

# Power Lines

Communicating Our National Strength,  
Local Power

Volume 1, Issue One ~ First Quarter 2008  
Coming soon: the PRCG blog at [www.prcgpowerlines.com](http://www.prcgpowerlines.com)!

## Through the Power Lines: In this Issue...

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### AWARDS AND RECOGNITION

#### Will the Simpsons win us the Silver?:

At last count, a Baker's Dozen (13) of PRCs work on the 7-Eleven account. A highlight last summer for many was **The Simpsons** campaign where the convenience store giant transformed a handful of stores into Kwik-E-Marts. Media interest and results exceeded expectations, and the campaign is a candidate for a **PRSA Silver Anvil** Award, thanks to the hard work of PRCs Marisa Vallbona and Bob Schiers along with Margaret Chabris from 7-Eleven for the submission of the entry this winter. The Wall Street Journal hailed the campaign as the Second Best Marketing Idea of 2007. D'oh! Thank Heaven for PRCs!

(Submitted by Amy Smith)

**Melissa Libby was named Citizen of the Year** among other corporate and individual awardees at Torch Gala 2007 in Atlanta. The event illuminates the extraordinary community commitment while raising money for the Georgia chapter of the Crohn's & Colitis Foundation of America (CCFA). The elegant night of dinner, dancing and celebrating was held in November. Over the past 18 years, the event has raised over \$5 million to fund CCFA's medical research, patient education and support services as it strives to prevent Crohn's disease and ulcerative colitis.

**Marisa Vallbona, APR, was selected to co-chair the host**

## B i o

MEMBER  
SPOTLIGHT



**NAME:**

Petri Darby, APR

**TITLE:**

Chief Darn Officer

**COMPANY:**

darbyDarnit Public  
Relations

**CITY/STATE:**

Spring, Texas  
(Suburbs of Houston.  
I'll bet I'm the only  
PRC to live/work  
across the street  
from a  
slaughterhouse. It's  
called no zoning.)

**WHAT'S ON YOUR  
IPOD?**

## committee of the 2009 PRSA International Conference

scheduled to take place in San Diego in the fall. The PRSA conference is the premier event in public relations, attracting thousands of practitioners from all over the nation for professional development sessions, networking and sharing best practices. For details, visit [www.prsa.org](http://www.prsa.org).

**Deveney Communications** set a record this past year for winning four LA PRSA Anvil Awards – the most in a single year or by one organization. Vice President Jeffrey Ory, ABC, APR has been named Chairman of the 2008 International Association of Business Communicators (IABC) Gold Quill Awards Program. In addition, the agency has continued its relationship with the [New Orleans Museum of Art](#), which earned the agency a Silver Anvil Award.

**Kirby Communications** and our client Family Services won the Puget Sound Chapter of PRSA 2008 Totem Award in the Public Service, Associations/Non-Profit Organizations Award category.

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## WHAT'S NEW IN BUSINESS

**Petri Darby** is jazzed about handling media relations, marcomm, and social media outreach for Cuvee Coffee, a specialty coffee roasting company. "It's not a large client in terms of dollars, but I do get all the free specialty coffee from Rwanda, Costa Rica, El Salvador, etc. that I can drink, the clients are really cool and open to the possibilities, and it's a great introduction to the consumer products arena." Check it out: [www.cuveecoffee.com](http://www.cuveecoffee.com) or on [FACEBOOK](#)

What's that giant buzzing sound coming from Beantown? **Dennehy Public Relations** recently landed two new national consumer launch accounts: NYC-based Citizen Spirits, a group of maverick ex-Big Beverage Business types launching a super-premium white rum this spring; and Kaz Inc., manufacturer of the new [Mosquito Vacuum](#) by Stinger launching in all Home Depot and Lowes stores this spring. DPR is all about about the buzz!

**Melissa Libby & Associates (MLA)** is delighted to have been selected as the national agency for BaconSalt, the new seasoning whose slogan is "Because Everything Should Taste Like Bacon." This stuff is great! They have 3 flavors and are about to launch an all-natural option in a couple of weeks. The company is less than a year old and has really utilized social media for most of its success thus

John Legend, Miles Davis, Simon & Garfunkel, Linkin Park, old school Public Enemy, lots of Sinatra and The Beatles, Alison Krauss, Sade, Bob Dylan, and one of Marc Anthony's salsa albums in Spanish – next on the list will be Yo Yo Ma.

## WHAT AWARDS OUTSIDE OF THE PR INDUSTRY HAVE YOU WON?

One of the "Valley's Most Influential Under 30" – Phoenix Business Journal; Make-A-Wish Foundation "Wishgranter Award" for volunteer/pro bono service; American Advertising Federation Sid Bernstein Communications Award; the AAF G.D. Crain Jr. Public Service Award; AAF Government Relations Award. I have lots of old wrestling, soccer, baseball and running awards and was named MVP of my orchestra one year in elementary school.

## IF YOU WERE AN ITEM ON A SALAD BAR, WHAT WOULD YOU BE?

Baco Bits, fo' shizzle – I actually have a shirt with a smiling kid's face that reads,

far. Check them out at [www.BaconSalt.com](http://www.BaconSalt.com) and on [FACEBOOK](#).

**MLA** is also proud to have been chosen to represent the two Morton's The Steakhouse restaurants in Atlanta (Buckhead and Downtown). They are doing some new and interesting things (like next week's Vodka and Caviar tasting!) and we are pleased to be a part of such a progressive marketing program. Check them out at [www.mortons.com](http://www.mortons.com).

**Kathy Day PR (KD/PR) has won the following new accounts:**

Princess Tours, Trinion Quality Care Services, AA Specialty Health Center and the Kenai River Sportfishing Association. Also, New Space Entertainment out of Salt Lake City, UT has hired KD/PR Virtual to do promotions and media relations for Menopause the Musical's five-day run at the Alaska Center for the Performing Arts in Anchorage.

**McKeeman Communications Group (MCG)** just became agency of record for **Chatham Hill Winery** based in Cary, NC. Senior MCG team member Beth Gargan managed the new business outreach and oversaw plan development. Communications efforts will focus on media relations strategy and outreach as well as overall communications counseling.

**Another MCG Win:** The MCG team will be developing a series of communications pieces for **Ronald McDonald House Charities (RMHC) Global**. The pieces will provide marketing support to more than 250 RMHC chapter professionals.

**Still in the Beer Biz: Lisa Rhodes** has been retained by Binding Brauerei USA, the US office of a German brewer and importer. The company's flagship brand is Radeberger Pilsner, an upscale import just beginning to gain a following with urban trendsetters. Part of my efforts will be to secure Radeberger sampling opportunities with the 21-35 year old demo. If you would like "free" beer at appropriate events in Boston, Chicago, Philadelphia, Orlando/Tampa, or San Francisco, email [rhodes@optonline.net](mailto:rhodes@optonline.net). Cheers!

**Marisa Vallbona of CIM Incorporated** has been retained to promote Diegoland, a Second Life sim. Diegoland is a 3-D recreation of San Diego in Second Life, an online virtual world. Second Life and social media is a new marketing trend and it offered Marisa's team the opportunity to learn about marketing and public relations within Second Life. In fact, Second Life has grown so large as a communications platform, that it has 10 news media and

"I like Bacon."

**WHAT IS YOUR FAVORITE BOARD GAME, AND WHY?**

Trivial Pursuit. I am full of useless, random facts, movie lines, and historical and pop culture story nuggets.

**IF YOU COULD PACK UP TOMORROW AND TRAVEL TO ONE DESTINATION FOR A WEEK, WHERE WOULD YOU GO?**

Finland. My mother was born there and we used to go every year when I was growing up. I recently secured my dual U.S.-Finnish citizenship. Seventy-five percent of the country is made up of water or forests. It's beautiful and the people are pure of heart.

**FINALLY, PLEASE GIVE US A SHORT DESCRIPTION OF YOUR FIRM.**

darbyDarnit provides public relations, marketing communications, and freelance writing services to companies that need help protecting or enhancing their reputations. The name of my company

a press association serving "in-world" (within Second Life). For more information about Diegoland, visit [www.diegoland.com](http://www.diegoland.com). Visit Second Life at [www.secondlife.com](http://www.secondlife.com).



← Pictured left is Vallbona's Second Life avatar "Marisa Masatada". All Second Lifers have their own visual depiction of themselves (an avator) and a last name unique to Second Life.

**Deveney Communication** acquired [M.S. Rau Antiques](#), one of the largest antique galleries in North America, and Palmer, Reifler & Associates, the nation's leading civil recovery and employee restitution law firm. Deveney will also be busy working on a guerilla campaign with the [Audubon Nature Institute](#), leading up to launching the summer opening of the Audubon Insectarium, the first major attraction opening post-Katrina and the largest museum of its kind. At this year's GRAMMY Awards, Deveney coordinated the "Only in Louisiana," event celebrating the culture, music and business of Louisiana while commemorating the first Best Zydeco or Cajun Music Album award category.

**Gary Young Ink** welcomes a number of new clients, including Taco John's, Hurd Windows and Doors, Barrett Moving & Storage, the Minnesota State Bar Association, the Speaker's Edge and Clearfield, Inc. The agency will provide a variety of services including media relations, brand positioning, enewsletters, and event coordination for the new clients.

**Kirby Communications** signed on some new clients: VMAX (tech), EVO Grills, and the Discovery Channel. For the Discovery Channel, we are working on a new video game tied in with one of their shows. The game is called "Deadliest Catch Alaskan Storm," and will involve Xbox.

**Lisa Faulkner-Dunne and Associates** will be assisting MADD's National Office with corporate sponsorship projects throughout 2008- Lisa is also working with PRCs in five other markets for Walk Like MADD, a 5K fundraiser for MADD.

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**NATIONAL MEDIA HITS**

**Brendy Barr landed**

originated as my slogan when I ran for student government office in college. Although I came in third in a two-woman race, and deservedly so, cries of "darbyDarnit!" rang out from voting booths across campus and it caught on as a call-sign among friends. When I launched my business, there was no other choice. Although I lost the election, I quickly learned a valuable lesson

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**"Good Morning America,"** who is utilizing the Detroit Institute of Arts (DIA) as a location for "GMA's Take Control of Your Life Tour." In a segment that aired March 12th, host Tory Johnson featured three out-of-work Detroit auto workers with the need to reinvent themselves -- just like DIA did with its recent \$158 million renovation. Brendy pitched the DIA's renovation story to a GMA producer in Chicago, and he thought it would tie in nicely to this series. Brendy just wrapped up this 1.5 year project promoting the renovation and grand opening of "the new" Detroit Institute of Arts, and submitted a Silver Anvil entry. [View the segment here.](#)

**PRCG in PR Tactics:** Many thanks to industrious new PRCG affiliate Petri Darby, who published an article in PR Tactics' "Dollar and Sense" column which resulted in inquiries into the network. Keep PRCG in the news even while doing our own agency marketing! [Click here for the story.](#)

**Kathy Day PR (KD/PR)** has been pitching World Wildlife Fund's partnership with Iditarod Musher Martin Buser. Martin recently signed on as a spokesman for climate change. Reuters ran a wire story that got national distribution, and CNN Radio did a lengthy interview with Martin about his observations about global warming and why he partnered with WWF.

**Julie Dennehy** just completed the promotion of her third annual Labatt Blue USA Hockey Pond Hockey Championship, resulting in an ESPN hit and hundreds of major print and online feature stories on amateur hockey players from 22 states making the journey to Wisconsin's Northwoods to "pass the biscuit" on Dollar Lake. Last year resulted HDNET news coverage... next year, Sports Illustrated!

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**TECH TOOLS & TIPS** **Kathy Day PR's** virtual team is looking into using [www.freshbooks.com](http://www.freshbooks.com) as a way to start tracking time online, and will report how well it goes when it is fully implemented.

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**WORD OF MOUTH MARKETING (WOMM):  
MOBILE MARKETING AND WIDGETS**

For those of

annual meeting, we talked about the power of creating conversations and the future of PR (PR 2.0). We must do business differently to survive in a down economy. (Isn't insanity defined as doing the same thing and expecting a different result?) You can access the WOMMA website and view the site (no submissions, please) at [www.womma.org](http://www.womma.org) and use username juliedenney and password wommapassword.

For example, you may be interested in a case study on mobile marketing by UnBound Technologies, a WOMMA member. No longer meaning big trucks moving brand marketing programs from city to city, mobile marketing also means interactive programs called "widgets" that consumers view, play, and forward via cell phone, and place on their favorite social networking sites. Picture an email or video viral campaign with all the branding and interactivity, with the speed of forwarding directly from your cell phone! According to UnBound CEO Chase McMichael, widgets replace website banner ads in Web 2.0.

Bottom line: get educated about WOMM so that when you do PR planning, you can add a layer (read: revenue) for these newer marketing strategies. Think beyond media relations to social networks and other viral/WOM tactics to better reach friends/influencers, build communities and create conversations.

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## **AGENCY NEWS**

**Amy Smith** ([www.WriteIdeas.com](http://www.WriteIdeas.com))

recently launched a website, [The Business of Motherhood SM](#), and a blog, [The MomTini Lounge SM](#). The sites offer busy moms online tips, spreadsheets, a [Mom-Tastic Bookshelf](#) (Amazon aStore), and resources for managing the mechanics of motherhood. Recently featured on FOX News and BabyCenter, Amy is ramping up her PR campaign to spread the word. Traffic has been brisk (7,700 page loads from around the world combined) since a soft launch/word of mouth outreach late last year. The project was a natural combination of Amy's PR and mom skills, and has been a tremendous education in social marketing and Internet technology resources.

Watch Amy on [FOX News](#) and read her blog on [BabyCenter](#).

**Melissa Libby & Associates** has restructured the agency with team members now in charge of a skill area (writing, events, client services) instead of a group of clients. With this new structure, clients

“ Every memorandum will leak. Every memorandum marked 'confidential' will leak even faster.”

--Robert Reich, former U.S. secretary of Labor

get specialized assistance, and employees get to work in their area of talent and interest. They also added a social media manager as part of this structure in early December, and it has been going very well so far!

**The Firm Public Relations & Marketing** is celebrating 15 years of strategic public relations partnerships with businesses in Las Vegas and throughout the United States. The company has marked its crystal anniversary with the launch of a new Web site at [www.thefirmpr.com](http://www.thefirmpr.com). The Firm, a founding member of PRCG, specializes in public relations for the travel and tourism, luxury, health care, real estate and development and trade show industries. Trump International Hotel & Tower Las Vegas, Boyd Gaming Corp., Bally Technologies, Comprehensive Cancer Centers of Nevada and the Global Gaming Expo are among The Firm's current high-profile clients.

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## FOR INSPIRATION

The National Retail Federation has a daily e-newsletter called Smart Brief, which publishes an interesting quote of the day. Sign up for Smart Brief here at [www.smartbrief.com/nrf/](http://www.smartbrief.com/nrf/) to stay apprised of what's happening in the retail industry.

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## IMPORTANT PRCG BY-LAW CHANGE

The strength of the PRCG depends on ALL members being fully involved. Two by-law changes are proposed and will be emailed to you for your review. Please read them carefully and respond – this is your network and everyone has a voice.

1.

Attendance at the annual PRCG Conferences is extremely important. Annual conferences provide all PRCs with the opportunity to get to know one another; to develop collaborative practices and brainstorm ideas that will help all members; and to be an integral part of the success of the

group as a whole. **PRCs are asked to attend the annual conference each year** or they will be asked to reconsider their commitment to the group. Of course, there can be extenuating circumstances which will be considered on a case-by-case basis.

2. **All PRCs are asked to make a minimum voluntary commitment of 10 hours per year** to advance the work of the PRCG network.

Current committees include Marketing, (led by Brian Knox), Communication/Newsletter/Collateral, (led by Ann Bouchard), New Business Development, Website (led by Melanie McCraney), and 2008 Conference planning (Toni Antonetti). To participate, email [info@prconsultantsgroup.com](mailto:info@prconsultantsgroup.com).

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