

Northeast Wisconsin Chapter

E-news for September 2007

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From the Prez

by Don Klein



September is ethics month for PRSA. It's a topic always worth

discussing because of its day-to-day relevance. Our profession has faced scrutiny for issues involving social media, inflated billings and biased video news release footage, making ethics a prominent subject for both students and professionals alike.

Our chapter's good friend Mary Pieschek, who has served as our ethics officer, shared with me a number of online resources that can keep you up to speed on the latest ethical debates. I share them with you below.

- Ethics resources on the PRSA Web

site can be found at <http://www.prsa.org/aboutUs/ethics/index.html>. You'll find the Professional Standards Advisories developed by the Board of Ethics and Professional Standards (BEPS), various case studies and discussion guides, a PowerPoint presentation and other materials key to describing and understanding the PRSA Code of Ethics.

- "How to Ethically Engage New Media," a PRSA Tactics article. Visit www.prsa.org, click on "Publications," then scroll down to "Tactics and The Strategist Online" to find the September Tactics 2007 BEPS Ethics Month article.
- BEPS Teleseminar, Resolving Bad Ethical Practices Situations, scheduled Wednesday, Sept. 26 at 2 p.m. CT. For details and registration, go to <https://www.prsa.org/PDseminars/DisplayEvent.cfm?semID=213>.

- Available free from PRSA are ethics code booklets and the popular wallet-size cards that contain the Values and

Code Provisions and a brief Decision-Making Guide. Let me know if you would like any of these.

In the meantime, our chapter's fall programming is coming up quickly. On Sept. 25 in Appleton we have our media night, but with a twist -- a focus on the so-called "new media." Then on Oct. 23, join us in Green Bay for our annual elections meeting as well as what promises to be an intriguing discussion of a Green Bay high school crisis situation, and how that was handled from a PR perspective. Look for more information on these topics in this newsletter and online.

Thanks also to those of you who came to our social late last month. It was a great opportunity to taste some new wines, meet some old friends and say farewell to summer.

See you at the next meeting!

UW-Oshkosh PRSSA wins national organ donor awareness competition

The University of Wisconsin Oshkosh chapter of Public Relations Student Society of America (PRSSA) was recently informed it took first place in the National Organ Donor Awareness Competition sponsored by Rowan University in New Jersey.

The purpose of the campaign, always held in April, is to inform students of the importance of talking with their families regarding their decisions about organ donation. The theme of the winning campaign, "tell 'em," was derived from that purpose.

PRSSA chapters from around the country participate in this competition. According to Anna Simeth, Organ Donor chair, "Our team won as a direct result of the members' hard work and passion for the campaign. One of the students has a dad who is waiting for an organ transplant, which helped put a face on the issue for everybody. More than having something to put in our portfolio, we felt like we were making a difference."

Committee chairs included Pam Koehler, Ashley Madaus, Amanda Kutil, and Carol Radtke. The UW Oshkosh students will receive their first-place plaque at the awards banquet at the PRSSA national conference in Philadelphia in October. NEW PRSA is the professional chapter sponsor for the UW Oshkosh PRSSA chapter.

Second place in the competition went to Pennsylvania State University, and third to the University of Nebraska at Omaha.



Pieschek to present at Istanbul PR conference

PRSA Northeast Wisconsin Ethics Officer Mary Pieschek, who is also national PRSA Corporate Social Responsibility professional development section co-chair, will present seminars on corporate social responsibility and fundraising at an international conference in Istanbul, Turkey, Sept. 28.

Pieschek will be one of the featured speakers at the Corporate Social Responsibility Conference, "Socially Responsible Investing," sponsored by Istanbul public relations agency Global Tanitim, an affiliate of the worldwide Fleischman-Hillard PR firm.

Pieschek is Capital Campaign Director at Bellin College of Nursing and is a frequent presenter at international conferences.

She will feature two Northeast Wisconsin companies that have partnered with local non-profit organizations to help employees and customers. One, Tufco, Inc., of Green Bay, created an English as a second language training program at work, and the other, Prospera Credit Union, Appleton, teaches customers financial skills in order to avoid personal losses connected with borrowing from payday lenders.

Upcoming chapter programs

Sept. 25, 2007

Not Your Father's Media

The Vineyard

3301 W. Prospect Ave., Appleton

5 p.m. social

5:30 p.m. dinner & business

6 p.m. speaker

\$30 members | \$45 non-members | \$20 students

Technology is changing how public relations professionals communicate with their audiences. Where it was once all about TV, radio and newspaper, we now have podcasting, blogging and RSS. Are these new tools replacing the traditional mass media outlets or just enabling us to build deeper relationships with our key audiences?

Learn how to create and use these new tools to develop more in-depth, extended relationships directly with potential customers and to strengthen your broader media relations focus during this dynamic presentation. We'll also explore the ethical and legal issues surrounding the use of this new technology.

About the Presenter:

Lee Aase is the Manager of National Media Relations and New Media for Mayo Clinic. His team's focus is on obtaining national and international media coverage and using podcasts and various other new media to help consumers get the health and medical information they need, when they need it, directly from Mayo Clinic.

To make a reservation:

Please e-mail your reservation to nadia.farr@nsight.com by Thursday, Sept. 20.

Oct. 23, 2007

Crisis Averted?

Prevea Health

2710 Executive Dr., Green Bay

11:30 a.m. registration

11:45 a.m. lunch

noon-1 p.m. speaker

\$17 members | \$20 non-members | \$15 students

Following a short business meeting and election of officers and directors for 2008, we will have a fascinating presentation related to crisis communication.

East High School Event: In September 2006, a student reported that two students were going to make a Columbine-like attack on East High School in Green Bay. This time, it turned out to be true. Find out how the staff of East High School and the Green Bay Area Public School District handled this averted crisis, and how it's still classified as a crisis even when there is a happy ending.

Presenter: Amanda Brooker, Manager of School and Community Relations for Green Bay Area Public School District.

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