



The Volunteer Update

Volunteer Chapter PRSA Newsletter

June 2008

- In This Issue**
- Susan Barnes Joins Belmont Faculty
 - Market Arts Creative Opens Knoxville Area Office
 - Bridgeman Communications & Graphics Wins Award
 - VIC Says Thank You PRSA Members
 - President's Letter
 - Alms Joins SCripps Networks
 - Ut Promotes LeCroy and Amador
 - AHA Start! Heart Walk
 - ORAU Internship

PRSA Membership Promotion for May and June

NOW EXTENDED TO JULY 31st!

Help recruit new members! Join National for \$290 and get the first year of Chapter dues free! Use promotion code **CHAP2008** on their applications. Former members who lapsed at least one year ago are also eligible. Not valid for Associate memberships.

Susan Barnes, APR joins PR Faculty at Belmont University

Susan Barnes, APR, Fellow PRSA will join the public relations faculty at Belmont University in Nashville this fall as a full-time instructor. She will be teaching mass media and society, public relations cases, and special event planning.

Former Volunteer

Greetings,

Hello summer!

With the new season comes new changes. For me personally its transitioning from 1,000's of middle school students visiting each month to summer campers playing in the streams and sitting around the camp fire. This is also the time when my work adds 10+ interns to our campus in the Smokies, all to give real life, hands-on experience.

I remember being the new kid on the block. My first internship at the American Cancer Society, my first job at Joyner Library at ECU... and now I'm showing Millennials how office life works. Very different! So to all of my mentors and managers, thank you for your patience. Thank you for your faith in me. And thank you for helping me understand that the red pen is a good thing!

And for all of you, please continue to help our next generation become the best they can be. Spend time with them, give them projects that are meaningful and challenging. I'm putting aside some small "wishful thinking" projects that I'd love to do, if there was only time. Maybe there's a student who needs experience or something for their resume?

Until July,
Meredith P. Goins
meredith@gsmiit.org

**President's Letter:
PRSA on Response to CBS Story Challenging Public Relations**



PRSA Chair & CEO Jeffrey Julin has issued a written and video response to CBS Legal Analyst Andrew Cohen's commentary challenging the integrity of the public relations profession. Julin refutes Cohen's irresponsible condemnations through positive affirmation of the industry, and reinforces the fundamental role of the PRSA Code of Ethics as a guide for public relations professionals.

Many of you have already posted your own comments on the CBS Website. The author has since issued his own response as well. If you want to give comments to

CBS, you may - e-mail the CBS Sunday Morning show directly at sundays@cbsnews.com, contact the CBS-affiliated station in your area, - WVLT in Knoxville at 450-8888 or write to CBS headquarters at 51 West 52nd Street, New York, NY 10019.

Chapter member Dr. Bonnie Riechert, APR, Fellow PRSA, has been named head of the public relations program at Belmont.

Market Arts Creative Opens Knoxville Area Office

Market Arts Creative, producers of original content for web distribution and creators of branded personality platforms announces the opening of a Knoxville area office. Working with virtual partners in Michigan, Ohio, New York and now Tennessee, creative co-conspirators Jan Nichols (the verbal one) and Susan Bachman (the visual one) have been serving clients as Market Arts Creative for almost 15 years. The firm works with personalities who want more business and businesses that need more personality, with an emphasis on content for rich media and social networks.

As a new member of PRSA, Market Arts Creative invites you to learn more about the firm and their services for PR professionals at www.marketartscreative.com.

Bridgeman Communications & Graphics Wins Award

Bridgeman Communications & Graphics recently won a Bronze Kaleidoscope award for Best Miscellaneous Printed Material at the International Festival & Events Association's (IFEA) Annual Southeast Festival & Events Conference for the City of Oak Ridge's *Report to Citizens*. The IFEA Kaleidoscope Awards, which recognize marketing, programming and overall events, acknowledge the highest level in the festival and event industry throughout the

PRSA appreciates members' initiative in addressing this challenge to our professionalism and integrity, one of the most blatant in at least a decade. As you may know, your efforts support one of the core principles of the PRSA Code of Ethics - that is, "Public relations professionals work constantly to strengthen the public's trust in the profession."

Alm Joins Corporate Communications Team at Scripps Networks

Kristin Alm has joined the corporate communications department of Scripps Networks as media relations manager. Alm is charged with innovating and expanding media opportunities for Scripps Networks Interactive, including its category-leading Web sites and non-linear distribution streams. Alm brings more than a dozen years of public relations experience to Scripps. She most recently served as public relations manager and chief spokesperson for Goody's Family Clothing. Alm holds a masters degree in communications from the University of Tennessee and serves on various community boards and philanthropic committees. She has been a member of PRSA and the volunteer chapter since 2004.

UT Promotes LeCroy and Amador

Meredith LeCroy and Ellie Amador, both on the staff of the UT Office of the Vice President for Public and Government Relations, have received promotions effective May 1.

LeCroy, who joined the University as communications coordinator in November 2007, has been promoted to assistant director of communications for the statewide UT System. Her responsibilities have included oversight of creative and communications projects with an emphasis on internally directed initiatives. In her new role, LeCroy will serve as project manager for development or enhancement of websites and varied creative products, and take a lead role in marketing-oriented efforts and day-to-day operations of the University's Office of Communications, with a continued focus on internal communication.



Amador joined the University as public relations associate in June 2007 and has been promoted to communications coordinator. She has had varied responsibilities in support of university-wide communications and public relations efforts, and special events. In her new role, Amador will manage content and databases for UT System websites, including a university-wide gateway site, and those of the president's and trustees' offices, Cherokee Farm and others as developed. Her new responsibilities also include research and writing for press releases and communications for members of University administration, and assisting with event coordination.

LeCroy is a native of South Carolina, where she earned a bachelor's degree in English and a master's degree in marketing both from Clemson University. Amador is a Morristown native and earned a bachelor's degree in public relations from the University of Tennessee and is currently pursuing a master's degree in public relations from UT.

Southeast region.

Report to Citizens is the newsletter that is mailed to all residents of Oak Ridge. Each summer edition provides information about Oak Ridge's Secret City Festival events, times, parking and transportation, tickets and more. The City's Secret City Festival also won a Gold Kaleidoscope Award for Best Website, a Silver Kaleidoscope for Best Event Photo, and a second Bronze Kaleidoscope award for Best Event Within an Event for the the World War II reenactment.

VIC - "Thank you PRSA Members for Attending Our Open House!"

Virtual Interactive Center (VIC) a web technology agency focusing on web systems management has expanded their space to encompass the entire second floor of the historic Keller Building in downtown Knoxville. To celebrate, the company hosted an Open House on May 1, 2008. Clients and friends of VIC enjoyed catering by EOS Catering, of Nama Sushi Bar and La Costa restaurant, while touring the remodeled space.

VIC has occupied about half of their current space since 2000 and recently remodeled the rest of the floor to accommodate growth. "We are very glad to be a part of the downtown community, and look forward to the continued growth of our business," says Steve Siopsis, CEO.

Quick Links...

[Join PRSA & Volunteer](#)

to view the full text.

Teams forming now for AHA's Start! Heart Walk

Company teams are forming now for the American Heart Association's Start! Heart Walk, November 15 in Market Square. Cornerstone of the Start! cause, the walk is an opportunity for individuals and corporate teams to improve their health by walking while raising funds to help fight heart disease and stroke. To form your team call Janna Brown at 212-6500.

The American Heart Association recognizes companies that champion the health of their employees by meeting criteria in the areas of physical activity & nutrition and creating a culture of physical activity in the workplace with its Fit Friendly Companies Awards for various levels of participation are granted twice a year.

To help recognize employees who have made positive changes to improve their quality of life and health, companies may present the American Heart Association's Lifestyle Change Awards. No change is too small, and every accomplishment is significant! These individuals are celebrated at the Start! Heart Walk.

Participants can track their daily physical activity and nutrition and employers can pull reports to help track employee progress toward wellness with MyStart! Online. This is a physical activity and nutrition tracker to help incorporate wellness through a single online resource. Please visit www.americanheart.org/start for more information.

Oak Ridge Associated Universities Internship

Reference #: 08-062

Date Posted: June 3, 2008

Job Title: Communications Intern

Location: Oak Ridge, TN

Department: Communications and Marketing (CM) Non-Exempt
PART-TIME SUMMER INTERNSHIP

PURPOSE: Intern will work on a variety of projects and be given the opportunity to improve and expand writing and communications skills and build an impressive resume and portfolio.

ESSENTIAL JOB FUNCTIONS:

- Writing for internal and external publications, (such as profiles and newsletter articles)
- Preparing news releases about programs, events, etc.
- Assisting with content development for Internet and Intranet sites.
- Assisting with special events, conferences, etc.
- Proofreading documents for internal and external use.

OTHER DUTIES:

- Taking photographs or working with freelance photographer as needed.
- Other duties as assigned.

JOB QUALIFICATIONS: Must be enrolled at an accredited college or university as an undergraduate or graduate communications or English student. Must be motivated and possess excellent writing skills, strong communication skills, and the ability to juggle multiple projects and meet deadlines. Proficiency in Microsoft Office Suite and Photoshop on PC platforms, with a familiarity with Web concepts required. Must have basic writing and editing courses completed. Photography experience a plus. Must provide a current resume. If interviewed, must provide original writing samples of the

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interviewee's own college level communications work or from the interviewee's previous communications internships/employment (including a minimum of three writing samples to be retained by ORAU; photocopies will be accepted). Internship may be extended to the fall dependent on need and funding.

Visit www.orau.org/jobs to apply through the preferred process. If internet access is unavailable to you, please call 865-576-6051.

ORAU is an Equal Opportunity/Affirmative Action Employer. It is the policy of ORAU to recruit, hire, train and promote persons in all job classifications without regard to race, age, sex, religion, color, national origin, mental or physical disability, or special disabled or Vietnam era or other eligible veteran status.

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

Charlston -

www.scprsa.org