

PRChicago

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Chicago well represented at Anvil Awards

Dove Campaign Takes Top Prize

Chicago-area corporations and agencies featured prominently at the 2006 PRSA Silver Anvil Awards, held at the Equitable Tower in New York City on June 8. Carmichael Lynch Spong, DomeHK, Edelman, David Grossman & Associates and the Illinois Bureau of Tourism were among the winners for outstanding public relations work.

Unilever's global beauty brand Dove was honored with the 2006 Best of Silver Anvil Award for their bold campaign that challenged today's stereotypical view of beauty, and celebrated diversity and real women. *Dove Campaign for Real Beauty* was selected as the best of the 52 public relations programs receiving Silver Anvil Awards, the icon of best public relations practices.

"This winning entry represents the level of excellence we all aspire to achieve for our clients and employers," said PRSA President & CEO Cheryl I. Procter-Rogers, APR, Fellow PRSA, who presented the Best of Silver Anvil Award to Stacy Bright sr. communications marketing manager of Unilever and Larry Koffler, sr. vice president, consumer brands, of Edelman. "Here's a campaign that breaks all the rules, takes strategic risks, and insists that the team and the consumer step outside of their comfort zone for greater rewards. Congratulations to the Unilever-Dove and Edelman team for providing us with a case-study that raises the bar for all of us!"

Also at the ceremony, Al Golin, chairman of Golin Harris, was presented with the Gold Anvil he won last year but was unable to



Dove's "Campaign for Real Beauty" team. (left to right) Stacie Bright of Unilever, Cheryl I. Procter-Rogers, PRSA President & CEO, Gina Crisanti, one of the six women featured in the campaign, and Larry Koffler of Edelman.

accept when the PRSA annual meeting was cancelled due to hurricanes in Florida. He won the award for a lifetime of achievement in public relations. The Gold Anvil is the Society's highest individual award.

The Silver Anvil, symbolizing the forging of public opinion, is annually awarded to organizations who have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.

The winners of the 2006 Bronze Anvil Awards, recognizing outstanding achievements in public relations tactics, were also acknowledged during the Silver Anvil Awards Evening. For a complete listing of all the winners go to www.prsa.org.

Chicago Area Silver Anvil Award Winners

Dove Campaign for Real Beauty
Unilever-Dove with Edelman

Function that Designs and Grows Lockheed Martin's Business
Lockheed Martin Corporation with David Grossman and Associates

A Better Night's Sleep at The Ronald McDonald House
Select Comfort with Carmichael Lynch Spong

Chicago For Everyone
General Motors Corporation with Dome HK



The Abraham Lincoln Presidential Museum Opening
Illinois Bureau of Tourism with Edelman

Beds, Celebs and a Better Night's Sleep
Select Comfort with Carmichael Lynch Spong

Uncovering the Key to a Perfect Night's Sleep
Select Comfort with Carmichael Lynch Spong

Making A.G. Edwards the Champion of Your Nest Egg
A.G. Edwards with Carmichael Lynch Spong

President's Note

By William Parke

This may be an exercise of preaching to the choir, but I am forever struck by how vibrant and energetic Chicago is for the communications professional. We are a world-class city with world-class talent. From our global corporations to our top-flight agencies, we have a pulse that few cities can claim. In fact, if you wanted to make a case for the energy and innovative thinking of our city, a review of this month's *PRChicago* provides ample evidence.

As the cover story notes, Chicago-area communications professionals were well represented at the Anvil Awards held in New York City. Chicago's own Al Golin picked up PRSA's highest honor, the Gold Anvil, and a Chicago-area practitioner was responsible for a slew of awards and recognition. Also in this issue you will meet fellow PRSA member Mack Reynolds who approaches his member profile with great insight and humor. Also, be sure to read Zane Robbins' piece on revolutionary breakthroughs in the

Our kind of town

mechanics of delivering our messages. Judy Rader perfectly articulates the differences between agency and corporate life. David Grossman writes about the inextricable link between leadership and communications. Finally, new graduate Andrea Cordts' charming column on landing that first job will take a lot of us back to when we were first starting out.

Beyond great architecture and great food, it is the creative and dedicated people that make this city thrive. In our busy lives it's easy to miss the talent that surrounds us. That is what PRSA/Chicago is all about – bringing people and ideas together. This issue of *PRChicago* serves as a good reminder.



Agency Profile

Chicago has an energetic collection of PR agencies, each with its own unique size, shape and personality. Every month, we'll ask a Chicago agency to tell us about itself.

Clear!Blue is founded on the belief that consumers won't listen until you get their attention . . . they won't care until you capture their imagination . . . and they won't know you until they have experienced consistency in your brand message over time, whenever and wherever they find you.

"Exclamation. With a point." means thinking beyond the commonplace to find powerful ways to communicate strong and lasting messages to the right audiences, in the right places, at the right time and in precisely the right way to deliver results.

Clear!Blue offers clients a new way to communicate in a world where customers don't listen, don't care and don't know your brand from the thousands of others screaming for their attention. A unique set of capabilities helps clients engage all audiences through every stage of a product or brand lifecycle.

PUBLIC RELATIONS - Connecting with media, employees, customers, investors, other businesses, analysts, community activists and regulators to build relationships and foster conversations. PR solutions grow even more powerful when combined with other Clear!Blue capabilities, such as Experiential Marketing.

EXPERIENTIAL MARKETING - Press Events that generate powerful impressions. Business Theatre that captures the imagination. Brand Immersion Experiences that appeal to all five senses. Guerilla Marketing that builds street-level buzz. Live experiences are one Clear!Blue's greatest strengths, and Clear!Blue has the rare capability to dream up, design and produce all events.



BRANDING - Consumer perceptions are the building blocks of consistent, long-term brand prosperity. Whether you're starting from scratch or evolving and growing your brand, Clear!Blue can help to visually and verbally craft those vital perceptions. Clear!Blue guides you through the entire branding process, from brand research to positioning and identity development.

INTERACTIVE - In-house interactive specialists understand how people use the Web and apply that knowledge to deliver compelling, robust and easy-to-use interactive solutions.

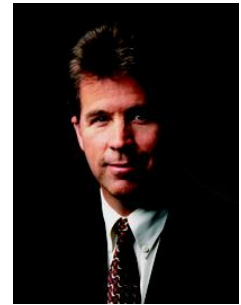
A proprietary online communications system, Slingshot, creates, implements and manages ongoing, targeted email campaigns. Alone or combined with other offerings, Clear!Blue interactive solutions provide a wide variety of innovative, cost-effective communications options.

Clear!Blue's approach centers on an elegantly simple process that guides everything they do: Understand, Create, Deliver, Measure (UCDM). Whether assigned a single project or an entire campaign, the UCDM process ensures that time is taken to understand the immediate situation and desired trajectory, establish an insightful and relevant strategy, generate out-of-the-ordinary, message-driven creative ideas, produce these engaging ideas in a way that's appropriate for the brand and evaluate their work – both to ensure that they've met the objectives set forth and to gain intelligence for the next effort.

For more information about Clear!Blue and its capabilities, contact Andrea Wood at awood@clearblue.biz or 312.464.1984, or visit www.clearblue.biz.

Member Profile

Mack Reynolds



PRSA/Chicago member runs Reynolds Communications Group

Name: Mack Reynolds

Alma Mater: Northwestern University (Medill School of Journalism)

Title: President

Organization: The Reynolds Communications Group

Responsibilities:

My job is simple. P&L aside, I'm in charge of growth: growing people, growing accounts, growing the business. That means find the best people I can and provide them with opportunity. That means service the dickens out of our clients with sound ideas, diligent execution and great results. If we can execute on the first two, firm growth follows.

What is a typical day like?

My day begins with an argument with the devil. At 5:15 a.m. I have to decide whether to go to the gym. Been having the same argument for years. Generally, I read the New York Times, the Wall Street Journal and the Chicago papers before I get to work about 7:45 a.m. What happens next varies from day to day. Often it's a mix of discussing strategies with clients, reviewing my colleagues' new ideas, responding to prospective clients' requests for proposals, and looking for professional development opportunities for my colleagues. I usually catch the 7:35 p.m. train home.

What is the most interesting part of your job?

First, I'm always excited to learn about a client's business. It's fascinating to explore the solutions companies invent to meet customer needs. Second, I really enjoy the people with whom I work. They are always very interesting and thought provoking. And third, I love selling work— bringing new ideas to clients or prospective clients and helping them envision the elegance of the strategy and the return on their investment.

What is the most challenging part of your job?

You mean, besides putting lipstick on a pig? Just kidding. I have a few challenges. It can be tough to find top-flight people who combine extraordinary news writing skills with inventive media relations strategies and a commitment to client service. Keeping up with the exploding number of media outlets is pretty daunting, too.

How has the practice of PR changed over your career?

In my opinion the fundamentals have not changed. To be successful you must be a great strategist and storyteller. And this is still a client service business.

What has changed is the media with whom we work. It gets broader and more fractured by the day. While that's good for PR guys, there's another force in play. News staffs are leaner than ever. Every reporter we talk to has the same lament: publishers and producers are trying to do more work with fewer people. That may be one reason why our "want ads" attract resumes from so many reporters.

I've also seen the interest and respect for what we do increase in our clients' C-level suites, whether it's the chief marketing officer, the chief executive officer, or even the chief financial

officer. Clients place a higher value on public relations and media relations because of the credibility that the third-party endorsement brings.

What direction do you envision PR moving in the future?

I think PR will continue to be a service business where clients demand results, accountability and a gold standard of service. Because so many business opportunities and obstacles center on proper communications — and because I believe a need for corporate "transparency" will continue to influence industry behavior — I think PR will continue to grow in importance. Changes in the PR business will be driven by technology improvements that allow newsreaders to cherry pick the news they want to get, when they want to get it and in the fashion that's most attractive to them. While I'm a really huge fan of daily newspapers, I can see them becoming almost a niche product for people who view reading them as a leisure-time activity rather than as an information source. You might read newspapers like you read books—for entertainment and to be smarter, but not necessarily to know what happened in the world today. By the way, I don't see a big future for blogs; there's just too much other content to read. (But don't print that, in case I'm wrong.)

What makes PR an attractive field to be working in?

If you like variety, like to imagine things and you enjoy writing, you probably can't find a better job than one in the PR business. I know of very few careers that offer you the chance to be this creative and influential.

What advice would you offer to young people trying to enter the PR world?

#1: Work very hard to improve your news writing skills. The better you are at news writing the more effective you'll be as a PR person.

#2: Try to improve your selling skills and experience. For all the writing skills and creativity demands on a PR professional, you still have to be a good salesperson. That's true whether you're dealing with the press, your bosses or clients.

#3: Stay very curious about the world around you.

#4: Work hard to build your network of PR contacts, whether it's with media, agencies, companies or even your peers in the business.

What is the most common mistake companies or organizations make?

Underestimating the intelligence of their customers. People are not stupid — they understand motivations and they understand profit. What they don't understand is why you would ever try to deceive them or tell them anything but the whole truth.

Tips from the Trenches**Zane Robbins****New Media Outlets Everyone Should Know**

Since the mid-twentieth century PR professionals have relied upon three powerhouse distribution channels to get their client's messages to the masses – print, radio and television. Recent technological advancements have created a challenge and opportunity for public relations practitioners to reach consumers in an ever-fragmented media environment. News and information is now widely available on computers, iPods, blackberries, and screens mounted in elevators, hotels, sports bars, and airports.

Video news releases and B-roll packages continue to be an important tool for reaching viewers of morning, evening, or late evening television news programs. Take for example a VNR that was produced following the devastating hurricane season in the Fall of 2005. News reports revealed that water damaged cars were being resold into the marketplace by unscrupulous vehicle dealers and wholesalers. The video, produced for an insurance company, identified the problem and provided tips for would-be car buyers on what to look for in a used car, the signs of a flooded car, and how to conduct a proper title search. The timeliness, relevance and excellent video production of the story resulted in nationwide coverage.

But what do you do if you are faced with securing coverage for a less relevant story, or your client needs to hit a specific demographic? Although mass-market television is still a major news source with 79% of Americans giving favorable reviews for local TV news, cable and satellite TV continue to increase their viewership. According to the Cable Television Advertising Bureau, cable is the leading source of entertainment and information for TV audiences of all ages. Consumers are also using the Internet more frequently. A recent survey by Pew Research Center reveals that one in four turn to the Internet for news. Overall, 70% of online users report that they have used the Internet for news. Therefore, it is crucial that organizations meet their audiences where they stand – with tailored information, placed at the right place, at the right time.

The Brave New World – Direct to Consumer

As the U.S. population becomes less homogenous and new media outlets arise almost daily, the role of PR has taken on new meaning. There are now many opportunities to deliver relevant messages to targeted audiences and a Silicon Valley

video game manufacturer understands this. After using traditional broadcast tools for several years, the company realized that although VNRs and SMTs were reaching a large audience, there was also an opportunity to directly touch and engage its target audience, primarily teens and young adult males. The company created 30-second information spots that were strategically placed on DirecTV channels viewed by this target demographic. The use of a traditional news style in a non-traditional setting – commercial pods – created such a powerful impact that the company continued this approach in 2006.

Another important direct-to-consumer tool is broadband, which has increased from 20 million users in 2002 to 74 million in 2005. According to a survey by the Online Publishers Association, 74% of Internet users have watched video online with news clips being the most commonly watched type of video. Incorporating broadcast, strategic placement and broadband is essential to reach consumers.

This means there is an extended life for VNRs and B-roll in this brave new world because video assets can now be repurposed for distribution directly to consumers. And instead of a one-time airing on a single news program reaching a general audience, it is now possible to control where and when the video appears. The video can be targeted to specific audiences and the message appears with greater frequency.

Zane Robbins is regional vice president, central states; general manager, Chicago of Medialink Worldwide. He can be reached at zrobbins@medialink.com

Career

Judy Rader



Transitioning from Agency to Corporate

It's the natural evolution of the typical public relations career—start out at a PR agency, work your tail off, pull long hours, move steadily up the ladder, then land a cushy corporate job. That's right, after years of working for clients, you suddenly get to be one!

Many former agency pros eventually do make the transition to corporate. But is it all that it's cracked up to be? As someone who recently made the switch myself, I can share a few insights – from my own experience – on what to expect when you become the client.

First, don't harbor any false illusions about corporate life. There's a perception on the agency side that clients work 9-5, fly around in corporate jets, attend conferences in exotic locations, and delegate all unpleasant tasks to their agency counterparts.

In reality, corporate PR professionals work equally hard as their agency counterparts, but in a different way. First, there are more meetings on the corporate side. There are endless staff meetings, executive briefings, weekly calls, team retreats, you name it. Over time, you will figure out which of these meetings you must attend, and which you can miss. Until you do, plan to spend at least four or five hours of every day—sometimes more—in meetings.

Of course, it is satisfying to focus on a single company. You've only got one client, and it's your employer. It's like after years of dating multiple clients, you finally get married to one. So you can really dive into the business, the corporate culture, the industry. And you had better. Because, suddenly, you're not surrounded by other like-minded writers and news junkies, which is largely what your agency colleagues and clients were.

Now you are spending time with brand managers or engineers or finance guys. And some of them wouldn't know a good news release if it whacked them on their giant oversized brains. You're often the only communications expert in the room. So it's up to you to set the PR strategy, defend your approach, explain why we can't expect to see the news release printed (verbatim) in tomorrow's Sun-Times.

On the corporate side, this is where you get a chance to prove yourself, more so than in your average client meeting or new business pitch. When you have to make your case to senior management, it's nerve-racking, but it will help you grow as a communications professional. There are greater opportunities to take risks, with greater rewards if it works – and valuable lessons learned if it doesn't.

Naturally, there are a few things that, sadly, you must give up when you cross over to the corporate realm. First, say goodbye to partying with your colleagues after work and on the weekends. Corporate settings tend to attract more seasoned

professionals, and far fewer of those young, attractive 20-somethings populating every agency cubicle in Chicago. For a while, going out with work friends is a key part of your social life. The client side offers far fewer sodden happy hours, open bar summer outings or free beer Fridays. Large corporations just don't have roving snack carts or silly employee skits or monthly muffin giveaways. OK, I'll say it—agencies are just more fun.

But once you are settled into your career, with an established group of friends or a steady relationship, you may be ready to forgo the social aspects of your job in favor of a more staid corporate environment. And there are benefits. Large companies are rife with experienced, extremely smart professionals that you can learn from. You'll have direct contact with C-level executives, corporate lawyers, engineers and MBAs who will broaden your knowledge and experience of the business world, outside the realm of public relations.

Also, the transition to corporate marks an abrupt end to your once-a-year (or once every two years) promotion. Agencies have the luxury of having a number of levels, so that they can promote top performers up through the ranks. From intern to assistant account executive, senior account executive, account supervisor, and on up, you may be used to getting regular promotions. In the corporate environment, promotions are fewer and much farther between. Many times, you have to wait for a higher-level position to open and apply to be promoted into it, even if you are a high performer.

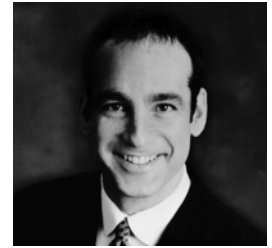
But although there are fewer promotions, the corporate side offers its own sort of annual perk—a bonus. This is not your average, you're-doing-a-great-job or we-had-a-good-year agency bonus. No, corporate bonuses are real money—sometimes up to 50 percent of your salary. Based on company and individual performance, corporate bonuses can be five-digit windfalls that can have a significant impact on your annual compensation. Plus, Fortune 500 corporations can offer better benefits packages, pensions, stock options or employee stock purchase plans and other lucrative perks. And don't discount the free tickets to sporting events, museums, festivals and shows that large companies are happy to unload on their employees.

Agency experience is highly appealing to corporate communications departments. Agency people bring diverse PR skills, an ability to build strong relationships and a high level of commitment and dedication. With agency experience under your belt, you are already well-equipped to make a successful transition into corporate.

Judy Rader is manager of communications at Exelon Energy Delivery/ComEd. Previously she was vice president in the corporate practice at Edelman.

Trends

David Grossman



The dawn of the “leader communicator”

This is the dawn of the “leader **communicator**”. Even though there hasn’t been a news flash on CNN or national networks, leaders are realizing, through research, listening to thought leaders, and listening to employees, that they have a role that may be more important than presiding at Board meetings or minding the finances.

Their most important role in the organization is making sure that employees “get it,” that they understand how to connect the dots between the overarching business strategy and goals of the organization, and that they see the ways in which the work each individual does on a day-to-day basis contributes to achieving success.

Ok, so you’re probably asking, what does that mean in a practical sense? It means that we need to talk to our leaders about this aspect of their jobs, convince them that making the connection and engaging with employees will reap tremendous rewards for the business, inspire them to commit to action, and teach them to be leader **communicators**.

As a communication professional, you can call upon your own training to help the leader understand that it’s not just about what he or she says, it’s all about what he or she does. We’ve all heard the phrase “actions speak louder than words.” Well it couldn’t be truer. When our leaders say one thing and do another, all people can “hear” is the resounding disconnect.

In a recent discussion with a group of frustrated team members, we heard the story of a leader who proclaimed the benefits of his “open door policy” and how this proved that he was concerned about what his team had to say and would always take time to listen. “That’s all fine and his door is actually open,” we were told, “but his mind is not because when anyone goes in he never pays attention ... how can he be when he continues to read his mail or work on the computer.”

This is a classic case of the great chasm that sometimes is created between what you say and what you do. Consequently,

nobody believed that he cared a thing about anyone. That’s just one of several principles of being a leader **communicator**.

Have you ever had a leader say “I don’t have time to communicate?” Most of us have heard that more than once, unfortunately. That’s a sign that your leader doesn’t understand that you can’t **not** communicate, another principle of being a leader **communicator**. Everything a leader does communicates – whether you want it to or not: how you spend your time, who you interact with, the employees you recognize and reward, and so on.

The bottom line is, it’s all about the bottom line. Tell your leaders that “communication is an instrument of strategy as well as a strategy in itself” (another principle at play here). It’s an instrument of strategy because it helps you share your mission, vision and values with employees. It’s a strategy because when you plan it, have a platform, and execute to that platform, it will help you achieve your goals. It creates a sense of community and trust with employees, creating a line of sight for them, and engaging them in making the business successful.

We should all ask ourselves one significant question: Are you ready to take advantage of this moment and step up to the plate to help leaders become the great leader **communicators** they can be? The time is now and leaders need us more than ever. Let’s help them become the leader **communicators** we know they can be.

David Grossman, APR, ABC, is founder of David Grossman & Associates (DG&A). You can reach him at (312) 829-3252 or dgrossman@yourthoughtpartner.com.

Starting Out**Determination Pays**

How do you break into the public relations industry when you are just one of thousands of recent college graduates? Well, that's exactly what I'm trying to figure out. Fortunately, I went to Columbia College Chicago, a school that not only teaches the tools of public relations, but also how to survive in the PR world. Unfortunately, it's getting into the PR world that can be the most difficult.

One thing they really stress at Columbia is the importance of networking. Our teachers, PR professionals themselves, pounded it into our heads that it's a close-knit industry, and it's important to make connections and good impressions from the beginning.

I took this to heart, and, as the president of the Columbia PRSSA chapter, I decided that the club should do some major networking. Unfortunately, as poor college students we could only afford free events, and these events are usually held at bars. Since I was the only one who was 21, I decided to go myself and report back to the group.

I walked in and was asked to make out a nametag. Since I was not a part of an agency or company, I wrote 'Columbia PRSSA.' However, when I saw the impressive titles on everyone else's nametags, mine quickly found its way into the garbage.

The suits, the camaraderie, the martinis all scared me to death, but the kicker was the business cards. I obviously didn't have business cards so I typed up my name and phone number on little pieces of paper and then cut them out. Sure the lines were uneven and they were on regular printer paper, but my hope was that nobody would notice they were homemade. After seeing a group of Edelman account executives passing out their cards, I pushed my "business cards" to the bottom of my purse.

Andrea Cordts

Cut to me standing around for ten minutes, being run over by waitresses and busboys. Embarrassing? Yes, but it only added to my determination to get that big break.

So, armed with my awesome resume, my developed networking skills, my new business cards (thanks to my boyfriend at FedEx Kinko's), I figured I was a shoe-in for a great internship.

The next step; make myself stand out from all those other qualified candidates.

My most recent creative attempt to make myself known was after I had made it to the last leg of the interview process for an internship at Golin Harris. I wanted to be aggressive, but still maintain that professional persistence. What would make an impression and put a smile on the decision-maker's faces? Brownies. But not just any brownies. Brownies that say 'Pick Me' and 'I love GH.'

Don't laugh, because it worked. I got a call the next day offering me the internship. Sure my awesome brownies didn't sway them from a no to a yes, but I sufficiently stuck out in their minds so that they called me the next day.

I know the battle isn't over yet. The next phase is to turn that internship into a job. Give it three months and I'll no longer be Andrea the intern, but Andrea the assistant account executive. Give it ten years, and I'll be your boss...

Andrea can be reached at andrea.cordts8@sbcglobal.net



Rick Penn-Kraus



The Friday Cartoon appears courtesy of Rick Penn-Kraus, design director for Hill & Knowlton/L.A. He has been drawing cartoons for many years and can be reached at rpennkraus@hillandknowlton.com

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Quick Hits

Not-for-Profit Board Service Opportunity



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