

Raffle nets nearly

\$4,400; winners will

be packing their bags

PRSA-Detroit's first use of a raffle as a fund-raiser netted at least \$4,375, of which \$3,000 has been earmarked for the chapter's growing Education Fund. (See story on page 2.)

(Incidentally, anyone still holding money from ticket sales is asked to send it promptly to Executive Secretary Nancy Skidmore so the records can be finalized.)

The chapter substituted the raffle for the annual fund-raising auction to involve more people and make it easier for them to participate.

The raffle theme, "Travel and Entertainment," will take winners to Mexico, Toronto and Chicago in addition to some exciting sites in Michigan.

In a drawing at the chapter's annual meeting Nov. 9, member **John Bock (APR)** won the grand prize of round-trip airfare for two and a stay at Gabriel Werba's condominium in Puerto Vallarta, Mexico.

Other winners and their prizes were:

- Member **Jay Young**, a weekend stay for two at the Cambridge Suites Hotel in Toronto, plus round-trip train fare on Via Canadian Trainways, spending money and use of a car at the destination.

- Non-member **Marie Snyder**, a weekend stay for two at the Chicago Hilton Hotel and round-trip airfare on Southwest Airlines.

- Member **Julie Crowl (APR)**, a weekend stay for two at the Shanty Creek/Schuss Mountain Resort in Bellaire, Mich., with 18 holes of golf (including cart) and use of a car.

Continued on page 5

THE 1994 PRSA-DETROIT ANNUAL MEETING

Retiring president Rick Johnson reviews chapter's "great year of progress"

In his valedictory at the chapter's annual meeting Nov. 9, retiring President J. Richard Johnson (APR) reviewed a "great year of progress" in 1994 but also cited remaining challenges facing the chapter.



Retiring chapter President Rick Johnson receives a thank-you plaque and gavel from incoming President Sharon McMurray.

Pointing to important strides by special-interest groups such as the New Professionals and Senior and Automotive Councils, Johnson said that "this recognition that not everyone needs the same thing from PRSA is going to go a long way toward making the chapter more valuable to all its members."

For example, he added, "it was largely through the efforts of the Senior Council that we inaugurated the PRSA-Detroit Hall of Fame to honor the best of the best, and honor the practice of public relations."

Johnson said he was "really encouraged" by

Exec from one of world's largest PR firms is "bullish" on field

The top two executives of one of the world's largest public relations firms pooled their expertise to edify members attending the chapter's annual meeting Nov. 9 on some of the nuances of the PR profession.

Elias Buchwald (APR), vice chairman of Burson-Marsteller, substituted for Chairman Harold Burson (APR, Fellow PRSA) as the evening's keynoter and added his own comments to those prepared by Burson, who was unable to appear because of illness.

Buchwald said the essence of the public relations process is "to counsel our clients on policies and actions that respond to and serve the public interest," and to "communicate our clients' purposes, policies and actions to targeted audiences with the objective of motivating those audiences to a desired course of action that is in both our clients' and the public's interests."

He said public relations has matured and expanded over the years to include specialists in such areas as investor relations, legislation and government regulation, civil rights, crisis communications, the consumer's rights movement, the environment, corporate gov-

ernance and the globalization of business.

"Each of these matters contributed to moving corporate news from the business page to the front page," Buchwald said.

Emphasizing that public relations has primarily to do with reputation and perception, he said business "will continue to get microscopic media scrutiny," and corporate executives can either "react to external pressures by reacting to agendas set by others, or embark on a course of managing perceptions, of managing one's own agenda, as part of the managerial process."

"Coming to you with a bias that's explicit," Buchwald concluded, "I have confidence in the choice that will appeal to most CEOs. That makes me very bullish on public relations as we move toward a new millennium."



Vice Chairman Elias Buchwald of Burson-Marsteller gave members and guests some rare insights into public relations strategies.

members' responses to a recent questionnaire on the chapter's renewed strategic planning efforts.

"Understand," he said, "that we are at the beginning of what will be a long-term effort — a continuing Board of Directors accountability — that will ensure that PRSA-Detroit really serves the needs of our members."

Among challenges still facing the chapter, Johnson said:

- "We need to reach out more, get more people involved...make them feel welcome.
- "We started the PRSA-Detroit Education Fund almost two years ago and we still haven't done much with it.
- "We know that diversity is an issue for the profession and for the chapter, but by and large we haven't addressed it."

Noting that the chapter is "full of great people who are willing to help get jobs done," Johnson recommended that especially the younger members "seek out" these people.

"If you're new to PR, or new to the chapter," he said, "talk to our 11 (PRSA) Fellows, our senior practitioners. You can learn a lot from these folks.

"Believe me, I have."

Some North Star Awards presented; more to come later

A highlight of PRSA-Detroit's annual meeting Nov. 9 was honoring of winners of the chapter's North Star Awards for outstanding public relations achievements.

Because the Northwest Ohio (Toledo) PRSA chapter had not completed judging of all entries, however, Awards Committee Chair Ruth Hohl (APR) was able to announce only some of the 13 awards of excellence and six honorable mentions won by successful entrants in eight categories of PR programming.

All winners will be recognized at a special member-guest awards luncheon at Detroit's Hotel St. Regis Feb. 21. At that time, those not honored Nov. 9 will be presented with their certificates of achievement and top winners will receive tiles commissioned by PRSA-Detroit from Pewabic Pottery to commemorate the chapter's 50th anniversary in 1995.

This year's competition drew a record 41 entries representing both full programs and single examples within the designated categories. Three contestants — Nancy Cain (APR), Karen Cullen and David Plawecki — were double winners.

Continued on page 6



Acceptors of North Star awards at the chapter's Nov. 9 annual meeting — bottom to top, left side: Joseph Gualtieri, Glenn Unger, Eric Kosmider, Joy Rupinski and Rudolph Difazio; bottom to top, right side: Fred Ferris, Gerald Lundy, Cynthia Naegeli, Cathy Rutt, Karen Cullen and Diane Ross.

Continued from page 4

- Non-member **John Ponzio**, a weekend stay for two at the Park Place Hotel in Traverse City, plus use of a car.

- Non-member **Stefanie Worth**, a midweek stay for two at the Double JJ Resort in Rothbury, Mich., and use of a car.

- Member **Moir McDermott**, a weekend stay for two at the Empire (Mich.) Bed and Breakfast, plus use of a car.

- Non-member **Diane Rancont**, a weekend stay for two at the Grand Traverse Resort in Acme, Mich., including use of a car.

Top chapter ticket-sellers and their prizes were **Kim Fitzgerald (APR)**, for selling \$250 worth of \$5 tickets, a set of Oleg Cassini luggage; **Sharon McMurray (APR)**, for \$155 in sales, a Saturday night stay and Sunday brunch for two at the Hotel St. Regis in Detroit; and **Sandra Knight (APR)**, for sales of \$150, a night's stay for two at the Radisson Town Center in Southfield.

Members with suggestions on how to improve future raffles, including prize choices and other details, are asked to contact members of the chapter Board of Directors or call Skidmore on 810-545-6499.

Most contributors of this year's raffle prizes were acknowledged in the October and November *Bulletins*. The chapter also wishes to thank **Arizona Saddlery** and **Empire Bed and Breakfast**.

Raffle nets nearly

\$4,400; winners will

be packing their bags