



# The Volunteer Update

Volunteer Chapter PRSA Newsletter

July 2009

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### Save the Date!

Mark your calendars for the upcoming workshops and chapter meetings!

**Sat. Aug 8th** - Social Media Workshop

**Thur. Aug 20** - PRSA Volunteer Chapter Summer Series #3: Measuring Social Media

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

### Update Your Member Profile and You Could Be a Winner!

Take a few minutes to help PRSA serve you better. Update your demographics information on [MemberNet](#). Tell PRSA your job title, organizational setting, industry and area(s) of specialization. Each month, May through August, Nationals will randomly select five members who update their demographics information to receive gifts, including a \$100 Amazon gift card and items from the PRSA Store!

### 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.

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!**

Greetings,

Hello Summer! It's been busy in my house - new job, vacation at the beach, and the joy of technology. Speaking of, check out the upcoming social media workshop below.

Another cool hint - did you know that you can search the [PRSA membership directory](#)? Log in as a PRSA member and search over 22,000 members by name, company, location, chapter affiliation, professional interest section affiliation or designations like APR and PRSA Fellow! Of course, I'm sure you'll use these contacts wisely. Note the disclaimer on the directory home page.

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

### President's Letter: Summer Fun, Seminars and You!



I hope the summer has given you a time to rest and relax. Vacations are a necessity in our lives! Make sure to take some time to feed your professional soul too. Join us for our continuing summer series on Thursday, August 20th and learn how to measure social media. We've heard lots of positives about these webinars- keep that feedback coming!

But wait there's more! We're about to kick into gear just as fall arrives. As you've seen on the list, and below as well, we are hosting another Social Media seminar in August too! Still need Social Media 101 or a refresher on new trends? Register now for one of the 20 spaces available. Contact Susanne Dupes at [susanne.dupes@knoxcounty.org](mailto:susanne.dupes@knoxcounty.org) by July 31st to register.

Special thanks to Susanne for arranging some high-class programing this year, based on the feedback YOU gave us!

And finally, I ask you to begin to look to the future. It will soon be time to consider selection of the 2010 Volunteer Chapter Board positions. Do you know anyone who would like to be more involved? More details coming soon.

Thanks and have a great day!

Seth Linkous

### PRSA Volunteer Chapter Social Media Workshop

**What:** Need to focus or step up your use of Twitter, Facebook and other social media tools? Are you getting the most value out of the time you spend with these tools? This workshop will help you with these questions and others. The first part of the workshop will focus on the mechanics of social media tools. The second will address social media, public relations and your brand.

**Instructors:** Jeffery Kissinger, Vice President of Interactive Advertising, Scripps Networks  
Audrey Williams, Director of Educational Technology Services, Pellissippi State Technical Community College

**When:** Saturday, August 8, 2009, 9:00 a.m. to 1:00 p.m.

**Where:** Pellissippi State Community College (computer lab)

**Cost:** \$20 for PRSA members; \$65 for non-PRSA members (Payable at the door by check or cash)

**NOTE:** There are only 20 spaces available for this training. Priority will be given to PRSA members who RSVP by July 22nd.

**RSVP:** RSVP to Susanne Dupes at [susanne.dupes@knoxcounty.org](mailto:susanne.dupes@knoxcounty.org) by July 31st.

### DIY Network Fall Intern Opportunity

DIY Network is looking for fall interns for its Press/Editorial department. The interns will be responsible for duties including but not limited to drafting basic public relations materials including news releases, media alerts, fact sheets, pitch letters, meeting summaries, status reports as well as developing story ideas and initiating media telephone calls. They would also assist with the management of newspaper/periodical, photo and media screener inventories for easy access, as well as manage the digital archive of media placements.

Candidates for the internship should be available 16-24 hours per week, unpaid. To be considered for the internship, simply go to [www.scrippsnetworks.com](http://www.scrippsnetworks.com) and click on "Careers" to apply. The fall internships are requisition numbers "945" and "946". If you have any questions, please email Rob Link at [rlink@diynetwork.com](mailto:rlink@diynetwork.com).

### Marketing Assistant Position Opening

I am recruiting for a Marketing Assistant type role with a client that is growing in the greater Knoxville, TN area. This person would have a college degree in communications or journalism and marketing assistance type experience with internet research and marketing support functions. This is more of a role for a new graduate up to maybe 4-5 years of experience. This person will work directly under the President of this growing firm.

For confidential consideration, candidates can refer a resume to my email. A resume is never sent anywhere unless I have spoken to a candidate in specific about an opportunity and I feel they are a good fit and the candidate is interested in moving forward to an interview.

Best regards,

Christina Cole  
Christina Cole & Associates  
Executive Search LLC  
615-266-2452  
[christinacole7@gmail.com](mailto:christinacole7@gmail.com)

### Shoney's Restaurants to Host Free Annual KidCare Photo ID Events

Now in its 15th year, Shoney's Restaurants KidCare Photo ID events will take place in the Greater Knoxville area for one weekend only, August 21-23, 2009, in partnership with the National Center for Missing and Exploited Children (NCMEC).

The events provide FREE KidCare Photo IDs for children, which enable parents to have information readily available for authorities in the event their child is ever reported missing. The IDs include a color photograph; fingerprints; important information such as height, weight and date of birth; a medical profile; the "Seven Rules for Safety;" and a 24-hour NCMEC hotline number.

Over the past 14 years, the program has successfully provided more than 32,000 children with IDs. Community organizations involved are the Knoxville Police Department & Safety City, East Tennessee Children's Hospital, Safe Kids of Greater Knox, The Knoxville News-Sentinel, Star 102.1, and WVLT Volunteer TV 8.

The 2009 KidCare Photo ID event dates are one weekend only:

Friday, August 21	Knoxville Center Mall	1:00 PM-7:00 PM
Saturday, August 22	West Town Mall	11:00 AM -5:00 PM
Sunday, August 23	Foothills Mall	12:00 PM-6:00 PM

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 not available through online renewal.

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

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

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

Greensboror/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)

Charlston - [www.scprsa.org](http://www.scprsa.org)