



ADVANCING THE PROFESSION
AND THE PROFESSIONAL.

NEWSLETTER OF THE CENTRAL CALIFORNIA CHAPTER OF THE PUBLIC RELATIONS SOCIETY OF AMERICA

Image Awards Winners Honored

PR professionals from throughout the valley came together for the Image Awards luncheon, an awards program honoring outstanding PR work and professionals.

Expertly hosted by member Janet Stoll-Lee, winners were recognized with an Award of Merit or an Award of Excellence. A complete list of winners is included below.

Four individual awards were honored by the Central California PRSA chapter as well. They are:

- Brenda Smith, APR, Professional of the Year
- Rebecca Wass, Community Hospitals, Rookie of the Year
- Mike Cully, Visalia Chamber of Commerce, Executive of the Year
- Judy Ganulin, APR, Fellow PRSA, Hall of Fame Inductee



Judy Ganulin, APR, Fellow PRSA, is recognized for her achievements in being the first Central California PRSA

member inducted into the College of Fellows. She also received the chapter's first "Hall of Fame" Award.

Judy Ganulin, APR, Fellow PRSA, was also recognized for her election to the College of Fellows of PRSA, one of the profession's highest awards for individual achievement. Her formal induction ceremony set for last October in Miami was cancelled thanks to Hurricane Wilma. She instead celebrated her induction with local PR colleagues at the Image Awards.

**Campaign of the Year
Award of Excellence**

Verdin Marketing for San Luis Obispo County Community Foundation
What Inspires You? Campaign

**Campaign of the Year
Award of Merit**

Clovis Unified School District
CUSD Secondary Boundary Changes

Public Affairs

Award of Excellence
State Farm Insurance
2005 California Campus

**Community Service
Award of Excellence**

Clovis Unified School District
CUSD Today

**Newsletter
Award of Excellence**

Kaiser Permanente
Pulse

**Brochure
Award of Excellence**

Verdin Marketing for Opinion Studies
Awareness Campaign

**Brochure
Award of Merit**

Panagraph
Endow San Diego

**Magazine
Award of Merit**

Pelco
Pelco Press - Winter 2005

Continued on page 2

EVENTS

June 22 Teleseminar When the News is Bad: Handling the Toughest Questions And Emotional Questioners

Expand your skills in media relations by attending this outstanding teleseminar on June 22 at CSU Fresno's Smittcamp Alumni House. For \$25 (\$35 for those not PRSA members) you get a 90-minute teleseminar, lunch, free parking, and a local discussion on the topic following the teleseminar.

When it comes to answering questions on our feet, most of us think we're pretty good. This enthusiasm is tempered when we encounter extremely difficult and tension-filled situations - usually when the questioner is irritating, disruptive or trying to embarrass us.

This program will share simple, sensible, positive and specific techniques that can give you the self-assurance to move ahead. You'll gain an understanding of the nature and patterns of these tough questioners, while recognizing emotional triggers that generate irritating behavior. You'll learn a seven-step process to deal with emotionally charged situations to impose order and the structuring of information to reduce emotion, help people feel comfortable, and put you in control.

Presenter: James E. Lukaszewski, ABC, APR, Fellow PRSA, chairman and president, the Lukaszewski Group, Inc., is one of public relations' most frequently quoted and prolific authors and crisis communication management consultants.

To register, contact:
Jill Wagner at jwagner@rhainc.com
or call 559-447-7000
For information visit www.prsacentralcal.org

Welcome New Members

Sarah Higgins
Director of Marketing
NorthStar Engineering Group
Modesto, CA

Jennifer Seita
PR Director
Jeffrey Scott Advertising
Fresno, CA

John Taylor
Director, Office of CEO
Community Medical Centers
Fresno, CA

Zoua Vang
Communications Coordinator
First 5 Fresno County
Fresno, CA

Coming Up!

PRSA Ethics Month Teleseminar
"Resolving Bad Ethical
Practice Situations"
Tuesday, September 26
12-2 p.m.

PRSA International Conference
November 11-14, 2006
Salt Lake City, Utah
"Benchmarking Your Public
Relations Strategies With
The Best"
visit www.prsa.org

If you've never attended an International PRSA conference, now's a great time to consider it. Flights from Central California are reasonable as are Salt Lake hotel rooms.

PRSA Central California Website

Thanks to the excellent work of Web Design Chair Amber Chaing, the PRSA Central California website is continually updated with information about upcoming events, job opportunities and information you can use to be successful in PR in central California. www.prsacentralcal.org

Image Award Winners (continued)

Poster

Award of Merit

Cohen Communications for Sequoia
Council Boy Scouts of America
First Annual Good Scouts Award Banquet

Article

Award of Merit

Community Medical Centers
UC Valley Connection Article

PSA for Television

Award of Merit

Kaiser Permanente
Physician Health Tips

Media Kit

Award of Excellence

Cohen Communications for St. Paul
Armenian Church of Fresno
2005 Pontifical Visit

Annual Report

Award of Excellence

Fresno Area Express
FAX 2005 Annual Report

Annual Report

Award of Merit

Judy Ganulin Public Relations for Fresno
Regional Foundation
Rebirth of a Community Foundation

Powerpoint

Award of Excellence

Cohen Communications for Sequoia
Council Boy Scouts of America
First Annual Good Scouts Banquet

Electronic Publication

Award of Excellence

State Farm Insurance
2005 California Online Messaging System

Electronic Publication

Award of Merit

Fresno State
The University Journal

Thanks to the Image Awards sponsors:

Gold Sponsor



Bronze Sponsor



fresnostatealumni.com

Silver Sponsors



Feature Your Special Skills on the New Members' Freelance Webpage

Members will now have the opportunity to showcase their PR skills for potential freelance jobs. The Central California Chapter of PRSA created an additional webpage added to our Job Opportunities page (www.prsacentralcal.org). By providing your contact information and three areas of expertise, you can be featured on this page at no-cost as a PRSA member bonus.

Also, individuals looking to refer work will now have a database of experts at their fingertips. Remember, this is for members only. Please send Toni LaSalle (tbl@bmj-law.com) your contact information and three areas of expertise by Friday, June 23. After that date, members will be added and removed on an individual basis.