



The Volunteer Update

Volunteer Chapter PRSA Newsletter

January 2009

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Chapter Meeting - Thursday, January 15th

Join your fellow PRSA members to hear Bruce Hartman, Publisher of the Knoxville News Sentinel discuss "Working With the Media in the Changing Landscape"

Bruce will discuss the changing landscape of journalism, both economics and the medium itself. In this new landscape, how can/should public relations professionals change the way they work with the media?

The meeting will be held at Rothchild Conference

Greetings,

Hello 2009! Are you ready for a change? A change in the economy? A change in circumstances? A change in how you do things? Nope, me either - but I'll adjust anyway! And just as Bob Dylan sang, these times they are a changin'!

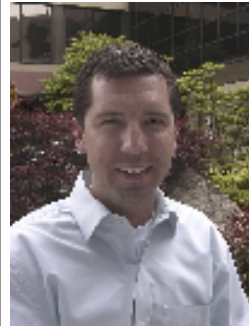
We need to remember that change is constant and with acceptance of this simple fact, we can make the best of our situation. I'm thinking positive thoughts towards all of you out there facing changes (and challenges) and wishing you the best!

Now go work on your V Awards entry!

Meredith P. Goins

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President's Letter: New Year, New Leaders!



Welcome to a new year of PRSA!

In this new year, it's time to renew your involvement in PRSA! To do so is easy, if you receive this newsletter, you are a member. But do you take advantage of all the benefits?

Attend the monthly meetings to network, network, network! Get to know the 130+ members of the Volunteer Chapter as we continue to grow. Chapter meetings are a perfect opportunity to introduce a friend or colleague to the Volunteer Chapter of PRSA.

Center (8807 Kingston Pike) with lunch and networking starting at 11:30 a.m. and the program to start at 12:00 p.m.

Save the Date for Upcoming PRSA Volunteer Chapter Meetings!

Make sure to add these dates on your 2009 calendar!

Future meeting dates include:

- February 19
- March 19
- April 16 - V Awards Gala
- May 21
- July 16
- August 20
- September 17
- October 15
- Nov 7-10 - PRSA International Conference, San Diego
- November 19

* Dates subject to change

PRSSA Meetings

Support the UTK PRSSA by attending or assisting with the following sessions!


- Jan 27 - Ace the Interview Panel
- Feb 10 - Industry Panel
- Feb 26 - PRSA/PRSSA Dinner Social
- March 3 - Movie Night: "Hancock"
- March 31 - Grad School, APR 101
- April 21 - Senior Reception, Officer Elections

In this economy, it is vital to advocate on behalf of our profession and involvement in PRSA - be it by attending meetings, submitting entries to the V Awards - or even serving on Chapter committees or boards will make a difference. It has for me and many others.

Don't forget about our students! You'll note that we have included PRSSA activities in the newsletter for the last year and will continue to do so this year. The students of our profession need us now more than ever. Be prepared to volunteer your time, talent and help a rising professional shine.

And finally, it's time to get your mind around the V Awards. With the new year comes the chance to reflect on your great accomplishments from the last year! And be sure to join us for the awards banquet too.

Thanks and have a great day!



Seth Linkous

Call for Entries: PRSA V Awards



Awarding Excellence in Public Relations

Mark your calendar for the annual PRSA Volunteer Chapter "V" Awards to be held at the Foundry on Thursday, April 16, 2009.

The Call for Entries form will be mailed to each chapter member

soon and is also posted on the chapter Web site

(<http://www.volunteerprsa.org/awards2009.html>).

As we close out another year and review 2008 projects, be sure to choose your finest programs and products and submit them for judging. A list of categories (and last year's winners) can be found at http://www.volunteerprsa.org/award_winners_08.html.

Deadline for 2009 V Awards entries is Friday, February 6. Please note that the deadline for Individual Awards honoring practitioners who excel in the field is Friday, February 27.

Should you have any questions regarding the V Awards in the meantime, please contact Erin McCarty at erin.mccarty@twsg.com or Kristin Alm at kalm@scrippsnetworks.com.

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Quick Links...

[Join PRSA & Volunteer Chapter](#)

[Update your information](#)
[Volunteer Chapter Web site](#)

Traveling soon?

Visit the following Southeast district's chapters to see when they have their meetings. All are welcome to any of the local PRSA meetings if in the neighborhood!

Birmingham
www.alabamaprsa.org

Charlotte
www.prsacharlotte.org

North Carolina
www.NCprsa.org

Greensboror/High Point -
www.prsatarheel.org

Atlanta,
www.prsageorgia.org

Chattanooga -
www.lookoutprsa.org

Nashville -
www.prsanashville.com

Memphis -
www.prsamemphis.org

Secret City Festival Earns Two Designations

The Secret City Festival is continuing to make a name for itself across the country. In September 2008 the International Festival & Events Association (IFEA) awarded the Haas & Wilkerson Bronze Pinnacle Award for Best Sponsor to B&WY12 for their continuous support of the Secret City Festival and commitment to keeping the history of Oak Ridge alive through tours and various other activities.



The IFEA Haas & Wilkerson Pinnacle Awards recognize outstanding examples of quality and creativity in the promotional programs and materials produced by festivals and events around the world.

Then, in January 2009, the festival received the prominent "Top 20 Events" designation from the Southeast Tourism Society (STS). Each quarter, STS publishes a list called the "Top 20 Events," which have been published since 1985, are chosen by STS from nomination forms received from tourism destinations in 12 states.

"Not only has the festival's attendance increased to 25,000 within 6 years of the festival's commencement, but it's starting to gain recognition from some of the top tourism entities in the country," said Katy Brown, president of the Oak Ridge Convention & Visitors Bureau.

The list of this quarter's Top 20 Events can be found at http://southeasttourism.org/top20/top20_aprjun09.html.

For more information on the Secret City Festival, visit www.secretcityfestival.com or call 425-3610.

Charlston -
www.scprsa.org
