



# The Volunteer Update

Volunteer Chapter PRSA Newsletter

August 2009

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## New Member

**Sarah Scoonover**  
 Director of Client Service  
 Asen Marketing

## Save the Date!

Mark your calendars for the upcoming workshops and chapter meetings!

**Thur., Sept. 17** Chapter meeting: Corporate Social Responsibility

**October** (date TBA) Chapter meeting: Ethics

**Nov 7-10** PRSA National Conference, San Diego, CA

## PRSSA Fall 2009 Meeting Schedule

**Thursday, August 27:** PRSSA Kickoff Meeting-COM 208 7:00 PM

**Tuesday, September 15, 7 PM:** Young Professional's Panel - COM 314

**Tuesday, September 29, 7 PM:** Ace the Interview Professional Panel - COM 314

**Tuesday, October 13, 7 PM:** Social Media in Public Relations Panel - COM 314

**Saturday, October 24:** Race for the Cure

**Tuesday, October 20, 7 PM:** How to Create Your Online Portfolio - COM 314

**UPDATED:** My apologies for the broken links. I have updated the PRSSA web page and the link to sign up for the PRSA Southeastern District newsletter below.

Greetings,

I want to support our students through our newsletter so I have decided to include the PRSSA Calendar in the left column of the Volunteer Chapter newsletter as a way to continue to connect professionals with the future of our field. Check it out and see if you could be a part of a meeting. Also, view their [website](#) and join the PRSSA Sammie Lynn Puett UT Chapter Facebook group! Two very simple ways to connect.

Speaking of connecting, I received my alumni magazine from my undergraduate school, East Carolina University today, and something grabbed me. *East* editor Steve Tuttle was thanking donors and telling of how they've raised a record \$38 million, even during this economy.

He wrote, "Many of today's donors struggled to pay for college themselves. They know from experience that a scholarship, even a small one, can mean the difference between staying in school...or going home."

Were you one of those folks? I was. I can't even imagine paying \$800+ to go to the PRSSA National Conference while I was in school.

There is another way to help as well. Help these students attend PRSSA National Conference. As Ashley says below, every little bit helps. Won't you consider donating to help the next generation of our profession? Read more about it in PRSSA President Ashley Bowden's article below.

Until September,  
 Meredith P. Goins [mgoins1@chartertn.net](mailto:mgoins1@chartertn.net)

## President's Letter: Membership Deals Abound!



I recently received an e-mail from Ellie Amador who graciously handles our membership with Nationals. In it, she states:

"I would like to share some good news about the services Nationals will be providing this month. Hopefully, we will have several new and reinstated members because of their efforts."

Then she lists (see below) all the easy, cost saving ways we can become or renew as a member. Do you have a friend that should be in PRSA? Forward this to them and help them join in on the education, camaraderie, and professionalism we all take part in. Thank you Ellie for helping to spread the word!

- **"You Could Win a Free Membership"** - Nonmembers may enter, answer three PRSA trivia questions and be eligible for a free one-year National membership or other prizes!
- New members join National - [online](#) or by mail/fax - for \$290 (\$225 dues + \$65 initiation fee) and receive the first year of Chapter membership for free. Quarterly payment plan is not available to new members.
- Lapsed members of one year or longer can rejoin - mail/fax/phone, can't do online - for \$260 (\$225 dues + \$35 reinstatement fee) and receive the first year of Chapter membership for free. They MAY opt for the quarterly payment plan.

Are there ways we could help you as a member? Interested in being a part of the Volunteer Chapter leadership? See our [website](#) or find us on [Facebook](#) and contact one of the board today!

Friday, November 6 - Tuesday,  
November 10: National Conference

Tuesday, November 17, 7 PM: Last  
Meeting/Social/National Share day -  
COM 314

## Oak Ridge CVB Fall Intern Opportunity

Oak Ridge Convention & Visitors  
Bureau has a fall internship position  
available. (\$1,000 Stipend) Please  
contact Nicky Reynolds for more  
information.

[Nicky@OakRidgeVisitor.com](mailto:Nicky@OakRidgeVisitor.com) or  
865-482-7821

### Did you receive the most recent PRSA SE District Newsletter?

Click [here](#) to sign up to receive the  
the PRSA Southeastern District  
newsletter today!

### Hardship Plan for Renewing Unemployed Members

PRSA members who are unemployed  
and are up for renewal and have  
been members for five or more years  
qualify for a one-time reduction in  
their National dues.

Since the plan launched on April 1st,  
**33** members have taken advantage  
of National's hardship plan.

Contact Eileen Lintao, member  
services manager, at  
[Eileen.Lintao@prsa.org](mailto:Eileen.Lintao@prsa.org) or call  
212-460-1490 to learn more.

### Pay Your Dues Quarterly!

Members have the option of  
renewing with quarterly payments.  
Learn more [here](#). To sign up for this  
option, which is mentioned on all  
dues invoices, members should  
contact [Jackie.gonsalves@prsa.org](mailto:Jackie.gonsalves@prsa.org) or  
call 212-460-1492.

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 Web site](#)

facebook

 Send to a Colleague

Thanks and have a great day!



Seth Linkous

## Back to School! PRSSA Update

This upcoming school year at the University of Tennessee we are looking to become more involved with our local PRSA Volunteer Chapter. Therefore we are in the process of planning some very exciting events. One of the first events we would like to invite you to join us in is having a combined team of PRSSA students and PRSA professionals for the **Susan G. Komen Race for the Cure which will be held on October 24, 2009**. This 5k run and fitness walk raises funds and awareness for the fight against breast cancer, celebrates breast cancer survivorship, and memorializes those who have died from the disease. In participating in the event, students and professionals would have the opportunity to get to know one another while raising funds and spreading awareness for a disease where incidence in women in the United States is 1 in 8.

One of the most exciting events that we have going on this **PRSSA 2009 National Conference** which will be held in San Diego on November 6-10. The Conference is a five day professional development and networking event where students and practitioners from across the country meet to discuss the field of public relations, new trends in the industry and skill building tactics. Attendees will also discover new ways to improve their Chapters, define their leadership styles and prepare for the future. This year our chapter set a goal to send all 8 officers and at least 5 general body members to the conference; however, we need your help.

Over the past year we have been raising money for the conference and will continue to fundraise this fall but expenses for the conference are fairly high. To attend the conference for PRSSA members, it costs \$280. To travel to San Diego and back, plane tickets will be approximately \$400 per person and hotel accommodations will be approximately \$1,200 for 5 days. Therefore, a PRSSA member will be looking to spend at least \$850 to participate in this event.

This conference will help our members meet some of the greatest practitioners in the profession, learn about current campaigns from the PR professionals who are leading them, and will help distinguish themselves from other job/internship candidates, however, without your help they will not be able to participate in this wonderful experience.

We would like to invite you to join us in making this experience come true for these students by making a donation in support of our efforts. Every amount, no matter how small, makes a difference. We are ideally looking for businesses to sponsor a student to attend this event. If you would like to help please contact PRSSA President Ashley Bowen at [abowen5@utk.edu](mailto:abowen5@utk.edu).

## PRSSA Elects New Officers

Congratulations to the newly elected officers of PRSSA for the 2009-2010 school year!  
President, [Ashley Bowen](#)  
Vice President, [Lacey Milam](#)  
Secretary, [Rebecca Whitefield](#)  
Treasurer, [Flora Theden](#)  
Webmaster/Historian, [Jamie Lonie](#)  
Public Relations Coordinator, [Jessica Carney](#)  
Special Events Coordinator, [Taylor Griffin](#)  
Internship Coordinator, [Nikki Crane](#)

## Tar Heel Chapter Offers All-Day Seminar Sept. 10th

What are we in public relations going to do when newspapers go away?

As the recession has dragged on, most newspapers have continued to slash staff, some have reduced frequency of publication from daily to just several times a week, and some have ceased publication altogether. It's time to plan new strategies to reach our target audiences.

To help you prepare for the coming changes, the PRSA Tar Heel Chapter is planning an exciting all-day Professional Development Seminar on Thursday, Sept. 10 at High Point University in High Point, NC.

Keynote speakers are Eric Schwartzman, Jonathan Halls and Julie Barko Germany. Schwartzman documents the shift in audiences - and advertising -- from newspapers to the internet and provides numerous tips in what to do about it. His slogan is reinventing PR through clicks instead of clips.

Jonathan Halls is managing director of [Talkshow Communication](#) Ltd. And a former BBC executive He also works with the world's largest association of newspapers, [Ifra](#), as a media and performance specialist. He led Ifra's multimedia training project at Britain's Daily

## 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)

Telegraph. The Daily Telegraph's change to a multimedia newsroom was considered one of the most ambitious media change projects in the world and is still considered the benchmark for large scale newspaper convergence.

Julie Barko Germany is director of the Institute for Politics, Democracy and the Internet and director of marketing and communications for the Graduate School of Political Management at The George Washington University. She is an expert in the growing use of the Internet in political campaigns - including the Obama campaign and is the author of such publications as Best Practices for Political Advertising on Line and Person to Person: Harvesting the Political Power of Online Social Networks.

Cost of the seminar is \$99 for PRSA members (\$119 for non-members, \$49 for students); register on line at <http://www.prsatarheel.org/calendar.aspx>

High Point University is easily reached from I-85, and is just a few miles off I-40. For directions, go to <http://www.highpoint.edu/about/index.cfm?DeptCategory=6&PageID=1073>.

We hope to see you there!

Bob Conn, vice president, professional development, PRSA Tar Heel Chapter,  
[profdev@prsatartheel.org](mailto:profdev@prsatartheel.org)

## Haag Joins Mary Best West Consulting

Mary Beth West Consulting announced the addition of Tyra Tucker Haag as media relations coordinator. Haag will assist in the oversight of local, regional and national media relations campaigns for the firm's clients, which include accounts in the energy, science, education, housing, interior design, non-profit and consumer financial services sectors.



Prior to joining the firm, Haag served as project director and media spokesperson for the Metropolitan Drug Commission, a non-profit substance abuse prevention agency in Knoxville, Tenn. She graduated with honors from the University of Tennessee, Knoxville in 2004, where she earned dual Bachelor of Arts degrees in communication studies and Spanish.

Haag is an active member of the Junior League of Knoxville, most recently serving as editor of the League's annual magazine and monthly newsletters. In recognition of her service, the League honored Haag as Volunteer of the Month in September 2008 and August 2006.

Haag is a member of the Volunteer Chapter of the Public Relations Society of America and serves on the planning committee for the Friends of the Smokies Evergreen Ball, as well as the Knoxville coalition for All About Women. A Middle Tennessee native, Haag and her husband, Eric, reside in Knoxville with their son, Noah.