane.

What's new or on the horizon PR/marketing-wise for your company?

In light of the state of the economy, Arcadia is employing Pareto's 80/20 principal, and we're ambitiously working to cut costs, do more with less, and maximize our existing resources. We're taking a "back to basics" approach and focusing efforts on proven PR strategies. For us, this means fewer projects that are "nice" to do and investing more effort than ever before on our core strategy of engaging authors to be their own PR pros and partnering with small-town America local media outlets. Also, with the loss of almost 16,000 jobs in the newspaper industry last year alone, we're acknowledging the need to become experts at pitching online media channels including dot-com-only news sites, niche blogs, and local online news outlets such as electronic bulletin boards at libraries and museums.

Tell us about your activities with SCPRSA and what you've gotten out of them:

In 2007 I served as the Programming and Luncheon Coordinator for the Lowcountry. Last year I continued working in that role, and joined the SCPRSA board as the Lowcountry Regional Director, a position I'm excited to continue in this year. For the past two years I've also had the opportunity to serve on the Mercury Awards planning committee, an amazing group who never meet face to face, yet always manage to pull off a fabulous annual event – a true testament of what can be accomplished by passionate like-minded PR pros.

Attending the monthly programming luncheons is a great way to interact and learn from some of the best professionals in our industry. If you often get caught up in the hectic day-to-day demands of the office and home life, it can be easy to forget why you got involved in this line of work in the first place. Stepping away to attend a SCPRSA event for a few hours once a month is a great way to spend time with like-minded people who have an infectious enthusiasm for the profession and a heightened awareness of what's going on in our industry. I always come away from the events with my creative juices flowing and a renewed appreciation for the public relations profession.

South Carolina practitioners - get motivated to pursue your APR today!

Want to learn more about Accreditation in Public Relations (APR) and how you can take your career to the next level?

- APR is a voluntary certification program for PR professionals

How can you get started?

- Contact your local (SCPRSA) APR committee today. They are available to answer questions, provide advice for any portion of the process, as well as connect you with others pursuing their Accreditation in your area.
 - Dusty Deming, APR Chair (ddeming@ymcagreenville.org)
 - Kim Banks, APR Co-Chair (kim@simkocomm.com)

Also, join SCPRSA's Facebook page or visit www.scprrsa.org to learn about future events in your area that focus on the APR process.

Becoming accredited is the highest step a public relations professional can make; start your accreditation today.

Member Achievements

Rawle Murdy Vice President/Director of Public Relations **Melissa Flynn, APR**, was published in PRSA's *Tactics* publication. The article, titled "First Response: The Importance of Acting Within Minutes, Not Hours," discussed the significance of how a company handles the first 24 hours after a crisis.

Brooke Bailey has been named director of communications for the Sisters of Charity Foundation of South Carolina. She joined the foundation three years ago as communications manager.

Rawle Murdy was awarded a national Public Relations Society of America (PRSA) Silver Anvil Award during the organization's annual awards banquet. The Silver Anvil Awards recognize the highest level of public relations performance in the industry. The Charleston, S.C. firm's work was selected from a pool of 900 entries, and the only firm honored in South Carolina. Rawle Murdy was selected for a Silver Anvil in the category of Community Relations Campaigns and Issues Management for a Business, for its marketing campaign on behalf of the Charleston Animal Society.

The Byrum Innovation Group President and CEO **Kristie Bohm Byrum, APR**, has been chosen as the winner of the 2009 Communicator of the Year by the Greenville Chapter of the Association for Women in Communications. The Association for Women in Communication is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

Monthly Meeting Highlight

Lowcountry: Rawle urges distinct products, wants professionals to be unique

David Rawle's new Lexus conked out in a deep puddle in the midst of a Charleston downpour. He called up the car's onboard assistance service. "And the first question they asked me was 'Are you in a safe place?' It was comforting," Rawle, founder of Charleston's Rawle Murdy Associates, told guests at the February Lowcountry Luncheon. "That sense of reassurance, confidence and comfort; that is what's resonating with people right now. Just like in the wake of September 11. What sold? Pajamas and puppies."

Rawle helped build Charleston's cultural scene through his work on the Spoleto Festival, Charleston Place and the South Carolina Aquarium, and has handled national accounts such as MTV and Nickelodeon Networks, among many others. In his talk, he offered advice and wisdom both for clients and industry professionals.

Rawle urged distinction and honesty for both products and PR pros.

"We all need to differentiate more, be more unique. If you have a non-differentiated product today, just go home and go to bed," he said. "If you are differentiated, highlight it."

The same goes for PR professionals seeking to reaffirm their worth to their organizations in the current economic landscape, Rawle said.

"Ask yourself, 'Have I differentiated myself enough where I work?' Call up what's in your heart. It's different. It's distinctive," he said. "Use your curiosity. Really draw down inside yourself for fresh stuff."

Rawle urged careful study of one's competitors, and useful surveying of one's customers. "Your customers may have new needs," he said. "Customer service is more important than ever. Think of three ways you can love your customers to death. What trumps cost and even value is that feeling of comfort and confidence you can give."

Rather than shrink away from marketing and birthing new ideas, Rawle believes this is the time to strike. "It's a good time to bring out a new product," he said. "The iPod, MTV, CNN – all were launched in times of recession."

Nor is it a time to shrink marketing budgets and staff, he said. "It is proven that if you increase your marketing investment – and it is an investment, not an expense – you'll increase market share," Rawle said. "In a recession, everyone puts their head under the covers. If you're still talking, you'll increase market share."

Rawle said PR professionals should be prepared to work in media that can be measured easily, such as the web. "I also have a feeling that television is going to come into another golden age. That's contrary to what you'll hear elsewhere, but I have a feeling we're going to see that as people elect to stay in more."

The February Lowcountry Luncheon was part one of a two-part talk by Rawle. It was followed by a discussion on ROI and reinforcing the value of marketing at the March Lowcountry Luncheon.

Do you use social media strategies as a tactic for your employer or clients?

"The South Carolina Chamber of Commerce uses a variety of tools to keep members up-to-date on issues impacting their business, including the CEO Corner, an interactive Web page featuring South Carolina Chamber CEO Otis B. Rawl Jr. CEO Corner is complete with video, news links and much more. In addition, the Chamber launched a Facebook page earlier this year where staff posts events, video and news updates to reach a whole new market."

- Julie Scott, South Carolina Chamber of Commerce

"Our organization is tip-toeing into social media. Old school perceptions that it's a loose-cannon, free-for-all are slowly conceding to safe, successful Facebook promotions and in-house, blog-like tactics. We're not there yet ... but we're getting there."

- Jim Roth, Palmetto Health

"Yes. As a technology company, this is a critical channel for us to not only demonstrate thought leadership, but also build relationships and address support issues. Through our network of blogs and forums, our presence on Twitter, our bi-weekly podcast, our Facebook page, etc., we are able to connect at a more personal level with our customers and prospects than ever before. Social media and networking have revolutionized the world of PR, and we have had great success with outlets like Twitter and HARO (Help a Reporter Out) especially. The most powerful tool, however, is listening. National reporters are reaching out on these networks for story ideas. They are coming to us now!"

- Melanie Mathos, Blackbaud

"More and more of my clients are gravitating to social media. They have heard about Twitter on the news or have kids who are constantly mes-

saging via Facebook. Even though clients realize the impact of social media, many are unaware of the time and effort involved in making it work. Social media has an incredible, immediate reach, but it also raises a number of questions that need to be answered before any tactics are implemented. Quantifying ROI is the biggest concern for most clients. Even though many free tools and analytics are available, the sweat equity involved in social media can be overwhelming. A growing number of clients are apprehensive about the perceived loss of control over their brand message or they fear negative customer feedback. But, to some extent, these are all concerns we have dealt with in traditional mediums."

- Amanda Brock, Marketing/PR Consultant

SCPRSA 2009 Mercury Awards

The red carpet was rolled out on Thursday, April 30 as SCPRSA handed out more than 50 awards to communications professionals across the state during its annual Mercury Awards celebration.

The awards program encompasses three types of awards. Mercury Awards recognize public relations programs and campaigns, Silver Wing Awards recognize outstanding tactics used in public relations and Individual Awards recognize the career accomplishments of individuals.

Scholarships were also given out to students at Clemson University, College of Charleston, and the University of South Carolina.

The 2009 Rookie of the Year Award went to Ryan Fisher of Jackson Dawson Marketing Solutions.

A complete listing of award winners is on the following page.

SCPRSA Recognizes Mercury Awards Winners

2008 Mercury Award Winners

Arcadia Publishing
"Galveston: A City on Stilts"
Community Relations Category

Chernoff Newman
"Campus Crawl"
Community Relations Category

Award of Merit
South Carolina State Ports Authority
"Pledge for Growth"
Community Relations Category

Touchpoint Communications
"Lowcountry AIDS Services"
Brand/Reputation Management Category

Award of Merit
Rawle Murdy Associates
"Cheeseburger in Paradise"
Brand/Reputation Management Category

Riley Communications
"Viva La Vista"
Events/Observances, 7 or Fewer Days

BlueCross BlueShield of SC
"National Walk at Lunch Day"
Events/Observances, 7 or Fewer Days

Award of Merit
Palmetto Health
"Grand Opening Celebration"
Events/Observances, 7 or Fewer Days

College of Charleston
"Bully Pulpit Series"
Events/Observances, More than 7 Days

Award of Merit
Jackson-Dawson Marketing Solutions
"Food Lion, LLC"
Events/Observances, More than 7 Days

Jackson-Dawson Marketing
"2008 Fireball Run"
Public Service Category

Davis PR
"Say Yes 2 Our Schools"
Public Affairs Category

Award of Merit
Davis PR
"2008 Cigarette Tax Campaign"
Public Affairs Category

Arcadia Publishing
"Arcadia Kids"
Marketing Consumer Products Category

Award of Merit
Obviouslee Marketing
"Firefly Distillery"
Marketing Consumer Products Category

Chernoff Newman
"Palmetto Health Weight Center"
Marketing Consumer Services Category

Award of Merit
ADCO
"Doctors Care Sports Physicals 2008"
Marketing Consumer Services Category

VantagePoint
"T&B Brass Product Launch"
Marketing Business to Business Category

Rawle Murdy Associates
"Wild Dunes Resort"
Crisis Communications/Issues Management

Award of Merit
Jackson-Dawson Marketing Solutions
"Blue Bird Bus/Sanger Middle School"
Crisis Communications/Issues Management

BlueCross BlueShield of SC
"United Way Giving Campaign"
Internal Communications Category

Award of Merit
NOAA Coastal Services Center
"Coastal Services"
Internal Communications Category

Greenville Hospital System
"Minority Health Summit"
Multicultural Public Relations Category

Rawle Murdy Associates
"The Charleston Animal Society"
Integrated Communications Category

Award of Merit
Jackson-Dawson Marketing Solutions
"Blue Bird All American School Bus"
Integrated Communications Category

2008 Silver Wing Award Winners

Arcadia Publishing
"Galveston"
Press Kits/Media Kits Category

Award of Merit
Davis PR
"LRADAC Groundbreaking"
Press Kits/Media Kits Category

ADCO
"CSCA New Business Mailer"
Direct Mail/Direct Response Category

Award of Merit
University of South Carolina
"Ronald McDonald House"
Direct Mail/Direct Response Category

Award of Merit
Greenville Hospital System
"Newcomers"
Direct Mail/Direct Response Category

Palmetto Health
"A Place For Us CD"
Audio Programs Category

Roper St. Francis Healthcare
"Journey to Excellence"
Speeches Category

Municipal Association of SC
"Joint Opinion Column on Tax Reform"
Editorials/Op-Ed Columns Category

Award of Merit
Jackson-Dawson Marketing Solutions
"SC Technology & Aviation Center"
Editorials/Op-Ed Columns Category

Arcadia Publishing
"Pacific Flyer"
Advertorials Category

Award of Merit

Municipal Association of SC
"SC Biz Diversity Issue"
Advertorials Category

Jackson-Dawson Marketing
"Food Lion LLC"
Research/Evaluation Category

Heathwood Hall
"I Am Here Song"
Creative Tactics Category

Award of Merit
LRADAC
"Prom Pocket Card"
Creative Tactics Category

LRADAC
"Family Day Placemat"
Creative Tactics Category

BlueCross BlueShield of SC
"Paper Bag FSI"
Creative Tactics Category

Chernoff Newman
"VOTE Poster"
Posters Category

Jackson-Dawson Marketing
"Milliken Napery Cheers Microsite"
Web Sites/External Category

Award of Merit
SC Chamber of Commerce
"CEO's Corner"
Web Sites/External Category

NuVox
"Sales Conference Web Site"
Web Sites/Internal/Intranets/ Extranets

Award of Merit
NuVox
"Premier Circle Web Site"
Web Sites/Internal/Intranets/ Extranets Category

Chernoff Newman

"Wal-Mart Certified SC Grown"
Media Relations/Consumer Products

Touchpoint Communications
"Folbot"
Media Relations/Consumer Products

BlueCross BlueShield of SC
"Enterprise Systems Management"
Media Relations/Business to Business

South Carolina Arts Commission
"National Symphony Orchestra"
Media Relations/
Associations/Gov't/Nonprofit

Award of Merit
Chernoff Newman
"SC State Election Commission Media"
Media Relations/
Associations/Gov't/Nonprofit

SC Chamber of Commerce
"ChamberBiz"
Multimedia
Communications/Newsletters

Heathwood Hall
"The Highlander"
Newsletters/Fewer Than 16 Pages

Award of Merit
Greenville Hospital System
"The View"
Newsletters/Fewer Than 16 Pages

Sonoco
"Sustainable Progress Forward"
Annual Reports/Companies More Than \$500 Million

Sonoco
"2007 Annual Report"
Annual Reports/Companies More Than \$500 Million

First Citizens
"First Citizenship"
Newsletters/Sixteen Pages or More

Award of Merit
Municipal Association of SC
"Uptown Newsletter Redesign"
Newsletters/Sixteen Pages or More

NOAA Coastal Services Center
"Coastal Services"
Magazines/Internal Audiences
Primarily

Award of Merit
Palmetto Health
"PS"
Magazines/Internal Audiences
Primarily

Greenville Hospital System
"Inside Health"
Magazines/External Audiences
Primarily

Award of Merit
SC Chamber of Commerce
"South Carolina Business Magazine"
Magazines/External Audiences
Primarily

Select Health of South Carolina
"2008 Annual Report"
Annual Reports/Companies Up to \$500 Million

Heathwood Hall
"I Am Here Annual Fund Campaign"
Multimedia Comm./Internal
Presentations

Award of Merit
Sonoco
"The Sky's The Limit"
Multimedia Comm./Internal
Presentations

Individual and Scholarship winners are listed on following page.

2008 Individual Award Winners

Community Spirit Award

David Campbell

Chernoff Newman

Rookie of the Year Award

Ryan Fisher

Jackson Dawson Marketing Solutions

W. Thomas Duke Distinguished PR Practitioner of the Year Award

Brett Turner

Jackson Dawson Marketing Solutions

2008 PRSSA Scholarship Winners

Clemson University

Clemson University PRSSA chapter

College of Charleston

Sarah Flick

University of South Carolina

Chantelle Lytle

Why PR Matters in a Down Economy? By Brett Turner

Since October 2008, many people — clients, colleagues, PR pros, students, etc. — have asked me what they should do to survive in the economic downturn. The answers vary for each group and individual, but the basic facts remain the same. Here are my top 10 reasons why public relations matters, especially in a down economy:

1. **Credibility** — With public relations, unbiased decision-makers can tell your story for you. Be it traditional media, web-based communications or word-of-mouth, the personal nature of the communications between individuals adds a layer of credibility. Research points that it is more believable because the communicator is speaking honestly and is unlikely to have an ulterior motive (i.e. they are not trying to sell you something). Think about it: If an unbiased columnist writes that a certain widget works well or that a restaurant has great food, doesn't that resonate with you more than an advertisement or direct mail piece? What if you read this information on a blog or hear it from your best friend? These sources are trusted more than an ad, direct mail or salesperson.

2. **Value** — Public relations provides better ROI than most other forms of communication. Sometimes a simple phone call to an editor can result in a story that reaches numerous people and is worth thousands of dollars.

3. **Perception** — No other form of communication can persuade and change public opinion more effectively than public relations. PR allows you to reach the masses, through multiple, mass-media outlets to tell your story. Think about most of the major decisions you've made in your life. How were they shaped? Most were probably based on a personal experience or had something to do with news articles or broadcasts on a specific topic. How did you shape your opinion in the recent election and what was your perception of the candidates? How were those opinions/perceptions formed? Probably through news outlets — web, TV, newspaper, etc. Public relations allows you to tell your story and tell it as often as you like.

4. **Trust** — Consumers are constantly looking for trustworthy sources now, given that there is so much negativity surrounding the economy. PR professionals are trustworthy sources for companies and consumers. If you are an executive or high-ranking manager on the corporate side, then you need to seek honest feedback from your communications team. And if you are working with an agency, then show them that you trust them with sensitive information. Sometimes it is difficult to hear the truth, but it will pay off to have trustworthy advice that can lead to positive solutions.

5. **Message Strength** — Public relations allows you to say many things that you can't communicate in an advertisement or on a billboard. A feature story, press release or blog post can tell a much deeper and broader story. It can be addressed and written for different key audiences and incorporate multiple key messages, things that can't be done well in an advertisement, billboard, etc.

6. **Relationships** — Newspapers, trade publications and TV and radio stations are suffering in this economy, too. They are short-staffed and underfunded. Therefore, there is a need for PR pros with solid editorial connections who can also work well with a newsroom staff, understand how the media operates, understand AP Style and know what makes a good story for readers, viewers and listeners.

7. **Short-Term vs. Long-Term** — Don't sacrifice long-term marketing objectives because of short-term financial problems. Public relations can help you weather the short-term financial storm by keeping your name, product or idea/cause in front of the public. You don't have to have a big budget to be successful. Public relations will also help you meet your long-term objectives when the market recovers.

8. **Facts & Speed** — These go hand-in-hand in this day and age. It is normal for people to believe the first thing they hear during tough economic times. People are often edgy and nervous. Many stories could have been communicated better and been viewed positively if

companies would have communicated them up front and quickly. Make sure that you check the facts and that you use trustworthy sources — inaccuracy can be fatal when so much emphasis is placed on transparency — but don't forget that you have to be fast, too. You can't take 24 hours to respond. Just ask Alex Rodriguez of the New York Yankees. He was honest and forthright when he admitted to using performance enhancing drugs, but he still was portrayed negatively because it took him more than 24 hours to respond to a simple question.

9. **Don't Play Hide and Seek** — As a former journalist, nothing is more frustrating than the fair-weather PR pro who is only there when times are good and nowhere to be found when times are bad. Too many companies, executives and clients are hiding behind their attorneys or getting rid of their communications departments to cut costs. This is not the right approach. Be seen and be heard — good and bad. It will build trust, credibility and relationships — and will pay you back 10-fold when the economy improves.

10. **Bite into Market Share** — There is no better time than now to bite into your competitor's market share. By increasing awareness among your target audience in a down cycle when others are backing away, you stand a better chance to take business and customers away from the competition. It follows the same stock market principle of buying low and selling high.

If you follow these tips, then you can increase your market share and strengthen your brand awareness — and have an edge over your competitors. Times are bad. So invest when others aren't. By staying engaged with your audience through PR in down times, your company is building relationships that will grow and pay off even more when times are good. Will you be ready when that time comes?

Brett Turner, APR, is public relations director of Jackson-Dawson Marketing Solutions in Greenville, S.C., and president of the South Carolina Chapter of PRSA. He is a 15-year veteran of the PR profession.

Spring Professional Development Conference

The 2009 SCPRSA Spring Conference was held on May 1, 2009 at the Hilton Columbia Center. The morning began with the session, "The Social Networking Evolution" with John Warner, founder of Swampfox. Warner discussed the different forums of social networking available and how they are impacting the way we conduct business and lead our lives. With Facebook, MySpace, Twitter and LinkedIn becoming prevalent methods of communicating and sharing news, Warner conducted an insightful demonstration on how businesses can become the victim of social networking carelessness and how everyone can become more business-efficient by effectively using these new strategies.

Following Warner's presentation was Steve Sherry, senior vice president and brand director of BB&T, who discussed branding and public relations. Using the banking industry as an example of building a brand, Sherry provided a thorough assessment of popular brands and how sound public relation strategies can improve a company/organization's image. The key messages from this session were: identify your audience/clients, develop relationships with your audience/clients and maintain these personal relationships.

Closing the conference was Amy Corley, executive director of publicity with Artisan Books in New York, to deliver the message of "National Media Strategies & Lifestyle Marketing." With years of experience in lifestyle marketing and publishing, Corley has become an expert on pushing national coverage for her clients. Sharing a few tricks of the trade and words of advice, Corley used personal experiences with clients and national media to advise attendees on how to land "the big one."

SCPRSA 2010 Office and Committee Nominations

Do you know someone in the chapter that would make a good leader? Nominate them to serve as officer in 2010 or on a committee. Looking to become more involved? Make the most of your SCPRSA membership and sign up for a committee in 2010. There are several different committees to select from, allowing you to participate in an area that best fits with your skills or an area in which you seek to grow. Nominations will be accepted in August. At this time, visit the SCPRSA Web site for open positions and descriptions or contact Brett Turner at brett.turner@jacksonmg.com for more information.

Submit News for the SCPRSA Newsletter

Do you have news to share with other SCPRSA members? We would like to include your news in the quarterly newsletter. Email scprsa.newsletter@gmail.com or contact someone on the newsletter committee with your ideas.

A special thanks to the SCPRSA newsletter committee: Brooke Bailey (Midlands), Amy Bomar (Upstate), Pete Nardi (Lowcountry) and Susan Patrick (Upstate). If you would like to serve on the newsletter committee, please contact Brett Turner, APR at brett.turner@jacksonmg.com.

Save the Date

July 28

Lowcountry Luncheon

"Governing the Governor: Managing Communications in Politics"

Virginia's on King (Upstairs), 412 King Street
Charleston, SC

August 11

Midlands Luncheon

"Communicating an Unpopular Message, Promoting Your Product Against the Odds"

The Summit Club
Columbia, SC

August 11

Upstate Luncheon

"Alternate News Sources"
Jackson Marketing Group

August

Lowcountry Luncheon

"Niche Marketing and Media"

September 8

Midlands Luncheon

The Summit Club
Columbia, SC

September 8

Upstate Luncheon

"Insight into the World of Political PR"

October 9

2009 SCPRSA Fall Professional Development Conference

Columbia, South Carolina

November 7-10

PRSA International Conference

San Diego, CA