

# The Volunteer Update

Volunteer Chapter PRSA Newsletter

April 2008

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## May Volunteer Chapter Meeting

Mark your calendars! Remember that every third Thursday is the PRSA Meeting! That's May 15th as our next gathering. Details and topic TBA. Keep an eye on the PRSA List for further updates.

## Welcome New Members!

Jonathan Haskell  
The Salvation Army

Wynn Saggus  
US Cellular

Gina Stafford  
University of Tennessee System

Special thanks to the 2008 sponsors of

## Greetings!

Spring has sprung! I have the good fortune of working in the Smokies everyday. I get to see Spring make it's way up the mountainside and it makes me smile. It also brings out my creative side, and I get most of my writing for the year done during this fresh, new season.

On to business... Below you'll find a recap of the V awards, the excellent speaker for the March meeting, and a few job openings too. Hope you're enjoying the new format. Feedback is always welcome!

Meredith

[meredith@gsmiit.org](mailto:meredith@gsmiit.org)

## President's Letter - *What was that entry deadline again?*

Susan Lauver



The "V" Awards gala was great fun, thanks not only to all who helped organize the event but also to everyone who submitted an entry to the competition.

Awards are nice, but sharing the best of our work with one another is even better. It raises the bar for all of us as we produce communications programs and products, and we owe our thanks to everyone who provided one of the 120+ entries this year.

Now for the bad news. It's time to start your entries for 2009. Yes. Today. Now.

Go to your electronic files or pull out a file folder. Look through your hot projects so far this year, and drop a few key pieces into a new folder, by project. Those pieces should help you remember questions like these: What was the original problem or objective? What research did you gather? What planning documents did you develop? How much budget did you have? Where's your action plan? And what follow-up did you do to check results?

Set aside a few documents to answer those questions, and you've saved yourself hours in tracking down info for next year's entries. And, as a bonus, and you have a showcase of your key projects at



Awarding Excellence in Public Relations

#### **MEDIA**

Knoxville News Sentinel

#### **PLATINUM**

Campbell Tent & Party Rentals  
K. Kimmey Design  
Print Edge

#### **GOLD**

B&W Y-12

#### **SILVER**

Goody's Family Clothing  
Mary Beth West Consulting  
Scripps Networks  
Universal Forms & Systems  
University of Tennessee

#### **BRONZE**

Blount Memorial Hospital  
Curved Edge Consulting  
Dollywood Entertainment Park  
East Tennessee Children's Hospital  
Oak Ridge Associated Universities  
PR Newswire  
University of Tennessee College of  
Communication and Information

#### **Virtual Interactive Center Open House**

Virtual Interactive Center, and new hosting server for the Volunteer PRSA website, will host an open house Thursday, May 1st, from 5:00-8:00 p.m. to celebrate their recent office expansion in downtown's historic Keller Building.

VIC, a web technology agency specializing in web application design and hosting, has been in business since 1995 acting as an outsourced technology partner for multiple Knoxville businesses including marketing and advertising agencies and various non-profit organizations.

Questions and R.S.V.P. for the open house should be directed to Lindsay Parrott at 865-246-5042 or [lparrott@vic.com](mailto:lparrott@vic.com).

your fingertips.

You know you do some great work. You know which pieces you're really proud of, and you know which programs and products are making a difference for your client.

Let us know, too. And start now!

### **Congratulations to the 2008 "V" Awards Winners!**

On behalf of the 2008 "V" Awards Committee, we would like to thank all who attended and participated in this year's "V" Awards Gala at The Foundry on Thursday, April 10.

We also want to extend another very special thank you to all of our event sponsors who helped make this event a truly memorable one. For a complete sponsor list, please visit <http://www.volunteerprsa.org/awards2008.html>.

A special congratulations is also in order for the 2008 award winners. This year's Award of Excellence winners include Blount Memorial Hospital; Cariten Healthcare; Scripps and DIY Network; East Tennessee Children's Hospital; David Haley Lauver and the East Tennessee Society of Professional Journalists; EnerNex Corporation; Girl Scouts of Tanasi Council; Metropolitan Knoxville Airport Authority; Oak Ridge Associated Universities; Tri-Cities Regional Airport, TN/VA; and the University of Tennessee.

Following are this year's Individual Award winners:

- Community Service Award - Julia Pearce, Blount Memorial Hospital
- Executive of the Year - Tom Catani, U.S. Cellular
- Harvey I. Cobert Award - Lorna Norwood, APR, UT Institute of Agriculture
- Rising Young Professional Award - Chelsey Riemann, Town of Farragut

For a complete list of award winners in each category, visit <http://www.volunteerprsa.org/awards2008.html>.

Any winners interested in ordering additional certificates or award statues should contact Jill Williams at [jill@enernex.com](mailto:jill@enernex.com) or 691.5540 ext. 142.

Please be on the lookout for a Listserv e-mail containing a link to a survey regarding this year's awards program. The Volunteer Chapter board takes great interest in your opinions and encourages all who participated in the 2008 V Awards to complete the survey.

Again, thank you to everyone who contributed to the success of the Volunteer Chapter PRSA's premier event to

## 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](http://www.alabamaprsa.org)

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

North Carolina  
[www.NCprsa.org](http://www.NCprsa.org)

Greensboro/High Point -  
[www.prsatarheel.org](http://www.prsatarheel.org)

Atlanta,  
[www.prsageorgia.org](http://www.prsageorgia.org)

Chattanooga -  
[www.lookoutprsa.org](http://www.lookoutprsa.org)

Nashville -  
[www.prsanashville.com](http://www.prsanashville.com)

Memphis -  
[www.prsamemphis.org](http://www.prsamemphis.org)

Charleston -  
[www.scprsa.org](http://www.scprsa.org)

## Paid Student Internship

East Tennessee  
Children's Hospital  
Community Relations  
Student Internship and  
part-time Print Shop  
position (PAID)

*Position begins June  
2008 and ends  
December 2008.*

Interviews May 5 & 6,  
2008

Call 541-8165 for an  
appointment or for more  
details.

## March Meeting Review

Spanish Language is Key to  
Reaching Hispanic Population

recognize our region's best practices and individuals in public relations and congratulations to all of our deserving award winners!

## APR Update



The Volunteer Chapter is pleased to have several candidates engaged in the Accredited in Public Relations process and welcomes others to consider this opportunity. Having the APR designation provides a level of proof to yourself, employer, future employer and clients that you are well rounded and use sound public relations principles.

"APR is the mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective and sound professional judgment." - From [www.praccreditation.org](http://www.praccreditation.org)

The accreditation process involves four main steps.

1. The Application - An individual must be accepted by the Universal Accreditation Board (UAB) prior to beginning the process. It is recommended, but not required, that you have at least five years of full-time public relations experience when turning in the application.
2. Studying - The process of studying should begin immediately upon turning in the application. There are a variety of study resources available - some at no charge. The Universal Accreditation Board recommends candidates study between three and six months depending on their level of experience and ability to devote time to the preparation process.
3. The Readiness Review - Candidates will complete a questionnaire covering information about their career, a portfolio highlighting their work specifically and will prepare a presentation for the review team. A panel of three accredited public relations professionals (local) will assess the candidates readiness for the APR examination.

4. The Exam - The exam is administered electronically at Prometric testing centers. The exam consists of multiple choice questions assessing a candidates ability to apply knowledge and experience rather than demonstrate rote memorization. The exam must be completed within 3 hours and 45 minutes.

The Volunteer Chapter has just completed a series of study sessions including one half day class, one evening class and three Lunch N' Learn events to help prepare individuals. A special thank you to Gary McCormick, APR, Fellow PRSA, Scripps Networks and Michael Palenchar, PhD, University of Tennessee for teaching some of the key components of these sessions. In addition, thank you to Children's Hospital and the American Red Cross for serving as hosts.

We look forward to bring you more details and congratulations as our candidates complete this process over the next several months.

If you would like more information on the APR or are interested in starting the process, please contact the Volunteer Chapter APR Coordinator, Cheryl J. Ball, APR at 865/310-0379 or [cheryl@curvededgeconsulting.com](mailto:cheryl@curvededgeconsulting.com).

## Position Openings

## in East Tennessee



The most effective way to reach the Hispanic population is through the Spanish language, according

to Elizabeth Bonilla. "We have a sense of pride in our native language and heritage," she said. "It makes us feel good when a company reaches out to us in our own language."

Bonilla, representing the East Tennessee Hispanic Chamber, spoke at the March meeting of the Volunteer Chapter. She is also employed by WKZX, a Spanish language radio station in Lenoir City. She is also an America citizen, having obtained naturalization in 2007.

Many companies are reaching out to Hispanics and being recognized for their efforts. Bonilla said that in 2005 the University of Tennessee and Vanderbilt University were named among the best in recruiting, retaining, educating and graduating Hispanics, according to the Hispanic Outlook in Higher Education. McDonalds, KUB, the Governor's Office and the Tennessee Lottery are all investing in reaching Hispanic audiences. Knox County Government recently launched a Spanish version of its Web site, and the Knox County Health Department produces all documents in Spanish and provides translators at its downtown location.

"It's not that we're asking for all these things," Bonilla explained. "It's because companies want Hispanics as customers." She noted that while Hispanics appreciated communications in Spanish, the majority are bilingual.

With a 55 percent increase in Tennessee's Hispanic population from 2000 to 2006, and Hispanics accounting for \$800 billion in spending

The University of Tennessee Institute of Agriculture seeks applications for the position of Information Specialist I (editor) in the Marketing and Communications Services department. The primary functions of this position include:

- Provide editing and publishing production services for clients within all units and departments of the Institute of Agriculture. Skills to include editing, revising, reorganizing and rewriting for client-provided text in both print and electronic media.
- Consult with faculty and staff (clients) regarding their publishing needs, determining objectives and scheduling for completing projects, working within university and Institute guidelines.
- Maintain a shared database of all printed and electronic products for the Institute. Work with others to keep Web-based published materials current.
- Work collaboratively and independently within a team of editors and graphic designers on a variety of publishing needs and projects.
- Update existing published materials (print or electronic) using layout/design software.
- Manage a number of projects for both educational and promotional materials, within an often fast-paced, deadline-oriented environment.

A bachelor's degree in communications, journalism, public relations, English or closely related media field is required. A master's degree in one of these areas is preferred.

Expertise in the following software is required: Microsoft Word and Access, WordPerfect; and Adobe Acrobat. Preferred but not required: Adobe Indesign and Photoshop. Primary expertise with Windows-based software; familiarity with Apple/Macintosh operating systems is preferred.

Forward cover letter, resume, salary requirements, references and 3 to 5 samples of representative work (send electronically as PDF or direct us to your Website). Send to: [cgeddin00@utk.edu](mailto:cgeddin00@utk.edu). Screening of candidates will begin May 19 and continue until the position has been filled.

*The University of Tennessee is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA institution in the provision of its education and employment programs and services.*

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**Position:** Information Specialist II

**Salary:** \$40,000.00

**Available:** June 1, 2008

The University of Tennessee Libraries seeks a creative and self-motivated writer and public relations liaison. The individual will be responsible for promoting the Libraries' image through publicity and publications. Position involves writing for the scholarly community, including newsletters, brochures, and an annual report. Includes writing features and press releases for placement in university and local media, and national library journals.

Maintains a blog of library news. Participates in planning and promotion of public events. Works closely with the Library Development Office and contributes to the annual Library Development Review. Reporting to the Executive Associate Dean of Libraries, the position will supervise one staff member who does layout of publications.

nationwide, it's obvious that this is a demographic that businesses can't afford to overlook.

Bonilla said that community relations, special events, publications and word of mouth are very effective in reaching Hispanics, but radio is the best way to reach almost all of the 50,000 Hispanics in this area. Most Hispanics also watch Univision. It is important to note that Hispanic males are the primary decision makers on where to live and what to buy.

For more information on WKZX 93.5 FM, contact Bonilla at 865-986-9850.

#### **Quick Links...**

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

#### **Required Qualifications:**

Bachelor's degree with a preferred emphasis in writing, public relations, communications, or related field. Writing experience as well as experience in higher education. Media relations skills. Computer literacy, including expertise with standard office applications. Excellent time management and organizational skills. Strong interpersonal skills and ability to work with faculty and media professionals. Ability to work independently and with others to meet deadlines.

#### **Preferred Qualifications:**

Master's degree preferred. Experience working in an academic or research library. Expertise in desktop publishing and web development software.

Review of applications will begin May 5, 2008 and will continue until the position is filled. Send cover letter addressing the above qualifications, a current resume, and the names, addresses, e-mail addresses, and telephone numbers of three recent references to: Elizabeth Greene, Library Personnel & Procurement, 1015 Volunteer Blvd., Knoxville, TN 37996-1000. Application materials may be sent via email attachment to [ejgreene@utk.edu](mailto:ejgreene@utk.edu).

Finalist will be asked to submit non-returnable writing samples.