

# Affinity Call Notes

© PRSA Southeast District September 23, 2013

Please email [webmaster@prsasoutheast.org](mailto:webmaster@prsasoutheast.org) with your name, chapter and role when you download these notes.

## A) "10 Things Member Want From Your Association Website" *Reprinted with permission*

Vanguard Technology, Author: Ray van Hilst, director of client strategy

[www.vtcus.com/10-things](http://www.vtcus.com/10-things) and [www.vtcus.com](http://www.vtcus.com) for resources and updates

### 1) **Make me feel at home:**

What are the member needs? How can your site solve their problem? (News, resources) Do you delight or annoy?

### 2) **Don't let me get lost:**

Some association websites can top 1,000 pages! Can users find what they need? (Short, simple navigation. Search box. Links to help increase search engine optimization. Few footer links. Site map.)

### 3) **Help me find you:**

Use key terms about your industry in headlines/copy. Don't hide it all behind a log-in. Do you know what drives traffic?

### 4) **Don't confuse me:**

Are you credible? Do you have what visitors need to do better in their profession? Quickly find answers? (Eliminate clutter, "cool" animations, jarring colors, music. Utilize good fonts, colors, bulleted lists, short paragraphs.)

### 5) **Don't throw me for a loop:**

Is your site wholly different from the rest of the Web? Face it, folks likely visit your site only a few times a month or year. (At least when they visit, do they know what to expect, what the page features do, and where to find them in this brief time? Is your logo easily seen at top and does it link home? Easily found search box? Navigation sidebar? Footers?)

### 6) **Make me stay a while:**

Do you have unique content written in plain English? (75% of Web users scan vs. read. Publish new content to keep them coming back. Relevant subheads. Highlighted keywords. One idea per paragraph. Bulleted lists. Edit-edit-edit!)

### 7) **Show me people like me:**

Cut the stock photos. (Pics of real people outperformed stock by 95%. Show off your members and their stories. Staff pics.)

### 8) **Let me share your knowledge:**

The Internet is a fire hose of content and the user is holding a drinking glass. Do users want to share your content? (Is it relevant? Do they trust you enough to click on your links? Sharing drives more and better traffic to visit your site longer. Facebook accounts for 51% of all online sharing, according to a 2012 trends report.)

### 9) **Help me buy something from you:**

Your website is a tool to sell "something" whether membership, registration or a how-to. The name and date of a conference is not a call to action. "Register Now and Save \$100" is. (Do you have a successful Call-to-Action? Is it big and bold through a contrasting color and white space? Make it clickable.)

### 10) **Go where I go:**

Think mobile with your design. Folks have less time to absorb content and need to make decisions quicker. (Don't just duplicate your site across devices. Consider the situation a user might be in "at that moment.")

## B) One example: StarChapter

(\*) below notes a chapter using StarChapter resource: "Association management made easy"

[info@starchapter.com](mailto:info@starchapter.com)

Helps you:

- 1) Increase meeting attendance
- 2) Increase membership
- 3) Improve membership retention
- 4) Increase value of membership
- 5) Building a strong board

Tools: Custom website from template; name badges; newsletter; emails; blogs; galleries; surveys; c.c. transactions (3%+ .30)

Costs: 1 year basic is \$699 one-time setup and \$85 month "flat fee". Pay more + storage, photos, graphics, trainings. Setup: 3-5 weeks.

## C) For group discussion:

- 1) How long has your website been in its current form
- 2) What did it look like in its previous version
- 3) Is the board pleased with the site's current format
- 4) Do you pay a monthly fee for the site
- 5) What are you most proud of that members or prospective members can do on your site
- 6) Have members provided any comments about how they've used the website
- 7) Have you seen your membership numbers rise because of what's offered on your site
- 8) Is there anything you'd like to do differently

[www.prsasoutheast.org](http://www.prsasoutheast.org)

**PRSA** Public Relations Society of America  
Southeast District

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Sept. 23 affinity call: Knock Your Socks Off Website

Highlighted events  
David Leadership Rally on

[www.prsa.org/network/chapters](http://www.prsa.org/network/chapters)

**PRSA** Public Relations Society of America  
Your Public Relations and Communications Community

Learning Intelligence Network

MEMBER LOGIN

Interested in Volunteering? Comments or Questions?

More Than 100 U.S.-Based Chapters

Become a visibly engaged member of your local public relations community while developing new contacts and increasing your knowledge. Join your local PRSA Chapter and:

- Expand your circle of colleagues and contacts.
- Network at local meetings, luncheons, receptions and programs.
- Exchange knowledge with local experts.
- Earn recognition through industry awards.
- Step into leadership roles.
- Advocate for the profession.
- Learn about business development and [job opportunities](#) in your community.

How to Join a Chapter

You must be a member of PRSA National to belong to a Chapter. (Chapter only membership is not permitted.)

Receive your Chapter FREE when you join PRSA through Sept. 30 with promo code AUG13. Certain restrictions may apply.

For information on your local Chapter, check Chapter websites and the Chapter

[www.alabamaprsa.org](http://www.alabamaprsa.org) \*

**Alabama PRSA** Public Relations Society of America

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Welcome to Alabama PRSA

The Alabama Chapter of the Public Relations Society of America serves the entire state, with members from Huntsville to Mobile. Our usual meeting times are on the second Tuesday of each month at Alabama Power Metro Auditorium, 1113 6th Avenue South in Birmingham. Lunch is \$20 for non-members and \$10 for students.

Upcoming Events

September Monthly Meeting  
Alabama Power Appliance Center  
September 16 11:45 a.m. - 1 p.m.  
[Click here for details](#)

Member Area Login

Not a member yet? [Click here to join](#)

Please click below to be taken to the Member Login screen.

LOGIN

Quick Links

About Us

[www.prsacharlotte.org](http://www.prsacharlotte.org)

**PRSA** Public Relations Society of America  
Charlotte Chapter

MEMBER LOGIN

Interested in Volunteering? Comments or Questions?

Advancing the Professional and the Professional

With approximately 250 members, the Charlotte Chapter of the Public Relations Society of America is one of the region's largest and most active chapters. Founded in 1975, the chapter helps members become more valuable to their organizations and clients—and more successful professionally—by:

- Providing peer-based support
- Encouraging professional growth through participation in the chapter's educational, academic and leadership roles
- Promoting the highest standards of professional competence and ethics

Organized in 1947, PRSA is the world's largest organization for public relations professionals. The society's nearly 50,000 members represent business and industry, consulting firms, government agencies, associations, hospitals, schools, professional services firms and nonprofit organizations.

Find out details about [Becoming a Charlotte PRSA Member](#)

Upcoming Events

09.13.2013 Fall APR Program  
09.25.2013 Luncheon with Jim Perreault: Aligning PR to Brand & Business Results  
10.23.2013 SAVE THE DATE! Chapter Awards Event

Recent News

8.19.13 NCRSA 2013 Seminar Registration Open  
8.6.13 Janet C. Hart, APR, CPEE, Admitted to Prestigious College of Fellows

[www.prsalookout.com](http://www.prsalookout.com) (Chattanooga)

**LOOKOUT CHAPTER PRSA** Public Relations Society of America

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Advancing the Professional and the Professional

Fall Conference: Jack of All Trades

Jack of All Trades Looking Chapter PRSA Fall Conference Friday, Oct. 4, 2013  
8am-3pm Renaissance Inn & Conference Center Near Hamilton Place 2340  
Centre Street Chattanooga, TN. Today's PR pros are expected to wear many hats and...

[www.prsa.org](http://www.prsa.org)

**PRSA** Public Relations Society of America  
Georgia Chapter

MEMBER LOGIN

Interested in Volunteering? Comments or Questions?

PRSA GEORGIA MEMBERSHIP

Hone Public Relations Skills and Build Your Professional Network

Join Now >

Welcome to our Online Community!

The Georgia Chapter of the Public Relations Society of America is the second largest chapter of public relations professionals in the United States with approximately 600 members. PRSA Georgia is dedicated to developing and enriching the professional lives of Georgia's public relations practitioners.

PRSA Georgia believes that public relations is a management function which addresses the most critical issues of the day with a variety of internal and external publics. It promotes the highest standards of professional competence and ethics, fostering lifelong education and development, and building of understanding and support for public relations among its constituents.

[www.volunteerprsa.org](http://www.volunteerprsa.org) (Knoxville) \*

**VOLUNTEER PRSA** Public Relations Society of America

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Welcome to PRSA Volunteer Chapter

With the vision to unify, strengthen and advance the profession of public relations, the Public Relations Society of America (PRSA) has established PRSA as the preeminent organization that builds value, demand and global understanding for public relations.

PRSA is the world's largest organization for public relations professionals. Its nearly 20,000 members, organized into 116 chapters, represent business and industry, technology, consulting firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

Chartered in 1947, PRSA's primary objectives are to advance the standards of the public relations profession and to provide members with professional development opportunities through [educational](#) programs, information exchange forums and research projects conducted on the national and local levels.

PRSA Feature News

Social Media Visionary Brian Soles to Deliver Keynote Address at PRSA 2013 International Conference

Atlanta Group Principal Analyst Brian Soles an

Newsletter

A Note from PRSA

09-2013  
Let's Support PRSA's fundraiser!

Read More

Job Bulletin

09-2013

Check out the PRSA Volunteer Chapter [job board](#) for recent postings from The Tombras Group and The University of Tennessee.

Read More

Sponsors

[www.prsa.org/Network/Chapters/Minisites/display/029/Memphis\\_Chapter](http://www.prsa.org/Network/Chapters/Minisites/display/029/Memphis_Chapter)

**PRSA** Public Relations Society of America  
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Learning Intelligence Network

MEMPHIS CHAPTER

MEMBER LOGIN

Interested in Volunteering? Comments or Questions?

Memphis Chapter

About Our Chapter

The Memphis chapter of the Public Relations Society of America is a melting pot of more than 100 communicators in positions with large corporations, small private companies, consulting firms, nonprofit agencies, educational institutions and freelancers. The Memphis Chapter was founded in 1952 when about 10 professionals met at the [Embassy Hotel](#) in downtown Memphis. Today, more than 20 years later, our members meet throughout the year for programs, professional development seminars, awards programs and socials.

Get Involved!

Our Chapter is always looking for new committee members to help make our chapter stronger. If you would like to take a more active role in the PRSA Memphis Chapter, let us know, by sending an email to Chapter President Amanda Neid at [amandaneid@gmail.com](mailto:amandaneid@gmail.com).

Events Feed

09/19 October Chapter Meeting





**PRSA September Luncheon: Diversity Communications**

On Tuesday, Sept. 17, Nissan's Travis Farman will speak to PRSA's members by lunch meeting attendees about diversity communications.

In his presentation, "Going Gay for Pay: Making Your Brand Buy-Social" to Build Loyalty with LGBT Consumers by Influencing Editor Content Creation, Farman will address how public relations can most effectively work with the emerging, specialized media that are targeted, dedicated to or consumed by gay and lesbian audiences for the purpose of advancing purchases, consideration.


To learn more and register, visit [Member](#).

**Ready to Network?**

Members and prospective members are invited to attend our annual member luncheon on Tuesday, August 28th, from 6:30 - 8:30 p.m. at Regency's, 3100 West End Avenue. We'll be in the Brunson Room on the first

- Home
- Meetings
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- Membership Info
- Awards
- Job Openings
- Job Candidates
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ITVmediainfo  
an event at hennepin.edu



**Welcome to NCPRSA**

Since 1967, NCPRSA has been unified through the strength of a collective vision and powered by the commitment of public relations professionals. Your professional concerns are our focus. Participation in chapter activities will enable you to:

- Generate your professional value to others
- Develop your public relations skills
- Develop your management skills
- Address work/life issues that affect your professional performance

**Upcoming Events**

10-10-2013 [PR & Marketing Seminar](#)  
11-20-2013 [September Professional Development Luncheon](#)

**What's New**

PRSA Announces National Rollout of PRSA Level Strategic Communications Council Name Three Launch Strides Seven Call-to-Action to B-Schools  
PRSA's Nominating Committee Selects Nominates for 2014 Leadership Positions  
PRSA to Inhibit 18 Members to its Distinguished College of Fellows

**Event Descriptions**

For descriptions of NCPRSA events [click here](#).

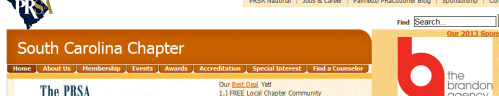
**2013 NC PR and Marketing Seminar**  
10.10.13 | Chapel Hill, N.C.  
[Click here to learn more.](#)

**Explore More PRSA Online**

PRSA National Chapter - [Click here](#) for more information  
PRSA Southeast District - [Click here](#) for more information

**Announcements**

**4 Ways To Target "Diversity Media"**  
"If you're a pro at publishing The Wall Street Journal, you should



**South Carolina Chapter**

**The PRSA Triple Play**  
Sept. 9-15

Our Best Deal Yet!  
1.) FREE Local Chapter Community  
2.) FREE National Sector-Specific Community  
3.) Waived \$60 Initiation Fee

Join PRSA and receive ALL THREE OFFERS with promo code **CONNECT**. Certain restrictions may apply.  
For more information, click here!

**Welcome**

Welcome to the South Carolina Chapter of PRSA (SCPRSA), a professional association serving South Carolina public relations practitioners established over 45 years ago. The South Carolina Chapter is part of the Public Relations Society of America, the world's largest organization for public relations professionals. Whether you are a seasoned professional or just getting started in your career, SCPRSA has something for you.

- Monthly meetings in three regions of the state with engaging speakers
- Affordable professional development seminars
- Opportunities to connect with other talented professionals
- Job locator for employees and employers
- Sponsorship opportunities

**What's New PRSA**

Compensation Professional development and training blog of the Public Relations Society of America (PRSA)

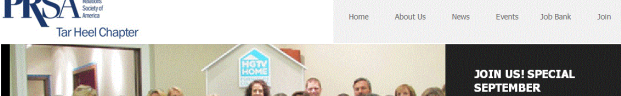
**Upcoming Events**

10/04/2013 2013 Annual Professional Development Conference

**Tweets**

SC Public Relations @SCPRSA  
We've got news for you! Check out our latest newsletter for upcoming events, membership deals and more! [Read our latest newsletter!](#)

SC Public Relations @SCPRSA  
Oh yes, do we have news for you! Check out our newsletter for upcoming events.



**JOIN US! SPECIAL SEPTEMBER PROMOTION**

In August and September, new members will receive a first one-year Chapter membership when they join National as a regular member (\$255 annual dues + \$65 initiation fee; not applicable for Associates or current members). Use promo code **BLUOLIS**. Go here for more information.

**UPCOMING EVENTS**


There are no upcoming events at this time.

**JOIN**

Join in August or September and get a free chapter membership. [More details](#)

**JOB POSTINGS**

RFL Communications seeks communication manager



**Upcoming Events**

Check our [Facebook page](#) for details on upcoming events!

**2013 Chapter Officers**

President - Jim Wozniak, Welmont Health System  
President Elect - Amanda Altman, Eastman Chemical Company  
Treasurer - Chrissy Stello, Eastman Chemical Company  
Secretary - Brad Beale, Eastman Chemical Company

**Additional Leadership Positions**

Director at Large (one-year term) - Marybeth McLain, Kingsport City Schools  
Director at Large (two-year term) - Mary Ellen Miller, MarketingEdge  
Director at Large (three-year term) - Kristin Sturgill, Eastman Chemical Company  
Assembly Delegate - Dr. John King, East Tennessee State University  
Immediate Past President - Robbie Phillips, The Corporate Image



**BECOME A PRSA MEMBER**

If you'd like to sponsor a PRSA meeting or event, contact Jim Gaim at [sp@prsaahoosier.org](mailto:sp@prsaahoosier.org)

**DIAMOND AWARDS**

**FEATURED EVENT**

Generating Actionable Data: A PRSA Hoosier Chapter Interactive Research Workshop  
- September 24, 2013  
Join former Hoosier Chapter President Alice Ivan, APR, PRIC, as she returns to Indiana to conduct a research workshop. Host president or urban Consulting, LLC. Alice will present the workshop in two parts. Part one will discuss techniques for getting feedback from diverse audiences, including traditional ways - such as focus groups and in-person interviews - and

**UPCOMING EVENTS**

Generating Actionable Data: A PRSA Hoosier Chapter Interactive Research Workshop Reaching the Pinnacle: How to Build an Award-Winning Campaign  
PRSA East Central District Diamond Awards



**Join PRSA**

Spark Your Career Join PRSA

See [Join Us](#) or [Sign Up](#) through PRSA National.

**Quick Links**

- Sponsors
- Post a Job Opening (Free)

**Welcome to the PRSA Las Vegas Valley Chapter**

Located in fabulous Las Vegas, Nevada, we are home to some of the world's best and brightest public relations professionals. We hope you use our chapter events and programs as a key resource in your professional development.

**Our Next Event**

**2013 Pinnacle Awards**

The prestigious annual awards from the PRSA Las Vegas Valley Chapter  
November 13, 2013  
6:00 PM - 10:00 PM  
Rocks Lounge - Red Rock Casino  
11011 West Charleston Blvd  
Las Vegas, NV 89135  
[Read More](#)

**Chapter News**

Current Newsletters

Signup for News & Events

Enter your email address

\*Type Text from Image



**Welcome to the PRSA Arkansas Chapter**

Located in Little Rock, Ark., the Arkansas Chapter of the Public Relations Society of America is dedicated to developing and enriching the professional lives of public relations practitioners. The chapter seeks to build an understanding and support for public relations throughout the business community and within the academic community for future practitioners. From monthly meetings and professional development seminars to awards competitions and promotion of the profession, the chapter provides a number of opportunities to enhance professional growth and network throughout the year.

**Prism Awards**

September 26, 2013  
5:30 PM - 8:00 PM

2013 Prism Awards Rapidly Approaching

**Newsletter**

Prism Awards Approaching! Order Your Tickets Now  
09-20-13  
We'll be celebrating exceptional public relations professionals and the skills of local PR practitioners at the 2013 Prism Awards. Thursday, Sept. 26 at the Arkansas Arts Center. The reception begins at 5:30 p.m. and the awards ceremony kicks off at 6:30 p.m.  
[Read More](#)



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**Thanks to our sponsor**



**September Ethics Program | Turnabout is Fair Play**

When crisis breaks, the media is often quick to call. Reporters need facts, quotes and direct access to those who can share news and updates as it emerges – and they need it now.

As PR professionals huddle up with their organization's leadership and battle to get bright messages about messaging to the media, they have to remind themselves of the importance of staying to their ethical guns throughout the crisis.

Click the image to [upload](#) for this event.


Recent Posts

September Ethics Program | Turnabout is Fair Play  
Brand Engagement Manager, Randy Carroll Helge  
July Program | Lunch and Learn with Randy Helge  
Public Relations Specialist | BCO Industries  
Marketing/Communications Director for private/dependent school

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**Nebraska Chapter**

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WE ARE ROARING

THE 2013 PRSA-NEBRASKA PAPER ANVIL AWARDS GALA

Award entries are due Friday, Oct. 11, 2013

**PRSA Nebraska Paper Anvil Award Entries Now Being Accepted!**

Each year, PRSA Nebraska honors local public relations professionals for their work at the Paper Anvil Awards and Gala. Entries are received, judged by a fellow PRSA chapter and are presented to individuals, companies and organizations for their work in public relations, communications and campaigns.

In an effort to make submitting entries more efficient, the 2013 Paper Anvil Awards will be submitted on CDs, rather than in binders. **Head on over to the 'tab' for details.**

**SAVE THE DATE**  
PRSA Nebraska Awards Gala  
Wednesday, Dec. 4


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Join Now


Get on the memo book for a bright future. PRSA provides what you need at any level of your career.

Join Us!



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Next Event: October 17, October Breakfast



**The Latest with PRSA Orlando**

Value. An ambiguous, intangible term. Yet, daily, we strive to bring it to our organizations, clients and audience. It's also something PRSA strives to bring to you. In doing so, I assure you we aren't chasing an ambiguous concept.

Our events, meals and conferences offer unmatched networking opportunities as you can develop and strengthen relationships with professionals in Central Florida and beyond. Recently, the food did to become of PRSA's greatest benefits, and I hope you're enjoying chances to get to know other PR pros as well.

And, as we're committed to advancing the profession and the professional, we're proud to host exceptional programs every month. Check out [upcoming events](#) for more info on how you can tap into PRSA's many benefits or [contact us](#) if you'd like to learn more.

—Heather Huggins, APR  
Orlando Chapter President

**Our Next Event**

October Breakfast  
Details coming soon...


When: Thursday, October 17, 2013 8P-10PM  
Where: TBA  
Cost:

[View Event Details](#)

**PRSA Feature News**

Social Media Visionary Brian Sells to Deliver Keynote Address at PRSA 2013 International Conference

[Altimeter Group](#) [Principal Analyst](#) [Brian Sells](#)



Portland Metro Chapter

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Your Career Your Community

**Membership Special through September!**

Receive your local Chapter community FREE when you join PRSA with promo code AUG13 through Sept. 30. Certain restrictions apply. For more information, [click here!](#)

Don't just join. Join in!

[Join Now](#)

**Why join the PRSA Portland Metro Chapter?**

Participation in a chapter provides valuable networking and ongoing education opportunities to help you advance your career in public relations. Summer is the perfect time. We're offering our best membership deal of the year.

[Join Now](#)

**Get Visible!**

There's no better way to raise awareness of your organization's brand and support your

**News + Events**

The 2013 Spotlight Awards will recognize outstanding work by public relations professionals who have left their mark on the industry – the best of the best. Save the date for Thursday, October 17.

**Tweets**

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