

Retiring PRSA College of Fellows members reflect on their careers and offer advice

Two Minnesota Public Relations leaders, both accredited members of PRSA and members of the PRSA College of Fellows, retired this year — Ann Barkelew of Fleishman Hillard and Tom Bartikoski of Padilla Speer Beardsley. Both have seen public relations in Minnesota grow to become one of the “hot beds” of the profession.

As they retire from public relations, *PRSA Today* asked them to share their thoughts and offer their advice.



Ann Barkelew, APR, PRSA Fellow

Ann Barkelew

Ann Barkelew's accomplishments in public relations have been recognized by communications professionals nationally and internationally. In addition to being honored as “Public Relations Professional of the Year” in 1995, Barkelew was named a “Public Relations All-Star” in the first year of the *Inside PR* recognition program. She has repeatedly been named as a top practitioner in studies of the profession. In 1985, she was selected by *Industry Week* as one of the most prominent women business executives in the United States.

Barkelew has provided communications counsel to NYSE and NASDAQ corporations, professional sports organizations and privately held companies, as

well as local organizations like Dayton Hudson Corporation (now Target) and the Children's Theatre Company.



Tom Bartikoski, APR, PRSA Fellow

A past chair of PRSA's College of Fellows, Barkelew is also a past president and accredited member of the National School Public Relations Association, and was co-founder of the North American Public Relations Council. She is a member of the Public Relations Advisory Committee for the United States Postal Service and serves on numerous nonprofit boards in the community. She is a member, and serves on the board, of the Arthur W. Page Society, and is a past member of the Public Relations Seminar.

Barkelew names curiosity, persistence, strategic adeptness, networking prowess and a general sense of geniality as keys to her success in this field, “I do my homework, making sure I know as much as I can about my subject matter, the reporter, his or her body of work, and how my information fits into the reporter's objectives. I tell the truth. I don't guess about things I don't know. I make sure that what I'm presenting is newsworthy. I am persistent and available to the media on a 24/7 basis. In 35 years, I've learned that cordiality pays off, even in the tough times,” she said.

Fellows continued on page 2

Important dates to remember ▼

December
13 Monthly meeting

January
24 Classics banquet

February
4 Spring APR registration deadline
21 Monthly meeting

March
9 Spring APR written examination
21 Monthly meeting

What's new on
www.mnprsa.com
New volunteer opportunities



We

Here's what we accomplished this year:

We rebuilt our monthly meetings committee and are consistently delivering great speakers to PRSA members, non-members and students every month.

We rekindled New Pros, a group of professionals with five or less years of experience who meet every other month to socialize and share their common experiences.

We removed some of the barriers to joining and renewing PRSA membership. And, we launched a major new membership drive. Sixty-nine PR professionals joined Minnesota PRSA this year.

We created the *PRSA Link* bi-weekly e-mail and continued to beef up the *PRSA Today* newsletter and the chapter's Web site.

We helped several dozen members find jobs. We handled nearly 100 resumes from members and non-members alike and posted 134 jobs.

We created a sponsorship relations committee to better serve the needs of our sponsors.

We appointed a board-level position to remind all members about the important role that ethics plays in our day-to-day practice of public relations.

We selected a new trophy design for the Classics Awards.

We sponsored a valuable day of professional development with the annual Skills Seminar, which allowed more than 100 members and non-members to learn from our best and brightest.

We worked hard to manage our annual budget by cutting costs, auditing our spending with NonProfit Solutions and relying on our member volunteers.

We surveyed our members to obtain their insights about the chapter and member communications. More than 88 percent of us rated Minnesota PRSA as good or excellent.

We helped five people obtain their APR, and nine others who took their exam this fall are awaiting their results.

We didn't achieve everything we set out to do at the beginning of this year, but we sure got a helluva lot done.

We did it together.

Wow.

Thanks for allowing me to serve you.

— Stephen Dupont
2001 Minnesota PRSA President
sdupont@clynch.com
(612) 375-8525



Fellows from page 1

For individuals beginning their careers, Barkelew recommends a thorough knowledge base in English, journalism and the liberal arts. She also maintains that public relations is still very much a people-oriented profession. "Chemistry is difficult to define or measure, but it goes a long way. I always try to put myself in the media's shoes and approach them accordingly. Regardless of the information channel, your success depends on your credibility, relevance and helpfulness," Barkelew said.

Looking forward, Barkelew sees positive things for the profession. "I believe public relations has a very bright future, and that with PRSA members' help, our field can and will make positive contributions to global understanding and freedom. I wish every

local chapter member great success on this exciting journey. If I could start over again, I'd choose public relations. It's the best career ever!"

Tom Bartikoski

Tom Bartikoski has greatly influenced the public affairs arena in Minnesota. He has used his experience to help site controversial facilities, build understanding for regulated industries and promote transportation and infrastructure issues. As director of public affairs for Padilla Speer Beardsley, Bartikoski has counseled corporations, clients and government agencies on managing crisis and controversy.

According to Bartikoski, his fascination for public affairs is a major reason

for his success. "It is the only work I ever wanted, and I was fortunate to have the opportunity to focus on the challenges that most stimulated and rewarded me intellectually and emotionally," Bartikoski said. "I always felt that what I was doing each day made a difference for the client, and that the society we lived in would be better, impacting events as a result of my advocacy and clarity of message."

In his 29 years of practice, Bartikoski witnessed a considerable evolution of the profession, from the obvious changes in technology and availability of outside resources like the Internet, to its expanding focus.

"When I started in 1972, much of public relations was defined as press relations and publicity placement.

Fellows continued on page 6

Navigating today's public relations employment market

It's hard not to notice how the downward trend in the economy is affecting the job market. Unemployment, as well as the time it takes to find a good job, is on the rise. *PRSA Today* asked four professionals working with or in the public relations industry to share their thoughts on industry trends and offer tips for job seekers.

- Elizabeth Laukka is a recruiter for Digital People, and assists PR and marketing communications professionals seeking employment.
- Danielle Engholm is a senior account executive for Padilla Speer Beardsley and chairs the chapter's Professional Placement committee.
- Joan Schimml Dyer recently began employment as the senior promotions manager for Cub Foods-SuperValu.
- Arik Hanson accepted a job as communications specialist for VERSA-LOK Retaining Wall Systems this year.



Elizabeth Laukka

What is the average amount of time a job seeker currently spends looking for employment versus a year ago?

Laukka: A job seeker now can count on spending several months before starting a new position — that includes both unemployed and employed job seekers.

Dyer: It takes a lot more time this year. Last year, a job seeker could send out three resumes and on average get one interview. This year it's six resumes for one interview. For several positions I applied for, I would receive a postcard stating that the company has been overwhelmed with responses to an opening and they were currently reviewing hundreds of resumes to determine which candidates to interview.

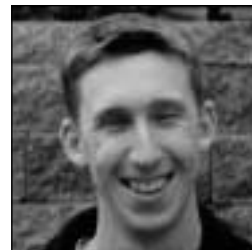


Joan Schimml Dyer

Do you see a trend in jobs listed by specialty or practice area?

Laukka: Employers are hiring contractors, freelancers or small project teams more often than direct hires. This gets the work done but without as much overhead, headcount issues, or obligations to keep the person employed for a long period.

Engholm: Health care continues to be hot; however, the jobs we're seeing in AWC, IABC and PRSA run through several industries.



Arik Hanson

Have you seen more job openings in corporate or agency settings?

Laukka: We've seen more direct hire job openings with corporate clients and more contract work with agencies.

Hanson: Having searched six months for a job this year, I saw a definite trend toward more openings in the corporate setting.

Which level — entry, middle or senior — has more openings?

Dyer: I think it depends on the industry. During my search, I noticed more openings in the nonprofit and academic arenas and more positions for coordinator or senior level candidates.

Engholm: The chapter's Professional Placement Service has positions available at any level; however, most of the openings received in the last quarter were for candidates with 2-5 years of experience.

Is there an increase over last year in the number of job seekers or prospective employers seeking professional assistance through recruitment agencies?

Laukka: Yes, we've seen a definite increase in business at our recruiting firm, Digital People. Most use us to supplement their search for a new direct-hire position, or employees who have been laid off tap into the contract side of our business while they search for a permanent position.

Dyer: Due to several layoffs at local companies, there are more PR and marketing professionals looking for jobs than last year, and recruitment agencies are an important part of the search.



Danielle Engholm

What recommendations would you offer job seekers to increase their job prospects?

Laukka: Network, network, network. Plan on doubling the work you do in seeking a new position from years past to get the same results.

Job Mart continued on next page

Resources available for job seekers

[AAAAAdvertisingJobs.com](#)

[American Marketing Association](#)

[Association for Women in Communications](#)

[Careerbuilder.com](#)

[Company Web Sites](#)

[Digital People \(www.digitalpeople.net\)](#)

[Flipdog.com](#)

[Headhunter.net](#)

[IABC](#)

[MDMA Job Mart](#)

[Monster.com](#)

[Nonprofit Job Marts](#)

[PRSA](#)

[St. Paul Pioneer Press](#)

[Star Tribune](#)

[Workavenue.com](#)

Engholm: Be patient. There are good jobs available, it just may take a little longer to find them.

Hanson: Utilize all your options. In addition to networking, look through the newspapers, go online and search the PRSA job bank. I found success by using every resource available. Many employers only post job openings on the Internet. Others will only hire by personal reference. Also, I would narrow my search and make sure my skills were tailored for my target audience. Employers are looking for candidates to step in right away and make a difference.

What can job seekers do to keep their skills updated while unemployed?

Laukka: Volunteer for associations and nonprofits relevant to your field. This is a good networking and skill-honing tool. Take classes. Do contract work. Offer to speak at schools and universities or to student associations with curriculums in your field — there is always a need for seasoned professionals to share their applied knowledge with students. This is a good reminder of your own abilities and keeps your presentation skills fresh.

Dyer: Participate in professional associations and seek advanced training through earning a master's degree or attending management classes.

Hanson: Join a professional association and network. Attend industry-related programs and seminars to learn from

industry experts. Start freelancing. This is a great way to earn extra income while keeping your writing skills sharp.

How have the events of September 11 impacted what employers look for in a candidate?

Laukka: Having recently filled several corporate communications positions for multinational corporations, speaking a foreign language or having international experience were high on the list of preferred attributes. Also, Americans are starting to realize the importance of diplomacy within our roles in world business, and that has raised the bar in how we communicate with different audiences.

Dyer: Candidates having experience in cause-related marketing, and employee and crisis communications is a definite advantage.

— Patty Hoffman
Padilla Speer Beardsley

Chapter employment services

The Minnesota PRSA Professional Placement Service (www.mnprsa.com) offers two resources to help communications professionals find the perfect job. It provides an easy way for job seekers to get their resumes in front of employers seeking qualified candidates, and job postings are shared with IABC and AWC Minnesota chapters. The service is free for employers and costs \$25 per quarter for job seekers. PRSA members receive one free quarter and PRSSA members receive two free quarters.

The Minnesota PRSA Online job board offers users a list of current public relations job openings (www.mnprsa.com/jobboard.cfm) at no cost. Professionals should contact the employer directly for jobs they're interested in.

Proper use and protection of trademarks

What do aspirin, brassieres, cellophane and shredded wheat have in common? To most, probably nothing, but to Stephen Bergerson of Fredrikson & Byron, P.A., they are trademarks gone stale.

Bergerson, a communications lawyer and authority on trademark and copyright law, explained the ins and outs of selecting a trademark and the differences between a trademark, a trade secret, a copyright and a patent at Minnesota PRSA's October monthly meeting.

"It is not uncommon to get a call from one of my clients that says 'will you copyright and trademark this for me?'" said Bergerson. "It is important to understand the difference between them if you want to do either correctly."

Trade Secrets

A trade secret is information that companies keep confidential to give them an advantage over their competitors. But since a secret is not tangible, how is it legally classified? If it provides an economic advantage to the person who owns the information then it can be protected under law as a trade secret, and cannot be used by anyone without permission from the owner.

Patents

According to the U.S. Patent and Trademark Office, a patent is a property right granted by the government of the United States of America to an inventor "to exclude others from making, using, offering for sale, or selling the invention throughout the United States or importing the invention into the United States" for a limited time in exchange for public disclosure of the invention when the patent is granted.



Stephen Bergerson

A patent is generally used by engineers and inventors who develop a new product and want to protect it for a statutory period from being used by a competitor.

Copyright

Copyright, as defined by the U.S. Trademark and Patent Office, is a protection placed on "works of authorship, such as writings, music, and works of art that have been tangibly expressed."

Under copyright laws your work is protected from reproduction, prepared and derivative works.

With a copyright your work needs to have been created or expressed tangibly. A unique piece of writing, a sculpture, a photograph or a piece of music can all be protected under copyright law as long as the creator does not copy an existing work.

"If it is your own original idea, it doesn't matter if someone might have thought of it before," said Bergerson. "If they didn't create it, you can copyright it."

Bergerson gave an example of a person describing how he or she is going to take a picture of the Minneapolis skyline at dusk from a particular location with unusual shadows and distinctive lighting. If you were to take that picture first, you would not be violating copyright laws. However, if someone has already taken the photo and has copyright protection, then you cannot legally attempt to replicate the photo.

"Copyright law does not protect ideas," said Bergerson. "I can copy your idea and not violate copyright law. I might infringe on your trade secret, but do not look for protection from

copyright law on the infringement of ideas."

Trademarks

A trademark is a mark that is used to distinguish one brand from another. According to Bergerson, a trademark can be any word, name, symbol, design, logo, device, scent or sound that refers to a specific brand.

There are two things that must happen for a mark to be considered a trademark.

First, the trademark must be used on or in close proximity to the product, said Bergerson, such as a package or a logo on the shelf next to the product.

Tips for "trademarking"

- Never use a trademark as a noun: *Introducing the new Rollerblades*
- Never use a trademark as a verb: *Xeroxing is easier than ever*
- Never use a trademark in the possessive: *Crock-Pot's wonderful new colors*
- Never add an "s" to pluralize a trademark: *Two Sankas*
- Never remove an "s" to singularize a trademark: *A Baggy*
- Never use a trademark as a descriptive adjective: *Please make a Xerox copy*
- Use the word "brand" in connection with trademarks: *Weed Eater brand*
- Use product names with trademarks: *Rollerblade in-line skate*
- Use all three together: *Weed Eater brand weed trimmers*
- Use appropriate trademark symbols: *@ if the brand has been federally registered: Use ™ if it hasn't*
- Capitalize the trademarked word: *Either initially or completely*

Trademarks continued on page 6



Announcements and Opportunities

Local agency wins Nicholson Awards

Padilla Speer Beardsley was recently awarded two Nicholson Awards for annual reports developed for Twin Cities-based Donaldson Company and Bio-Vascular. The National Association of Investors Corporation sponsors the yearly award competition.

Members who have recently changed positions include:

Tom Bartikoski, APR, Fellow PRSA, has retired from Padilla Speer Beardsley. His address, phone, fax and e-mail are: Kaya Ruby #23, Republiek Bonaire, Netherlands Antilles;

011-599-717-3902; 011-599-717-3904 and nosnow@attglobal.net.

Karen Greenwood has joined Mason Smiley Larson as an account executive. Her new address, phone, fax and e-mail are: 570 Asbury St., St. Paul, MN 55104; (651) 644-0764; (651) 644-0813; and kgreenwood@mssl-pr.com.

Philip Hage, APR, has joined Guidant Corporation as marketing communications manager. His new address, phone, fax and e-mail are: 4100 Hamline Ave. N., St. Paul, MN 55112; (651) 582-5817; (651) 582-2840 and philhage@qwest.net.

Julie Myyre has joined Carlson Wagonlit Travel as manager of employee communications. Her new address, phone, fax and e-mail are: P.O. Box 59159, Mpls., MN 55459-8206; (763) 212-2261; (763) 212-1410 and jmuyres@carlson.com.

Elizabeth Olson has joined PR 21 as an intern. Her new address and e-mail are: 444 N. Michigan Ave., Ste. 600, Chicago, IL 60611-3987 and elizabeth_olson@pr21.com.

Trademarks from page 5

Secondly, the trademark must identify and distinguish a brand or product from others in the market. It must help consumers distinguish one product from another. If it doesn't distinguish, it is not a trademark.

Products like aspirin, brassieres, cellophane and shredded wheat were once trademarks. But, over time, they became common terms that describe an entire product line instead of a specific brand in a line of products.

"Trademark law was designed to protect consumers first and people who own trademarks second," said Bergerson. "This is an important distinction from copyright law. The existence of a trademark does not depend on what you desire or intend it to be, what you expect or hope for. What it depends on is whether consumers use it to distinguish between brands in the marketplace."

— Ryan May
Strother Communications Group

Fellows from page 2

Today, our profession has become more specialized to meet the expanding needs of clients. We have better defined skills required to be successful public relations professionals and, through PRSA and other organizations, we offer an array of development programs to help practitioners become more effective at each level of their careers," Bartikoski said.

PRSA has played a major role in Bartikoski's career, and he calls his involvement in the organization his "greatest personal contribution to the profession." Bartikoski was the first consultant from Minnesota to be inducted into the PRSA College of Fellows — one of fewer than 300 individuals honored with this title. He has been active in PRSA as a past president of the Minnesota chapter and served on the National Board of Directors and the Accreditation Board.

— Melissa Gutierrez Nelson

PRSA today

President, Minnesota PRSA
Stephen Dupont, APR
sdupont@clynch.com

Board Liaison
Theresa McHugh Palmersheim, APR
McHughCom@aol.com

Newsletter Editor
Eva Keiser, APR
ekeiser@psbpr.com

Newsletter Assistant Editor
Bronwyn Schaefer Pope
bpope@allina.com

Design/Production Coordination
Bev Bratland
bbratland@psbpr.com

Minnesota PRSA
1821 University Avenue #S256
St. Paul, MN 55104
(651) 917-6244
(651) 917-1835 (fax)
prsamn@nonprofitsolutions.com
www.mnprsa.com

Credits