

# The Volunteer Update

Volunteer Chapter PRSA Newsletter

March 2008

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## March Volunteer Chapter Meeting

*Hispanic Update in East Tennessee:*

*What's Happening With This Population?*

*How Can Your Business Adapt?*

**When:** Thursday, March 20; Networking at 11:30; Lunch & Program at noon

**Where:** Rothchild Conference Center; 8807 Kingston Pike

**Who:** Presented by Elizabeth Bonilla, an on-air personality for the Spanish format WKZX 93.5 FM in Lenoir City and a member of the Board of Directors for the Hispanic Chamber of Commerce.

**How:** RSVP by Tuesday, March 18, to Nicky Reynolds at Nicky@OakRidgeVisitor.com or (800) 887-3429.

*Cost is \$20 for members and students; \$25 for guests. No shows will be billed. Cancellations must be received by March 18 to avoid being billed. Please include your membership status and any dietary restrictions with your registration.*

## Greetings!

Welcome to the new edition of The Volunteer Update. E-mail Meredith Goins, Newsletter editor at [meredith@gsmiit.org](mailto:meredith@gsmiit.org) and give us feedback on the new look and feel of the newsletter. More improvements to come, so stay tuned, and get ready to communicate!

## President's Letter

Susan Lauver



A rumor about your client spreads over the Internet...your competitors are getting great press by "going green"...or your CEO wants to see the bottom-line results of your new program.

What's the industry thinking on these questions? What are the latest ideas and answers? PRSA's member resources can help answer those questions. One resource, in particular, is a daily news update on industry issues.

Delivered as a daily e-mail, "PRSA Issues and Trends" is a quick list of news reports and perspective pieces on public relations issues - a PR industry clip package with sources that range from The New York Times to Advertising Age to the Harvard Business Review. If you're not already receiving "PRSA Issues and Trends," you can sign up through [www.prsa.org](http://www.prsa.org), specifically, this location: [http://auth.iweb.prsa.org/xmmbernet/main/email\\_preferences.cfm](http://auth.iweb.prsa.org/xmmbernet/main/email_preferences.cfm)

I believe the real value of "Issues and Trends" is the perspective it offers. Much like PRSA membership in general, it gives us a broader view of the work we do and briefs us on what's coming next in our profession. We can put our daily challenges in context, stay on top of emerging issues, and have a stronger foundation for the advice and counsel we offer.

This quick, accessible overview of industry news connects each of us to the latest developments in our industry and helps us improve our performance.

## Membership promo continues to March 31st!

Join PRSA national for \$225 and we will waive the initiation fee! Chapter dues are additional. Chapters with the greatest participation in this promotion will receive incentive awards. *Let's bring in those new and renewing members!*

Also, groups of 10 or more employees can receive special rates on dues for the first year along with other benefits including transferability of their membership, which is not available to members who are not part of a group. Incentive awards will be given

See you there!



## Make Reservations Now!

Mark your calendar and make plans now to attend the 2008 Volunteer Chapter "V" Awards on Thursday, April 10, 2008, at The Foundry. The invitation can be viewed [online](#).

Please RSVP by Wednesday, March 26 to Nicky Reynolds at 865.482.7821 or [nicky@oakridgevisitor.com](mailto:nicky@oakridgevisitor.com). Cost is \$40 for members, \$45 for non-members and guests, and \$18 for students.

### Welcome New Members!

Andrea Adams  
Assistant VP for  
Marketing and  
Communications  
Maryville College

Laura Bower  
VP of Corporate  
Communications  
Edfinancial Services

Laura Wallace

### Special thanks to the 2008 sponsors of



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to Chapters that bring in a group. For more information, visit [www.prsa.org](http://www.prsa.org) or contact the Volunteer Chapter Membership Chair, Ellie Amador at [amador@tennessee.edu](mailto:amador@tennessee.edu) or 865-974-1177.

Members of PRSA and the local Volunteer Chapter receive:

- Discounted rates on monthly meetings where members have a chance to hear from a variety of opinion leaders in the area who provide insight on the field of public relations
- A complimentary PRSA engraved nametag
- Monthly Volunteer Chapter newsletters
- Complimentary subscriptions to *Public Relations Tactics* and *The Strategist*
- Career support, such as job listings, resume posting and mentoring
- Discounted rates on award entries to annual Chapter awards gala
- Professional Resource Center, including direct access to a proprietary online research database-PRC Search
- Membership enhancements through more than 100 Chapters, and/or 20 Professional Interest Sections and Affinity Groups

### Subscribe to PRSA Volunteer Chapter Listserv

Stay up to date by joining the list! Send an e-mail to [LISTSERV@LISTSERV.UTK.EDU](mailto:LISTSERV@LISTSERV.UTK.EDU) with the message "subscribe prsataalk 'your name'" in the subject and body of the e-mail. (Ex. subscribe prsataalk John Doe) You will receive a confirmation e-mail letting you know that you are now subscribed to the listserv. You will also receive instructions on how to send a message to other members of the listserv, how to unsubscribe, and other helpful functions.

## February Meeting Review

### Principles of PR Foundation for Silver Anvil Winning Campaign

*Meth Destroys*, a campaign to raise awareness of the methamphetamine problem in Tennessee and make Tennessee's Districts Attorneys more visible in their communities was the winner of a 2007 Silver Anvil award, the top national honor by PRSA, and the topic of the February PRSA Volunteer Chapter meeting.

Dan Schlacter, Doug Rainer and Elizabeth Bennett with [McNeely, Pigott & Fox Public Relations \(MP&F\)](#) presented an overview of the education and awareness campaign before an audience of more than 50 PR practitioners.

Upwards of a ton of materials were developed for the campaign. Residing on the 23<sup>rd</sup> floor of the Renaissance Building in Nashville, MP&F worked with the building's landlord to make sure the building's structure could handle the weight. With a budget of only \$650,000 for a year-long, state-wide campaign, the MP&F staff hand sorted and stuffed the materials for distribution.

The campaign, commissioned by Tennessee's District Attorneys as part of Governor Phil Bredesen's Meth Free Tennessee Task Force, was grounded in the principles of sound public relations.

### Research:

- Searched for existing campaigns, studied tactics, materials and messaging
- Conducted phone interviews with drug experts and researched information on the drug itself
- Conducted focus groups in seven locations in seven counties, including Knox County. Though their target audience was anyone who lives in Tennessee, they broke the audience down into youth and adults both in the rural and urban settings
- Administered a questionnaire of the District Attorneys to drill

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**V Award Judging**



Picture the scene: Teams of experts concentrating on notebook after notebook. Coke cans and cookie crumbs littering the table. Quiet conversations about what it takes to win. The headquarters for a political campaign in a close race?

No, it was one of several judging sessions in which Volunteer Chapter members judged 126 entries from the South Carolina chapter of PRSA, in exchange for that chapter's judging our "V Award" entries.

To do the judging, more than two dozen Volunteer Chapter members invested time, energy, and expertise in evaluating the products and programs entered from South Carolina. The Volunteer Chapter judges brought insight to the judging tables, and they left with better ideas on what works, what doesn't work, and what separates the best entries from the rest.

The entries included entire campaigns as well as individual products that ranged from DVDs to annual reports. With Julia Wood's leadership, three judges reviewed each entry, compared notes, and shared comments.

If you haven't taken advantage of this opportunity to see the work others are doing, consider signing up next year for one of the judging sessions. It's a team effort, and it's a chance to see how we might improve the work we do and produce more competitive contest entries.

**Quick Links...**  
[Join PRSA & Volunteer](#)

down to problems in their individual communities

**Tactics/Implementation:**

- Web site [www.methfreetn.org](http://www.methfreetn.org)
- Youth and adult brochure, DA specific materials
- DVD (through their research they discovered that the visuals had to be of real people in Tennessee and the real affects of what the drug can do)
- Bumper stickers for law enforcement vehicles
- Window decals for members of the Task Force and anyone who joined the effort
- Shared stories booklet from interviews with Meth users/addicts
- Posters through schools, businesses, and workplaces
- Dental symptoms sheets for dental offices
- Teachers guide and curricula for the classroom (conducted focus groups with teachers to help with development of teaching materials)
- Billboards
- PSAs

**Evaluation:**

- Over-the-counter medications containing pseudafedrine, an essential ingredient in producing Meth. are now available only over the pharmacy counter
- Meth lab seizures dropped by 50 percent
- The Web site received four million hits in the first year
- Nearly 10 million impressions from 130 print media outlets and 16 television outlets across the state.

Part of the success of the program were the 51 partnerships they developed including the Department of Education, Department of Labor, Tennessee Dental Association and the Outdoor Advertising Association of Tennessee. The partnerships proved "to be a key portion of the campaign. Our partners were key to reaching niche audiences," Schlacter said.

**PRSSA Spotlight**

**More than 1,000 South-Doyle Middle School Students are encouraged to "Buckle Up" During The University of Tennessee's PRSSA Big Orange Buckle 2008 Campaign**

More than 1,000 South-Doyle Middle School students and teachers took part in the *Big Orange Buckle 2008* special event led by public relations students from the University of Tennessee on Feb. 27. This event, which is part of a month-long community outreach campaign, focuses on seatbelt safety, usage and awareness, and was made possible by WEST Chevrolet and the Tennessee Highway Patrol.

Every year public relations students at UT participate in the Public Relations Student Society of America's (PRSSA) Bateman competition, a national competition in which public relations students across the country create and execute a month-long campaign for a designated client. This year's client is *Chevrolet's Safe Kids Buckle Up* in cooperation with General Motors and Chevrolet.

Throughout the fall semester the UT team conducted research among students between the ages of 11 and 14 to learn what they know and think about seatbelt safety, as well as what types of communication messaging appeals to this age group known as "tweens." Based on the research results, the UT team was able to create a month-long campaign that specifically targets students enrolled at South-Doyle Middle School in South Knoxville.

The campaign kicked-off the first week of February with an art competition where students created artistic entries portraying what

seatbelt safety meant to them. Throughout the month the UT team sent out flyers to parents and students, set up web pages on social networking sites such as MySpace and Facebook, and posted an awareness public service advertisement on Knox Community TV.

The team also created a general information web site for parents to log on to and learn about seatbelt safety facts as well as information about the *Big Orange Buckle* campaign. Prior to the final event, South Doyle middle school students heard from various UT sports figures such as Bruce Pearl, Pat Summitt, and Phillip Fulmer about seatbelt statistics via public service announcements.

Through these efforts students were exposed to seatbelt safety information for several weeks before the final event on Feb. 27 where they put their knowledge to the test in an intense trivia game. Students also participated in "buckle up relay races" in vehicles provided by WEST Chevrolet showing their commitment to the *Safe Kids Buckle Up* program. Thanks to Lt. Jesse Brooks of the Tennessee Highway Patrol, South-Doyle students got to see first-hand what happens to passengers who are not buckled properly through an on-site crash simulator presentation.

The winners from the trivia game and buckle up relay races were awarded various prizes ranging from autographed items from UT coaches and players to UT pens, posters and stickers. All students were also given a *Big Orange Buckle 2008* wristband to serve as a constant reminder to always buckle up every time they get in a car.

"After speaking with a few of the students after the event that day, they seemed very excited and interested in our campaign and seatbelt safety. One student told us that she thought it was 'pretty cool' and that she was expecting a boring lecture about seatbelts but instead got to see and do some really neat things and win awesome prizes," said UT Senior Tara Hoffman, one of the UT PRSSA Bateman team members.

"Our team members work very hard," explained Dr. Lisa Fall, the Bateman team's advisor and associate professor in the School of Advertising and Public Relations. "As a result, two of our UT teams have earned national honorable mention awards during the past four years. This campaign program is very competitive; typically, the Bateman competition attracts about 65 institutions that participate each year. Given what I've seen so far from our team, I believe that this may very well be our year to win," said Fall with confidence.

The PRSSA Bateman competition is named after Caroll Bateman, who was a professor at the University of Tennessee and a faculty advisor to UT's PRSSA chapter. Mr. Bateman was also one of the founders of PRSSA and co-chaired the first Commission on Public Relations Education. Thus, UT's unwavering commitment to this competition hits home for students at the university.

For more information about the month-long buckle up campaign or to see photos from the *Big Orange Buckle 2008* event, members of the community are welcome to visit the campaign team's website at: <http://www.freewebs.com/bigorangebuckle/>.