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### PRSA Volunteer Chapter Calendar

#### January 26

PRSSA Meeting  
7:00 p.m. in the  
UT College of  
Communication  
(Room TBD)

#### January 28

Award Preparation Workshop  
at the American Cancer  
Society Conference Room  
from 5:30-6:30

#### February 5

V Awards Entry Deadline

#### February 9

PRSSA Meeting  
7:00 p.m. in the

With this first PRSA Volunteer Chapter newsletter of the decade, I wish you a happy new year! I am so excited to be taking on the role of the newsletter editor. Before I get started, I want to encourage all of you to please offer a big thanks to Meredith Goins for all her hard work over the last two years.

This month we have some great information about getting involved with the local PRSSA chapter for some fun and interesting meetings and remind you that the deadline for V Award entries is February 5th. Read on for more information on these and other exciting news items.

As a reminder, please add my email address (below), to your safe senders list to ensure that you keep receiving the Volunteer Chapter newsletter.

Respectfully,

Abigail Taylor  
[abigail.taylor@knoxcounty.org](mailto:abigail.taylor@knoxcounty.org)

### President's Letter



Welcome to 2010! We are very excited about this year for the chapter. The V Awards will have a wonderful new venue at the Clayton Center for the Arts. I think you are going to find this is going to be an event you really don't want to miss... and you'll need to be sure to have twitter access!

At this month's board meeting, we worked through much of the chapter's strategic plan. We'll be posting that on the website next week and will let you know when it is available. Our four goals are Awareness, Engagement, Value and Growth. Big words, so you'll want a little more definition, I'm sure.

We are forming some committees, looking for more ways to get you involved, and more ways to have some fun together. Don't be surprised if you get a call from one of our board members in the next week or two. Board members will also be reaching out to each of you on a regular basis to help us all establish more rapport with one another, so look for emails or phone calls from your friendly neighborhood PRSA board members.

UT College of  
Communication  
(Room TBD)

**March 23**  
PRSSA/PRSA Social  
(Location/Time TBD)

**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)

### Could you be the Colossus of Klout on Twitter?

It always seems that just as we are all getting the hang of one social media trend another arises. As public relations practitioners, it is important for us to stay ahead of the game, but it is also important to keep in mind, as you jump from one trend to the next, how much influence you have in each medium.

We all follow those tweeters who tell us when they're going to bed, what they're eating for dinner and when they're brushing their teeth, but we know that when it comes down to it, those tweeters don't hold much clout. Understanding that, you may be asking yourself how much clout you hold on these social media sites. Could you be the Colossus of Klout (the Babe Ruth) of social media? A new website could tell you.

[Klout](#) measures influence on topics across the social web to find the people the world listens to. Using semantic analysis to determine what a

We can get a lot done this year because we can build on a really great year last year, thanks to the excellent leadership of Seth Linkous. He was a wonderful chapter president and will continue to serve us very well in his role as past-president!

Here's hoping 2010 is as exciting for you and for the chapter as the promise it currently holds!!

### January Meeting Looks at Communicating with Law Enforcement During a Crisis

PRSA will have its *Working with Law Enforcement on the Day of a Crisis* chapter meeting on Thursday, January 21. FBI Special Agent in Charge Richard Lambert will share his dos and don'ts for interacting with law enforcement in the wake of a crisis. Networking will begin at 11:30a at Rothchild Conference Center (8807 Kingston Pike) with lunch and the program following at noon. The cost is \$20 for members and students and \$25 for guests. RSVP to [Jan-Welborn Nichols](#).



### The V Awards is Leaving Town!

*Gala to take place at NEW Clayton Center for the Arts on Maryville College campus*

The V Awards is leaving town and heading for the new Clayton Center for the Arts on the Maryville College campus. Though The Foundry has served us well for several years, we are proud to announce the new venue. Be sure to mark your calendars for Thursday, April 15 so you can be one of the FIRST to lay eyes on this new facility.



The annual awards honor the BEST public relations products, programs and individuals in our area. This year's call even features DOZENS of new categories including new and social media.

The V Awards Call for Entries is now available for [download](#) and the deadline for entry is [Friday, February 5](#). Don't miss out on your opportunity to gain recognition for the GREAT work you and your team did last year!

Questions? Contact [Kristin Alm](#) or [Janya Marshall](#).

### V Award Entry Workshop to be Hosted by Last Year's Best of Show

If you'd like some help or insight to be sure you've got that award entry together just right, PRSA is hosting an Awards Prep session on Thursday night, January 28th at 5:30 in the conference room of the American Cancer Society.

Last year's Best of Show winner, John Cherry, will talk about how he prepared his award entry last year, and offers some advice on how to package your award entry to really get the judge's attention.

Of his win last year, John Cherry said, "I don't think that we claimed Best of

person talks about then measuring how influential they are on that topic, Klout ranks overall influence with a score ranging from 1-100. Higher scores represent a wider and stronger sphere of influence. The size of this sphere is calculated by measuring true reach (engaged followers and friends vs. spam bots, dead accounts, etc.) and the strength of influence is calculated by tracking interactions across your social graph to determine the likelihood of someone listening to or acting upon any of your specific messages.

Essentially, the final Klout Score is a representation of how successful a person is at engaging their audience and how big of an impact their messages have on people. Register with Klout to determine what your influence is and see if you can adjust your tweeting to change your score.

### Hardship Program

You may qualify for the Hardship Program if you've been a member for three or more years and are unemployed or temporarily disabled. To apply, contact Member Services at (212) 460-1400 or [membership@prsa.org](mailto:membership@prsa.org).

### 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

Show because the program itself was spectacular or because the entry was spectacular, but perhaps because of how they were packaged together as an entry." So whether you're a veteran entry submitter or a first time participant, you should think about attending this workshop to find out how best to package your product or program for judging. While it is a great opportunity to learn a little bit about what the judging panels are looking for, it is also a great way to get ideas from your peers.

The session attendees will also be provided with an Awards Prep Tips handout from Volunteer Chapter Member Barb Martocci, who has judged Silver Anvil entries for several years.

## PRSSA Meetings: A Fun Opportunity for Teaching and Learning

PRSSA needs you to be part of some fun dialogue with its members. Answering this call allows you to really interact with some of our future fellow practitioners. The UT PRSSA Chapter has planned two fun, interactive meetings for the Spring semester and they would really like for you to participate.

Tuesday, January 26 at 7:00 p.m.

Be part of *Survivor: Networking!* Tables will be set up to reflect different social settings (a non-profit fundraising event, a professional luncheon, a bar, a sporting event, and a wedding) that provide great networking opportunities, but could also be an ideal way NOT to get a job if a student/young professional says or does the wrong thing. This meeting offers a fun, interactive way to "coach" up-and-coming PR practitioners by sharing some "war stories" of things that have happened (or almost happened) to you!

Tuesday, February 9 at 7:00 p.m.

Bring your creative thinking skills and your resume critiquing knowledge when you sign up to be a part of *PR Sales 101: Selling the Unusual Job to a Potential Employer*. Many of UT's PR students have held jobs, but some of those experiences might not have involved writing press releases or designing newsletters. These students need your expertise to help them figure out how to make the most important pitch--selling their skills at a job interview.

Both meetings will be held in the UT College of Communication Building (room TBD). To participate in either meeting, please contact [Ellen Liston](#).

Also, mark your calendars for two other PRSSA events you are invited to attend:

- Tuesday, March 23: PRSA/PRSSA Social (location TBD, email [Ellen Liston](#) if you have a suggestion or preferred restaurant location)
- Tuesday, April 20: PRSSA Senior Reception (7:00 p.m., Location TBD)

## Susan Barnes Named to PRSA Foundation Board, Seeking Speakers for Belmont Classes

Susan Barnes, APR, Fellow PRSA has been named to the PRSA Foundation Board. If you get a chance, please send her a heartfelt congratulations!

Still on the PR faculty at Belmont University in Nashville and loyally maintaining her Volunteer Chapter membership, Susan has asked if any of you chapter members have business in Nashville and are interested in speaking to one of her classes that you please let [her](#) or Bonnie Riechert know. She fears she has worn out all her speakers in the Nashville area!

[membership@prsa.org](mailto: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](#)

facebook

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

Birmingham:  
[www.alabamaprsa.org](http://www.alabamaprsa.org)

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

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

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

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

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

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

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

[Join Our Mailing List!](#)

## Perry to Leave Position with DOE's Oak Ridge Office to Join Small Business Administration

Walter Perry is leaving his position as Deputy Director of Public Affairs with Department of Energy's (DOE) Oak Ridge Office to join the U.S. Small Business Administration (SBA) as district director for its operations in the state of Tennessee.

Walter assumed his new responsibilities at SBA's Tennessee District Office in Nashville on January 19 and will serve as its senior representative in Tennessee. He joined the DOE's Oak Ridge Office in 1995 as a Program Specialist in Oak Ridge's Waste Management and Technology Development Division with responsibility for community relations activities and has since held other positions in the Office of Public Affairs working with stakeholders, the media and local elected officials in Oak Ridge.

"I am really looking forward to working with entrepreneurs, existing small businesses and advancing business development in the state of Tennessee," he said. "It's a tremendous opportunity to make a difference in the small business community and a great opportunity to apply the outreach skills I've learned at Oak Ridge from our outstanding programs here."

## Ackermann PR Closes 2009 With Impressive Roster of New Client Acquisitions

Ackermann PR, one of the nation's premier boutique marketing and public relations firms, has bucked industry trends with what company CEO and President Cathy Ackermann describes as a "banner quarter."

New client acquisitions for Ackermann include Oak Ridge Associated Universities (ORAU), AC Entertainment, HGTV, Cellular Sales, EDP Biotech Corporation, Titanic Pigeon Forge, Baseball LLC, Boys and Girls Clubs of the Tennessee Valley, Moving Picture Books (Rivr Media), Pimento's Cafe & Market, Second Harvest Food Bank of East Tennessee, Welty Building Company, and several other non-profit foundations and professional service providers.

In addition to these new partnerships, Ackermann has recently expanded its existing relationships with clients such as Ruby Tuesday, Berkshire Hathaway-owned Clayton Homes, CMSS, Wilderness at the Smokies and Radio Systems to include enhanced media relations and strategic digital consulting.

"While we've certainly been impacted by the challenging economy, we're pleased to be finishing up 2009 with what has been a truly exceptional quarter for us," said Cathy Ackermann. "We've added clients in every area of our operations, and we are especially happy with the growth of our digital and social media division, which has really taken off for us this year. We've made several great new hires in recent months, and we are enthusiastic about the potential for an even stronger 2010."

Ackermann PR is a full-service, integrated firm providing strategic public relations, comprehensive marketing capabilities and digital consulting services. The company is headquartered in Knoxville, Tennessee, and serves clients across the United States.

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