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Welcome to our new members!

Tiffany Carpenter

University of Tennessee Athletic Department

Kali Gerhardt

EDO Technology, Inc.

David Keim

Y-12

Tyler Lewelling

Knoxville Tourism & Sports Corporation

Jennifer Linginfelter

Knox County Solid Waste

Deadline Approaching for Individual "V"

President's Letter

The "new normal" in public relations was PRSA National Chair/CEO Gary McCormick's focus at our meeting this month. He was very energizing and also very realistic. One of the points Gary brought to the forefront was our need for diversity in our approach. Part of what he meant by diversity is the great segmentation of not only audiences, but also the platforms and channels they are using to receive their messages. PRSA National has made that a focus and is putting together tools and training to help.



Gary suggested that one of the best things we can do is to rely on each other. He noted that PRSA is rare in that we are a community of sharing professionals. We are very willing to help each other. But you have to put yourself in the place where you are interacting with those professionals. Place the phone call to pick another professional's brain. Get involved with other professionals on national or local committees. Engaging in that committee setting with other professionals is the place where real idea sharing and experience exchange can happen.

Within the Volunteer Chapter, we have several committees that are poised to help move our Chapter forward, but we need more brains and ideas to move us to the next level. Those are your brains and your ideas. Look at the list of committees that are included as a sidebar in the newsletter and decide where you can best apply your talents. Then contact the committee chair so you can join in.

I am asking for your help. Together, we can do a lot!

Susanne

Volunteer Chapter Raises Just Under

Awards

This coming Friday, February 26th, is the deadline to submit nominations for our five Individual "V" Awards.

Don't let the opportunity pass to celebrate a colleague or client

who has made positive contributions to public relations in the last year.

Following are brief descriptions of each of the five categories and the awardees in each category since 2000. Is anyone missing that you think should be included in the list?? There is still time to write up your nomination!!

Award nomination criteria and forms are available from the [website](#). The deadline for submission is Friday, February 26, 2010.

Also, be watching your email for a call for judges.

PRSA Volunteer Chapter Calendar

March 18

February Meeting

March 24

PRSSA/PRSA Social

5:30 p.m. Downtown Grill and Brewery

April 15

PRSA V Awards

6:00 p.m. at the Clayton Center for the Arts on the Maryville College Campus

April 20

PRSSA Senior Reception

7:00 p.m.

(Location TBD)

2010 Volunteer Chapter Committees and Chairs

Engagement
Jeff Cuellar

\$1,000 for Haiti Relief

In the last month Volunteer Chapter members have been contributing to the Red Cross to support the relief efforts going on in Haiti. At the close of our donation period, we had contributed \$490 to the Red Cross, which was matched by the Chapter's Treasury. As announced at our February meeting, our total donation was just under \$1,000.

Is Media Training on Your To-Do List?

Knox County Health Department spokesperson Raneey Randby and her media "foil" WATE's Gene Patterson will be our featured speakers in March.

Randby and Patterson bring distinctly different perspectives that work well together and have done so for years. At our March meeting, you will hear from them about how they approach the training, what value they believe it brings to those who are trained, and what the "must includes" are in any media training session. Join us on Thursday, March 18th at noon at Rothchild's.

Member Profiles--Getting to Know the Volunteer Chapter

As a new section to the newsletter, the Executive Board has decided that it would be fun to do a monthly profile of our chapter members. Be watching your inboxes for an email from the listserve with profile questions. Fill them out and [send them back to me](#), the newsletter editor. If you send your responses in, you may be our next member profile!



Ball Appointed Chair of PRSA National Audit Committee

Cheryl J. Ball, APR has been appointed chair of the Public Relations Society of America's national Audit committee. Ball is a past president of the local Volunteer Chapter of PRSA and runs an independent marketing communications firm, Curved Edge Consulting.

Create opportunities for chapter members to engage outside of monthly meetings.

Evaluation

Megan Brown

Create tools and processes to ensure that we are evaluating our programs and progress, reporting on that to members, and using the feedback for improvement.

Membership

Nicky Reynolds

Identify member-only benefits to encourage local professionals to seek and/or retain membership in the chapter.

Newsletter

Abbey Taylor

Work with newsletter editor to provide a regular column or feature.

PR Day

Tom Looney

Help plan the biannual professional development conference held in the fall that is a joint effort of the University of Tennessee, the Volunteer Chapter, and PRSSA.

Programming

Chris Davis

Develop topics for monthly meetings or special professional development events.

Publicity

Jennifer Faddis

Raise the level of awareness of the Volunteer Chapter, its programs and activities, in both the professional and general communities.

Social Media

Jonathan Haskell

Liaise with local social media groups and position PRSA as a leader in social media.

If you are interested in serving on any of

Reimann Earns APR



Chelsey Reimann has earned the Accredited in Public Relations designation from the Universal Accreditation Board and the Public Relations Society of America. Reimann is the Public Relations Coordinator for the Town of Farragut, and completed a peer presentation review in addition to a written exam to earn the APR accreditation.

Chelsey Reimann has served as the Public Relations Coordinator for the Town of Farragut, Tennessee since August 2004. She is an active member of the Volunteer Chapter of the Public Relations Society of America and has served in various roles, including newsletter editor, secretary, treasurer and two-time co-chair of the annual "V" Awards Gala. Chelsey received the Rising Young Professional Award from the Volunteer Chapter in 2008 and earned the Accreditation in Public Relations in 2010.

A 2004 public relations graduate from David Lipscomb University in Nashville, she was an active member of the Public Relations Student Society of America and conducted internships with Akins Crisp Public Strategies, Seigenthaler Public Relations and the Girl Scouts of Middle Tennessee.

Maryville College Seeking Fulltime Director of Marketing

Maryville College is seeking a fulltime Director of Marketing, a person who enjoys both the interpretation of research data as well as the development and implementation of integrated marketing initiatives. The ideal candidate will, like Maryville's students, staff and faculty, possess a love for the liberal arts and for lifelong learning. At the end of the day, the Director of Marketing will go home with a sense of accomplishment, knowing she or he has worked to educate prospective students about Maryville College and raised the public's awareness of the historic institution. The application deadline is Friday, March 5, 2010.

For more detailed job duties and information on how

these committees, please contact the Committee Chair to find out how you can get involved.

to apply, please visit:
www.maryvillecollege.edu/about/employment/staff.asp

February Promotion Waives Initiation Fee for New Members

This February we will be waiving the \$65 initiation fee for new members. For most members this is the biggest savings of the year! Visit www.prsa.org/JoinUS/ to take advantage of this limited time offer.

Pay Your Dues Quarterly

Current members can pay their National and Professional Interest Section dues in four quarterly payments. The first payment will include the \$10 service fee and full Chapter dues. To participate, contact Member Services at (212) 460-1400 or membership@prsa.org.

The option is for renewing members only and is not available through online renewal.

Quick Links...

[Join PRSA & Volunteer Chapter](#)

[Update your information](#)

[Volunteer Chapter website](#)

PRSSA News

Networking Mixer Scheduled for March 24

PRSSA would like to invite the members of PRSA to join us for a networking mixer on March 24, 2010 at Downtown Grill and Brewery from 5:30 p.m. - 7:30 p.m.

Enjoy networking with the future leaders in public relations while enjoying great food and beverages from the Brewery. Please come at ANY point during the time period to meet with the students. If you are looking for potential interns for your organizations, this would be a perfect time to hand out flyers and get to know some great candidates!

Please RSVP to PRSSA President Ashley Bowen at abowen5@utk.edu. We are looking forward to spending time getting to know the amazing professionals currently working in the public relations field!

PRSSA Silent Auction

PRSSA is also asking if you or your organization would like to donate a tax-deductible gift basket, gift certificate or merchandise valued at or greater than \$50 to their silent auction. Any donation made to the silent auction is tax deductible and beneficial to the success of this event.

All proceeds from the silent auction will go toward the education of public relations students in PRSSA through attendance at the 2010 PRSSA National Conference in Washington D.C.

Baker Center to Host Blogs, Social Media and Political InCivility Session

Don't miss the Baker Center's *Blogs, Social Media and Political InCivility* session on March 23, at 7:00 p.m. in the Toyota Auditorium with Glenn Reynolds of Instapundit.

The program will examine the role of blogs and social media in civility in the political process. Specifically, how blogs and social media create both an

facebook

opportunity for increased participation in dialogue about policy issues and increased the polarization of policy issues and incivility. Dr. Mike Fitzgerald will also be on hand to discuss the shift from political dialogue characteristic of civil partisanship, which resulted in bi-partisan policy, to the current political atmosphere of incivility and a lack of cooperation. Reynolds will talk about how blogs and other forms of social media can be both an effective and ineffective tool in debate.

More details may be found on the [Baker Center website](#).

ORNL Federal Credit Union Looking for a Gen-Y-er to Fill Young and Free Tennessee Spokesperson Position



Do you think you have what it takes to be the voice of the Gen Y crowd? ORNL Federal Credit Union is excited to begin the search for our first Young and Free Tennessee spokesperson. We are looking for a young, energetic 18 to 25 year old who is comfortable with all things web, as the spokesperson's job will be to write blogs, create videos, and connect with people on Facebook, Twitter, and YouTube.

Basically, you'll be paid to hang out online! This person will also be armed with all the gear needed to do just that, including a MacBook Pro, an iPhone and an HD video camera! Check out www.youngfreetennessee.com to find out how you can apply today. Hurry, the search ends on March 7th!

2010 Census Is Coming Your Way

The 2010 Census will be hitting your mailboxes in early March. As I'm sure you've heard (through Super Bowl ads and radio promotions), the Census is important because it helps determine how much money our community gets back from the federal government.

Though most have heard about the Census and seem to know something about what it is designed to do, many are skeptical of why the government needs that information. This year's form is the shortest form in

Traveling soon?

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

Atlanta:

www.prsageorgia.org

Birmingham:

www.alabamaprsa.org

Charleston:

www.scprsa.org

Charlotte:

www.prsacharlotte.org

Chattanooga:

www.lookoutprsa.org

Greensboro/High Point:

www.prsatarheel.org

Memphis:

www.prsamemphis.org

Nashville:

www.prsanashville.com

North Carolina:

the history of the Census, with only 10 questions and taking barely 10 minutes to fill out.

When you do the math, it's easy to see what an accurate count of residents can do for your community. Better infrastructure. More services. A brighter tomorrow for everyone. In fact, the information the census collects helps to determine how more than \$400 billion dollars of federal funding each year is spent on infrastructure and services like:

- Hospitals
- Job training centers
- Schools
- Senior centers
- Bridges, tunnels and other-public works projects
- Emergency services



When you fill out the census form, you're making a statement about what resources your community needs going forward. Accurate data reflecting changes in your community are crucial in apportioning seats in the U.S. House of Representatives and deciding how more than \$400 billion per year is allocated for projects like new hospitals and schools.

That's more than \$4 trillion over a 10-year period for things like new roads and schools, and services like job training centers.

Be watching your mailbox for the 2010 Census.

**Secret City Festival
Announces Friday
Night Entertainment**
*Tribute night to feature
headliner Daryl Stuermer
of Genesis Rewired*



The Secret City Festival will host a special "Tribute Night" on Friday, June 18, 2010. The headliner will be Daryl Stuermer-Genesis Rewired, a new band featuring Daryl Steurmer, lead guitarist and touring

member of the 1978 super-group Genesis.

Stuermer has recorded eight solo albums of original music and covered his favorite Genesis tunes during his solo career. Genesis Rewired is an exciting fusion of Stuermer's unique Genesis renditions and the soulful voice of Martin Levac. Together, they create an unforgettable evening that reinvents the Genesis experience.

The concert will take place at 7 pm at AK Bissell Park. Tickets will go on sale May 3. The concert is co-sponsored by Pro2Serve and CROET.

Genesis Rewired performs with a five-piece band, presents the acclaimed music of Genesis with pure authenticity, and includes a sensational light show that crowds will love.

The 8th Annual Secret City Festival is sponsored by the City of Oak Ridge and B&W Y-12 and is presented by the City of Oak Ridge, the Oak Ridge Convention & Visitors Bureau, and the Arts Council of Oak Ridge. For more information on how to become involved or to obtain an application, call 425-3610 or visit www.SecretCityFestival.com and click on Applications.

Festival sponsorships are still available in limited quantity. Gibson can also be contacted for sponsor packets or to find out which sponsorship opportunities are still available.

Knox Green Team Wants You

Does your company or organization have an internal "green team"? Are your employees making efforts to recycle paper, cans and plastic? Is environmental awareness part of your corporate social responsibility plan? If you answered yes to any of these, maybe your group is ready to "Take 10 for the Environment."

The Knox Green Team pledge has 10 specific things that individuals can do to positively impact the environment. Your employees can take the pledge as a group. If scheduling permits, one of the Knoxville Ice Bears (the Green Team spokespeople) will come out and administer the pledge.

Check out the Knox Green Team pledge at www.knoxgreenteam.org. To schedule your group to take the pledge, contact Parci Gibson at

Boomers and Social Media

Boomers love social media! Several published studies have suggested Boomers are warming up to social media, becoming increasingly a digitally networked generation.

Last year, a Pew Internet and American Life Project study found that 20% of online adults 45-54 years old and 10% of online adults 55-64 were participating in social networks. Since then, there has been some debate as to whether Boomers had truly adopted social media. Recent studies, though, suggest that Boomers are, in fact, joining and participating in social networks. Deloitte late last year found that 46% of Boomers maintain at least one social networking profile-up significantly from 2007, and they are not only creating profiles, they are also visiting and interacting on these networks with regularity.

So what does this have to do with you? You should start putting these social media statistics to use. Here's how:

- Include social media in plans to reach Boomers: it is clear that social networks are not a passing phase for Boomers. Like others, they are finding that online social networks enhance their existing relationships.
- Join them at the networks they already frequent. Boomers want to connect with their friends and family across generations. They don't want to be segregated by age.
- Create share-worthy content. Boomers aren't just lurking on social networks, they are sharing and recruiting. Give them content they deem worthy of sharing or a reason to "recruit" others.
- Don't be afraid to incorporate video and pictures for Boomers to share. Half of Boomers on social networks have watched videos, uploaded pictures or read someone's blog.

All these suggestions don't mean social media should replace traditional media yet for this age cohort. While Boomers are embracing social networks, they still spend significant amounts of time with

traditional media, so the right creating the right blend remains important. For more from this article, visit [MediaPost](#).
