

Building on UT's campus.

PRSA member volunteers will spend an hour critiquing resumes for the students. This "speed dating" session will have PRSSA members spend 10 minutes per table - each professional critiquing the student's resume for about 10 minutes. It should be really be fun for everyone involved, lots of interaction and information shared!

PRSSA Fall Semester Meetings

PRSA members are invited to attend the fall semester PRSSA meetings. All meetings are scheduled on Thursdays at 7 p.m. Please RSVP to either [Ellen Liston](#) or [Tom Looney](#).

- September 4 - Kick-off
- September 18 - Resume building, speed-dating style
- October 2 - InDesign student workshop
- October 16 - Successful Alumni in PR, panel
- November 6 - National Conference share day/Social
- November 20 - Senior Reception/Social

A few other dates to keep in mind include:

- August 22 - InVOLvement fair 10am-2pm, pedestrian walkway
- October 24-28 - National Conference
- November 13 - Welcome dinner for visiting PRSSA chapters to PR Day

of leadership will strengthen PRSA's future and ensure its continuing value to its membership and society.

Thank you Gary for your participation and leadership both locally and nationally. We couldn't be more proud of you!

As always, it's a pleasure to serve,

Susan S. Lauver

Congrats to Ellen Liston, APR!



Congratulations to Ellen Liston, APR, Fellow PRSA, Director of Community Relations for East Tennessee Children's Hospital, on being accepted into the College of Fellows of the Public Relations Society of America.

Selection into the College of Fellows recognizes exceptional contributions to the advancement of the public relations profession and to PRSA for more than 20 years. Just 435 (less than 2 percent) of PRSA's more than 22,000 members hold this status. Liston will be inducted into the College of Fellows on October 25 in Detroit at the 2008 PRSA International Conference. She joins Gary McCormick and Susan Barnes of the Volunteer chapter and former chapter member Bonnie Reichert in the College of Fellows.

According to the PRSA Bylaws, to be considered for the College of Fellows a member of PRSA must have practiced or taught public relations for 20 or more years, demonstrated superior capability as a practitioner or educator, exhibited personal and professional qualities that serve as a role model, and advanced the state of the profession. Criteria also include being an Accredited Public Relations (APR) practitioner, which requires passing rigorous oral and written examinations involving a depth of knowledge in the strategic analysis of public relations issues including program, research, ethics, legal issues, communications and other areas.

PR Day 2008: Bridging the Practice & Science of Crisis Communication Friday, November 14, 2008

PRSA, PRSSA and The University of Tennessee School of Advertising and Public Relation's bi-annual PR Day conference will be Friday, November 14, 8:30 AM - 1:30 PM, at the University Center on the University of Tennessee campus. The theme for this year's conference is crisis communication, with a particular emphasis on regional industries.

National, regional and local speakers will conduct workshops on various professional public relations and crisis communication topics, and PR Day also offers a unique opportunity to network with local and regional public relations students. Workshops were created for public relations practitioners, so there are plenty of new skills that can be developed by attending PR Day.

The keynote speaker for PR Day 2008 will be Barbara Reynolds of the Centers for Disease Control (CDC). Gary McCormack, 2009 Chair-elect of PRSA, will also be speaking during the luncheon. Workshop topics for PR Day 2008 include:

- o Beam Me Up Scotty - Using Handheld Devices to Assist in Emergency Public Information
- o Disaster Response: Internal and Cross-Agency Communication During a Crisis
- o Building a Business Case for Effective Crisis Communication

- November 14 - PR Day @ UT

Champions for PRSSA Membership

The call for membership renewals in Champions for PRSSA has just gone out. If you're a current or former member, please renew. If you've never been a member, it's inexpensive--\$50 per year--and very rewarding. The dues fund PRSSA scholarships and awards. You can find the membership form at www.prssa.org/about/champions.asp. You can become an individual member, or your firm can also become a member for the same low cost - and dues are tax-deductible! Thanks for considering this worthwhile cause.

Shelton to Serve as PRSA Conference Presenter

Suzanne Shelton of Knoxville-based Shelton Group will serve as a PRSA International Conference presenter in Detroit on Sunday, October 26. Suzanne's topic will be "A PR Wake-Up Call: What Consumers Really Think About the Whole 'Green' Thing," and will feature Shelton Group's national study on consumers and green affinity, Eco Pulse. The session will explore the "greenwashing" and "green fatigue" phenomena, how to overcome consumer skepticism with market-tested messages and where consumers are trending on green and conservation-friendly behaviors.

Internship Opportunity

The Oak Ridge CVB has an opening for a Fall Internship. \$1,000 Scholarship provided. Contact Nicky Reynolds for more information at Nicky@OakRidgeVisitor.com or email your resume.

- o Why Emergency Risk Communication is Different: The Psychology of Messaging during a Crisis
- o La Próxima Crisis en Comunicaciones - No Hacer Marketing Hacia los Hispanos. The Next Crisis in Communications - Not Marketing and Communicating to Hispanics
- o Ethics and Crisis Communication - Social Expectations

Conference registration, including lunch, for PRSA members is \$75 if purchased before November 5, \$100 afterward or on the day of the conference. Non-members registration is \$100/\$125. Parking will be available in the garage adjacent to the University Center for a \$5 flat fee. PR Day is a non-profit event, with funds raised in support of the undergraduate public relations program.

All PRSA members will soon receive in the mail a brochure with all the details, including a list of all the workshops, descriptions and the speakers. Details of and online registration for the conference is also available at <http://www.prday2008.com>. For more information or to find out how you can support the public relations program at the University of Tennessee, please contact Dr. Michael Palenchar at mpalench@utk.edu or 865-974-9082.

A special thank you to our sponsors: Ackermann PR, Children's Hospital, Mary Beth West Consulting, Oak Ridge Associated Universities, The University of Tennessee's Institute for Public Service, Metropolitan Knoxville Airport Authority, Akinscrisp Public Strategies, Curvededgeconsulting, and Tennessee Valley Authority.

PR Day 2008 planning committee members include: Ashley Ogan (co-chair), Michael Palenchar (co-chair), Megan Brown, Becky Huckaby, Ellen Liston, Thomas Looney, Susan Lauver, Kassie Baker, Karen Freberg and Lindsey Haas.

We look forward to seeing you at PR Day 2008!

PRSA 2008 International Conference

Looking to connect with colleagues while at the PRSA 2008 International Conference in Detroit, Oct. 25-28? Join us for a wide selection of networking events designed for maximum mingling. Please note that dinners are optional events and you will need to purchase a ticket in advance. These events fill up quickly - be sure to reserve your spot early!

Connect With Industry Experts and Colleagues

Join more than 200 leading experts and network with thousands of your peers during four jam-packed days of 100+ Professional Development sessions. Gain insider strategies and techniques on the hottest topics including social media, emerging technologies, green marketing, reputation, branding, integrated communications - and much more! Return to your work inspired and ready to incorporate your new knowledge into your communications programs.

Visit www.prssa.org/conf2008 to view the full Conference schedule, a full list of Networking Dinner Events, and to download a PDF of the Conference brochure.

Register Online

It only takes a few minutes to secure your spot at the biggest public relations event of the year. Register before September 12 and save \$200! Online registration is available at: <http://www.prssa.org/conf2008/registration/>

Book Your Hotel

To help you budget your money wisely, we've arranged discounted room rates starting at \$165 single/\$185 double/\$205 triple/\$225 quad at the Conference hotel, the Detroit Marriott at the Renaissance Center. Call 1-800-266-9432 or visit <http://www.prssa.org/conf2008/hotels>. Click on "Detroit Marriott" to link directly to offer details and to make your reservation.

Oak Ridge Young Professionals Now Forming - Get Involved!

A new group is forming in Oak Ridge for professionals 40 and under. If you're interested, email katy@oakridgevisitor.com for more details or join our group on Facebook.

Whether you live in Oak Ridge or just work here, it's a great opportunity to network and meet other young professionals in the area.

Quick Links...

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

 [Send to a Colleague](#)

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

Greensboro/High Point -
www.prsatarheel.org

Atlanta,
www.prsageorgia.org

Chattanooga -
www.lookoutprsa.org

Nashville -
www.prsanashville.com

Memphis -

Get more bang for your buck - this is the one event that covers all aspects of public relations and communications. Register online today!

Copelan Opens Public Relations Consulting Firm

Local businesswoman Melissa Copelan has announced she has opened a public relations consulting firm, Copelan Public Relations (CPR). CPR offers such services as strategic public relations counsel, community relations framework planning and implementation, crisis management, media relations, small and signature special events planning, internal/external communications, brand creation and enhancement, and philanthropy consulting services.



Copelan brings with her 15 years of public relations, communications, and philanthropy experience to Copelan PR (CPR). Upon graduation from the University of Tennessee-Knoxville, she worked for the public relations agency Akins Public Strategies (now AkinsCrisp Public Strategies), United States Congressman Zach Wamp, and for Covenant Health as Manager of Marketing and Public Relations for Parkwest Medical Center and the Fort Sanders Foundation. Melissa was most recently Manager of Community Relations for Alcoa Inc.'s Tennessee Operations, which provides a \$4.7 billion annual impact to the East Tennessee region and is the world's largest producer of rolled aluminum can sheet for beverage cans. She was responsible for daily community and media relations for the aluminum giant, as well as Alcoa Foundation grant making for Alcoa's two plants in Blount County, the downtown Knoxville Alcoa Materials Management office, and the Tapoco Project (a conglomerate of four hydropower dams located in Tennessee and North Carolina).

Copelan has won numerous local, regional, and national awards from such organizations as the Public Relations Society of America's Volunteer Chapter, the Knoxville Advertising Federation, the Association of Fund-Raising Professionals' Great Smoky Mountain Chapter, and the Tennessee Society of Healthcare Marketing and Public Relations, among others.

Copelan has served as President and Secretary for the Public Relations Society of America's Volunteer Chapter, and donates her time and leadership skills to the Board of Directors for Junior Achievement of East Tennessee, the Pellissippi State Technical Community College Foundation, and Leadership Blount County. Copelan has past Board of Directors experience with United Way of Blount County, the Boy Scouts of the Great Smoky Mountain Council, and the Blount County Chamber of Commerce. She is a graduate of the Leadership Blount Class of 2007 and a current class member of East Tennessee Regional Leadership.

For more information, contact Copelan at (865) 206-7645 or at melissacopelan@copelanpr.com.

Seaton Joins Moxley Carmichael as Account Executive



Katharine Seaton, a marketing and advertising professional and active community volunteer, recently joined Moxley Carmichael public relations firm as an account executive.

Prior to joining Moxley Carmichael, Seaton had a seven-year career with the Knoxville News Sentinel. Seaton's career at the News Sentinel was marked by multiple promotions in recognition of her strong work ethic and accomplishments. Most

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recently, she served as community relations manager in the marketing department.

"Katharine is a valued addition to our staff because she has handled literally hundreds of special events for the News Sentinel and really knows our community, the media and community leaders," said Cynthia Moxley, co-president of Moxley Carmichael. "These attributes will be very helpful to Moxley Carmichael and our clients." Seaton will be working with Moxley Carmichael clients on a variety of communications activities and projects.

While serving as community relations manager at the News Sentinel, Seaton created partnerships among media, corporations and the community; planned, promoted and implemented major charity campaigns; directed award and educational programs; and developed awareness of the organization's corporate citizenship.

Seaton is involved in the Knoxville community, serving on the boards of Imagination Library and News Sentinel Charities. She served on the Great Schools Partnership's Engaged Community Committee, the Buddy's Race Against Cancer Public Relations Committee, and as a United Way loaned executive. She chaired the Community Outreach Committee and is a charter member of the Young Professionals of Knoxville organization.

A Knoxville native, Seaton graduated summa cum laude from the University of Tennessee Knoxville with a bachelor's degree in communications. For more information, visit <http://www.moxleycarmichael.com>.