

Your Telephone Voice Makes Your Success

By Jo Ann Kirby

We speak every day without fully recognizing the impact our voice has on our success and that of our organizations. The voice that picks up the company telephone represents that organization, whether it's the receptionist, sales person, human resource rep, general manager or CEO. Everyone creates a vocal impression of the company (or client) they work for.

There are two areas that directly impact your vocal impression: your voice and your words. Your voice must be clearly understood by everyone who listens to you. On the telephone this becomes even more critical as there is not the accompanying body language you have in a face-to-face situation.

Make sure you enunciate your words clearly. Avoid slang and poor grammar. Make your voice as expressive as your face. An expressive voice creates a comfortable atmosphere in which to conduct business.

Don't overlook the importance of enthusiasm in your voice. Enthusiasm is contagious – it will catch on. A simple way to increase the enthusiasm in your voice is to keep a smile on your face. It has a side benefit of helping to make your voice sound more pleasant to listen to.



Check your volume. If you speak too softly, you'll appear to be timid. Besides, no one will hear you. If you speak too loudly, you'll be thought of as aggressive and pushy. Strive for a middle ground. Try to create a sense of familiarity by mirroring the rate of speech of the person you're speaking with.

The words we use in conversation can and should be used to strategic advantage. Chances are you handle many of the same situations on a regular basis. Give yourself some help and write out responses in advance. This allows you to pay special attention to the words you are using. Make sure you have a clear objective of what you want to accomplish. When you phrase your words in advance it makes it easier to get the response you want.

Think about what you like and don't like about your telephone voice. Every one admires a great voice. Better yet, everyone listens to an effective voice. Make yourself (and your message) heard!

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INSPIRATION

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Why PR is a Vital Part of your Online Marketing Promotion Campaign

By Paula Gardner



PR is often thought to encompass just real life media such as newspapers, magazines and the web, but there's a whole world of online PR that needs attention as part of your business growth.

Why online PR is so vital

Think about what happens when someone reads your name in a magazine or newspaper. Unless it's a household phenomenon such as Crown paints or Paris Hilton, then chances are they've got to not only remember your name but also the web address too. I don't know about you but I can think of countless occasions when I've come across a business' name in a magazine at the dentist's waiting room or a friend's house, thought to myself, "I'll have to take a look at them when I get back to the office", and promptly forgot all about it.

Online PR and marketing promotion means that your name and website address is already out there in front of your potential customer. All they have to do is click on it. What could be simpler than that?

It's a vicious circle

Write more articles; get mentioned on more websites and you'll attract more people to your site. Get more people coming to your site and you'll be more likely to appear higher in the search engines when people search under your keywords and phrases. How cool is that?

You can't get much cheaper than this

In the world of business promotion, online PR

and marketing is as cheap as it gets. No investment in designing funky brochures, no paying out for high quality and expensive stationery, or exorbitant postage charges. A quick email accompanied by the relevant documents – press release, photographs, articles etc – followed up with a phone call. All it needs is your time – a small investment for such a potentially huge return.

It's easy to track

While it's hard to know who came to your site through what article and which offer, tracking online PR and marketing is easy. If you have access to your web statistics, you should be able to see the addresses of the sites where people are coming from – and watch how those figures correspond to the efforts you are putting in. And, on that note...

You can also see who's buying

If you're getting a lot of click throughs from one particular site but no one's buying, you can take a look at why – are they clicking through on a message that doesn't really convey what you are selling. Equally, the sites where people are coming to you and buying are the ones that need your attention. Look at ways that you can strengthen your association with and appearances on these sites through news items, articles, competitions, postings in the forums, comments in the blog etc – and also look for other similar sites where you might find the same level of success.

About the author: Paula Gardner is a PR and media coach and the author of *Get Noticed: How to Boost Your Small Business Profile in 30 days*. For a free weekly newsletter on how to attract new customers and clients and raise your professional credibility and visibility visit: <http://www.doyourownpr.com/subscribe.asp>
Article Source: http://EzineArticles.com/?expert=Paula_Gardner



Merry Media Mixer

Wed., December 20, 2006
5:30 p.m. to 8:30 p.m.
Sofia Restaurant
815 11th Street, Sacramento

Space is limited!
RSVP by December 15th

\$20 for SPRA members
\$25 for Non-members
Price includes heavy hors d'oeuvres and two drink tickets.

The holiday season is upon us and it is time to celebrate, mingle with friends, meet new media colleagues, and enjoy yourself during a time that can be as stressful as it is joyous. Join us for a fun evening out at casually hip Sofia Restaurant in downtown Sacramento. Enjoy delicious hors d'oeuvres and hosted libations, while finding that last minute gift item from one of our guest vendors, prize drawings, and silent auction items.

HOW TO RSVP:

Email SPRA Programming Co-Chair **Andy Larson** at alarson@ascprofiles.com. Include your name, company, membership status, and phone number, as well as any guests you'll be bringing.

Proceeds from this event help SPRA provide low-cost educational public relations programs and student scholarships.



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PRESIDENT'S MESSAGE



It's been a great six months for me. I celebrated my 40th by jumping from a plane, and I wakeboarded my way through November. No major injuries suffered, but ski season is now in session.

It has also been a busy time for SPRA. Becoming a second term SPRA President has given me an opportunity to focus on facilitating key organizational initiatives. The board is making progress in executing high priority action items which were established at our July board retreat, including: growing membership support by expanding the Professional Speakers Series topics and networking events; seeking grants in order to reinstate the SPRA student scholarship program; and expanding our network of "friends" and cultivating relationships. This ongoing focus and determination by the Board has translated into membership growth and a significantly higher level of program participation. In October, over 100 people attended Edie Lambert and Bob Shallit's presentation on media pitching. Also in October, SPRA hosted its Third Annual Networking and Career Day for a record number of college students who will soon be joining the public relations workforce.

Soon SPRA will be rolling out a new logo and color scheme and a new website. The board is extremely proud of all the positive strides we have made and are looking forward to the next six months.

Sheryl Brown
2006-2007 President
sbrown@kvie.org



Above photo taken by Annette Chow, Sacramento Magazine. Top photo courtesy of Sheryl Brown.

SPRA makes some waves at the Riverboat Cruise Mixer!

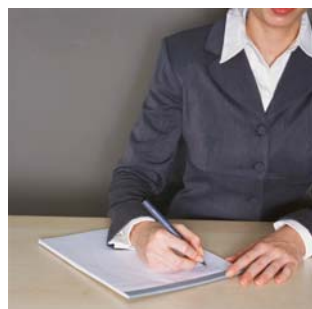


Saying What You Mean: Two Steps to Precise Writing

By Aijalyn Kohler

Effective writing, on the Web or in print, can be defined as conveying what you mean. To achieve this, attempt to select words that both express exactly what you are thinking and feeling, as well as suit your audience, purpose, and subject. Often, you will find that the vocabulary that you already possess is sufficient for your purpose; however, at times, you may need to consult a thesaurus or dictionary. There are two steps necessary to avoid inexact, incorrect, or ambiguous word usage:

- Choose words with the precise denotation you require.
- Choose words with the connotation appropriate to your meaning and audience.



The denotation of a word is its explicit meaning, as found in the dictionary. There are three potential usage pitfalls regarding a word's denotation: incorrect, inexact, and ambiguous. It is important to pay close attention to your word's meaning, otherwise you will be communicating the wrong message.

The connotation of a word is what the word implies or suggests. Context has much to do with the perceived connotation of a word. Sunlight, for instance, in the context of a technical report on atmospheric conditions will evoke scientific connotations, whereas, when used in a fashion magazine sunlight may evoke images of swim

wear. Always be sure to take into account the likely connotations your readers will derive from your words, based on both your context and your purpose.

In many cases, improving your writing is simply a matter of making a conscious effort to pay attention to your word choice and usage. The Web has many resources which can be helpful in answering your questions on word connotation and meaning. Try <http://dict.org> for several high-quality, freely available dictionaries and <http://www.bartleby.com> for Roget's public domain thesaurus. Strive to achieve precise and exact usage in your writing, and you will be well on your way to becoming a better writer.

Article Source: http://EzineArticles.com/?expert=Aijalyn_Kohler

"Future Leaders in Communication" SPRA Scholarship Winner



Pictured (L to R): Donald Terry (Wells Fargo), Lisa Monet Colozzi, Julie Campbell (Wells Fargo)

Lisa Monet Colozzi Senior, Sacramento State

Q: Congratulations on receiving the "Future Leaders in Communication" scholarship, Lisa! Tell me a little bit about your background:

A: I grew up in Sacramento and attended Sac City College for two years where I received my AA degree in Communication Studies. I am currently attending Sacramento State, majoring in Communication Studies with a concentration in Public Relations and a minor in Government. I will be graduating in May 2007.

Q: Tell me about your dream job in public relations?

A: My goal is to become a public affairs specialist within the political field. I want to be involved in rewarding causes where I can see a social change and the fruits of my labor. Especially within the healthcare field as my father was diagnosed with Type-2 Diabetes 10 years ago.

Q: You were featured on the Suze Orman show recently...tell me about it:

A: Yes, interestingly enough, my fiancé encouraged me to read Suze's book "The 9 Steps to Financial Freedom." After reading it, I had some questions for Suze, so I sent her an e-mail. Then, to my surprise, I received a phone call from the show's producer explaining that they wanted to feature me and my fiancé on an upcoming program. We have appeared on two shows so far, with a third episode airing sometime in December. Suze asked us to discuss our financial differences and our relationship dynamics on the show. It was a great experience for both of us!

Q: What do you enjoy the most about the public relations industry?

A: Well, I love to write - it's my passion. I have always been interested in creative expression. While I was attending Sac City College, I was the Editor-in-Chief and a published writer in the *Descant* publication, which features collections of essays and term papers on a variety of topics, all of which are written by honor society students. Also, I love to network and meet new people. Believe it or not, I started collecting business cards as a hobby when I was in the 5th grade. Now my hobby has turned into a great business practice which has opened many doors!

This scholarship was made possible through a generous grant from Wells Fargo Bank.



Don't Let Your Media Pitch Fall Short

In October, SPRA welcomed *Sacramento Bee* Business Columnist and Senior Editor, Bob Shallit, as well as KCRA Lead Reporter, Edie Lambert, for a special media panel event. Shallit and Lambert shared some of their most memorable experiences working with PR professionals and tips on how to pitch stories to the media.

Do's and Don'ts of Pitching to the media:

- It's all about establishing relationships
- Know your media contact: watch, listen, read
- Be fast, fair, factual, frank and friendly
- Clearly outline all details of your pitch
- Avoid using jargon and technical language
- Know your subject thoroughly
- Follow-up and follow-through
- Never be boring
- Keep a healthy and reasonable perspective

CHECK OUT WHAT'S NEW!

SPRA is proud to announce that we will be highlighting our very own "Movers and Shakers" in the local PR community in our upcoming newsletters. If you or someone you know has recently changed positions in the PR or Communications field, we encourage you to share the good news with your colleagues! Submission details are below.

"MOVERS & SHAKERS"

Name: Megan Barber
Firm: Crocker/Flanagan
Position: PR Account Manager
Duties: Implements PR strategies for a wide variety of Crocker/Flanagan clients.

Name: Kristy Garza
Firm: Glass McClure
Position: Promotions and Partnerships Coordinator
Duties: Responsible for assisting with promotional and cooperative programs, including added-value support. Works closely with media representatives to coordinate added value for clients.

Name: Krista Noonan
Firm: City of Citrus Heights
Position: Public Information Coordinator
Duties: Responsible for planning, developing, and implementing the City's public information programs and events; acting as a community and media liaison; and coordinating special events throughout the year.

HOW TO SUBMIT:

E-mail your name, firm, new position title, and a brief description of your duties to Krista Noonan at knoonan@citrusheights.net. Please label your e-mail as a "Movers & Shakers" submission.