



## St. Louis Chapter eNews — March 2002

*"In the Chinese language two symbols are used to form the word 'crisis.' One symbol stands for 'danger;' the other for 'opportunity.' — From MediaMasters Web site.*

### **"It's press time; Do you know where your message is? March 21 luncheon with Tripp Frohlichstein - Sign up now**

Tripp Frohlichstein, a well-known former St. Louis (KMOV) TVnews director and long-time TV critic for KMOX-Radio, will headline the March 21 PRSA luncheon at the Junior League of St. Louis,

Frohlichstein, who founded Media Masters in 1986, and now works on the other side of the desk, will talk about message mapping in: **"It is press time: Do you know where your message is?"**

The PRSA March meeting will be shared with members of the St. Louis Chapter of **IABC** (International Association of Business Communicators). And it will be sponsored by **Bacon's Information, Inc.** [www.bacons.com](http://www.bacons.com).

Cost of this luncheon will be **\$25 for PRSA and IABC members; \$35 for non-members and guests and \$15 for students**. Registrations may be made by email at [prsastlouis@earthlink.net](mailto:prsastlouis@earthlink.net) or by calling Terry Barber at 636-256-3090. Be sure to leave a daytime phone number when responding.

The Junior League is located at 10435 Clayton Road, just west of the Clayton Road, Lindbergh Road intersection, of Hwy 40 (I-64).

Sign in begins at 11:30 with lunch at noon and the speaker starting shortly after. PRSA luncheons conclude by 1:30 p.m. To assure a seat, reservations should be made before 5 p.m, March 19.

To learn more about our March speaker and his firm, visit Media Masters at [www.mediamasterstraining.com](http://www.mediamasterstraining.com).

## [Looking Ahead - April 23](#)

### **From Baseball to Bobbleheads - Bringing big visibility to a small organization**

Presented by Marc Schreiber  
Director of Marketing and Communications  
St. Louis Sports Commission.

The nation knows St. Louis is a sports-crazy town. No doubt about that, but how has the word gotten out about the many sports-related events in this area? Much of that is the doing of the St. Louis Sports Commission. Marc Schreiber, Director of Marketing and Communications at the Sports Commission, will provide background on the Sports Commission, as well as relate how his organization has worked to increase their visibility in this community. He will discuss how they promote themselves locally and St. Louis nationally; what challenges they face, and how they have worked to cultivate relationships with area media, supporters and corporate community. Frank Viverito, President of the Sports Commission, will also be on hand to answer questions.

## **[Also - May 21 - The American Red Cross - Good News/Bad News](#)**

### **Welcome new members**

**Erin Elizabeth Condren**, Graduate Student  
**Cindy Underwood**, Director/Publicity & Special Events, Savvis Center/St. Louis Blues

### **Welcome back - to these renewals!**

**William K. Anderson, APR**, Fleishman-Hillard, Inc.  
**Trudy C. Barthels**, SSM St. Joseph Health Center  
**Julian K. Beisman**, Fleishman-Hillard, Inc.  
**Vicki J. Biggs**, St. Louis County Fair & Air Show  
**Curtis P. Billhymer, APR**, O'Connor & Partners  
**Pamela . Bolden**, United Way of Greater St. Louis  
**James E. Braibish, APR**, Brabish Communications  
**Jerry L. Bryan, APR, Fellow PRSA**, Bryan Consulting  
**Richard L. Buckley, APR**, Independent Consultant  
**Kelly J. Clauss**, Clauss Communications  
**Christy Conrad**, Enterprise Rent-A-Car  
**Michael L. Drohlich**, Drohlich Associates, Inc.  
**Sandra G. Ehrlich**, The Arts & Education Council  
**James H. Heine**, Editorial Solutions  
**Arthur C. Hoffman**, Hoffman Creative, Inc.  
**Gayla J. Hoffman, APR**, Gayla Hoffman Associates  
**Valerie L. Hughes, APR**, United States Postal Service  
**Bryan Hurley**, Monsanto Company  
**Janet Iggulden**, Provident Counseling

**Shelia S. Kilgore**, SSM DePaul Health Center  
**Les L. Landes, APR**, Leadership by Design  
**Jay Lawrence**, Fleishman-Hillard, Inc.  
**Judith Jasper Leicht**, Washington University  
**Stephen D. LeResche**, Anheuser-Busch  
**Elaine F. Lindecke**, Lindecke & Associates  
**Kerry B. Lyman**, Ralston Purina Company  
**Karen K. Marshall, APR**, Monsanto  
**Michelle McCord**, Fru-Con Construction Corp.  
**Brenda Murphy-Nieder Korn**, Murphy Communications  
**Kelly Fitzgibbon O'Malley**, Fleishman-Hillard, Inc.  
**Janet L. Powell**, Saint Louis Zoo  
**Greg A. Scott**, So. Illinois Uni. Alumni Assn.  
**David T. Senay, APR**, Fleishman-Hillard, Inc.  
**Burton St. John, III, APR**, United States Postal Service  
**Lane Talburt, APR, Fellow PRSA**, Talburt Communications  
**Judy Taylor**, Taylor'd Communications  
**M. Annette Unser**, Arthur Andersen, LLP  
**Richard A. Watkins**, United States Postal Service  
**Christine Carole Wells**, Webster University

### **APR Accreditation Study Group**

There's been a terrific response to our recent e-news article about accreditation in public relations. Eight chapter members already have signed on to take the accreditation exam in fall 2002. To assist our candidates in their preparation for the exam, the chapter will conduct a summer study group, free of charge to our members. **Six sessions** will run on Wednesday evenings from 6-8 p.m, **June 26 through Aug. 7** at the St. Louis County Library Headquarters, 1640 S. Lindbergh Blvd. There will be no session on July 10.

A number of our accredited members will conduct the sessions. The topics and instructors include:

June 26	Ethics	Liese Hutchison, APR
July 3	History and Definition of Public Relations	TBD
July 17	Research	Glynn Young, APR
July 24	Planning and Strategy	TBD
July 31	Implementation and Evaluation	Lane Talburt, APR
Aug 7	Communication Theory	Les Landes, APR

In order to take the exam, you must have five years of full-time public relations experience and the desire to expand, deepen and formalize your public relations knowledge base. Any chapter member is eligible to attend the study sessions, whether or not the accreditation exam is on your schedule.

If you'd like further information about the summer study group, please **contact Pat Feeney, APR**, [pfeeney@swbell.net](mailto:pfeeney@swbell.net) or 314-692-7620. For information about the fall

exam, or to sign up for the exam, please contact **Les Landes, APR**,  
[llandes@leadershipbydesign.com](mailto:llandes@leadershipbydesign.com) or 314-721-1143.

### **Job Bank - Calling all employers**

Calling all employers. Remember to use the chapter's job bank when you need to fill PR positions with qualified PR practitioners. Our job bank includes resumes from candidates with wide ranges of experience. To list a position, contact **Vicki Biggs**, job bank chair, at **636 530-9386** or [vbiggs@stlcofair.org](mailto:vbiggs@stlcofair.org).

### **Internships**

It's spring and PR students' thoughts turn to internships. **Employers**: If you have or plan to have an internship send us your info and we'll share it in this space and on our Web site when it is up and running. **Students**: Here's a list of some who are looking. Write or e-mail them as noted.

Kristen Honerkamp  
Volunteer Director  
**Youth In Need**  
516 Jefferson  
St. Charles, MO 63301  
636 946-0101

Laura Treat - (send your resume and cover letter via e-mail)  
Communication Specialist  
**American Red Cross St. Louis Area Chapter**  
10195 Corporate Square  
St. Louis, MO 63132  
[ltreat@redcrossstl.org](mailto:ltreat@redcrossstl.org)

Pat Simpson  
Marketing/Communications Director  
**Parents As Teachers National Center**  
10176 Corporate Square Dr., #230  
St. Louis, MO 63132  
314-432-4330 ext. 283

Trudy Barthels  
Manager, Marketing & Public Relations  
**SSM St. Joseph Health Center & SSM St. Joseph Hospital West**  
300 First Capitol Dr.  
St. Charles, MO 63301  
636 947-5624