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Volunteer Chapter PRSA Newsletter

May 2010

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Twitter Marketing Strategies: Do You Need Them?

It's been said that if you aim at nothing, you'll hit it every time. This is certainly true with Twitter. More and more businesses are getting involved, but to what end? Is just being "present" enough or should you be aiming at something? The following article presents five steps to "creating a potential Twitter marketing strategy that will help you become more productive and successful using Twitter for business." Find the article [here](#).

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.

Membership Specials

New Associate Members joining with less than two years public relations experience will receive a FREE New Professionals Section membership (a \$20 value) during May when they mention promotion code MAY2010 on their application. PRSA National covers the cost of the first year Section dues!

Member Benefits Page

Have you checked out the Member Benefits page? Your participation in PRSA can save you big with vendors like FedEx, Budget, and Avis, as well as help you with your insurance needs and financial planning. Visit http://www.prsa.org/JoinUs/Member_Discounts/

President's Letter

It is hard to believe it is almost Memorial Day and then summertime!! The V Awards are behind us for this year. That means it's time to start thinking about your submissions for next year. Cardwell head shot



Our PR Day committee, headed by Tom Looney and UT counterpart Beth Avery, has preparations well under way for a great event in November.

In the meantime, we are working with Brian Solis to reschedule our fundraiser for Nashville flood victims. We hope to nail down a new date and announce that early in June.

In the meantime, have a wonderful and safe Memorial Day weekend.

Susanne

Member Profiles--Getting to Know Michael Palenchar

Michael Palenchar, Assistant Professor in Public Relations at the University of Tennessee, is our next member profile.

According to Dr. Palenchar, PR's role in today's world is managing issues on behalf of clients and their stakeholders in a manner that is beneficial to the client with a healthy respect for stakeholders and society in general. He said, Writing my book, *Strategic Issues Management*, co-authored with Robert Heath, opened up his eyes to the publishing world and the demands of good copy editors.



Dr. Palenchar would rid the world of the phrase, "I'm a people person." He doesn't have a personal motto because they are "too limiting" and he spent a summer back in 2002 riding his motorcycle across the United States, from San Francisco to Gainesville, Florida, while camping out and staying off highways and interstates the whole way. If he could choose another profession, he would choose to be an attorney so he could improve his negotiating and arguing skills.

If you would like to be featured, or know of someone you

for all the details.

Quick Links...

[Join PRSA & Volunteer Chapter](#)

[Update your information](#)

[Volunteer Chapter website](#)



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:

www.NCprsa.org



would like to be featured, in one of our chapter member profiles, please email [me](#) for the questions.

UT Office of Marketing & Communication Receives Two Awards from Tennessee College PR Association

The University of Tennessee, Knoxville, received two awards from the Tennessee College PR Association at its May meeting at Maryville College. Both of UT's awards were in the "media success story" category -- a gold award for "Moving the Rock," a multi-media effort to inform the public about the campus' plan to move the beloved Rock; and a silver award for "Dr. Dolly," the campus' plan for the 2009 commencement ceremony where Dolly Parton spoke and received an honorary doctorate.

Knox County Garners Nine National NACIO Awards

The Knox County communication team has garnered nine national awards from The National Association of County Information Officers Awards of Excellence Program.

Superior Awards went to the County's employee newsletter, *On the Inside*; the Health Department's *Say No to Control, Violence Prevention* community event; the *Mobile Meal-a-Thon* special fundraising event; and Parks and Recreation's *Adopt-a-Park* public participation program.

Receiving Excellence Awards were the Public Library's *Children's Festival of Reading* community event and the Solid Waste Department's *Medication Collection* citizen education program.

NACIO bestowed Meritorious Awards on three projects: KCHD's televised *H1N1 and You: A Town Hall Meeting*; Parks and Recreation's new community event, *Scarecrows in the Park* and the Health Department's *Together! Healthy Knox* community outreach campaign.

UT Seeks Director of Emergency Management for Knoxville Campus

Below is a new position for Director of Emergency Management for the Knoxville campus. This posting went up last week.

Director of Emergency Management for Emergency Management Support. Pay Grade 44 with salary dependent on experience and qualifications.

The University of Tennessee is seeking applications for a Director of Emergency Management. Responsibilities include: directing departmental operations, which includes planning, budgeting, staffing, implementing and evaluating program activities related to campus emergency preparedness to deal with man-made or natural disasters and emergencies.

The successful candidate will develop and direct a planning program for students, staff and faculty and will ensure full compliance with NIMS and other Department of Homeland Security requirements. He/she will serve as the primary point of contact with other campus emergency representatives, as well as, with local, state and federal agencies. The successful candidate will also seek grant opportunities and evaluate and research current events and best practices in emergency management. A Bachelor's degree in business or a related

field and several years of emergency management experience is required. Proven leadership skills in emergency preparedness, as well as, strong networking ability with local, state and federal agencies are also required. Examples of relevant supervisory experience include law enforcement, emergency services supervision, or military planning and communication. Certified Emergency Manager certification is desired. Applicants should have a demonstrated commitment and knowledge of equal employment opportunities and affirmative action. Review of applications will begin on June 12, 2010, and will continue until the position is filled.

Interested applicants are to send a resume along with a list of at least three personal and professional references to: Brian Browning, UT Emergency Manager Search - Director, The University of Tennessee, Division of Finance and Administration, 405A Andy Holt Tower, Knoxville, TN 37996-0145.

Clayton Center for the Arts Debuts New, Live Music Series

Clayton Center for the Arts debuts a new live music series in May and June. Friday Nights Live is a new music series featuring local bands and talent on the stage at the Harold and Jean Lambert Recital Hall.

Each concert begins at 8 p.m., and tickets are only \$8. This four-week series promises a variety of music genres featuring talented local musicians.

Friday Nights Live lineup:

- May 28--Will Tate and 6ix Mile Express: This local bluegrass group is made up of Blount County teenagers ranging from 16-18 years old who attend or have attended William Blount High School, Heritage High School and home school programs. They met at Rocky Branch Community Center through the years and have played together for many local events.
- June 4--Barry Roseman and Friends: This jazz combo continues the series with a change of pace to another uniquely American form of music...sweet jazz.
- June 11--Bill Swann Trio: Maryville College's own Dr. Bill Swann and a couple of talented friends bring their jazz stylings to the Lambert Recital Hall
- June 18--Ben Bolt: Classical guitarist, Ben Bolt plays with an elegance and emotional commitment that is rare these days. He exudes an Old-World grace, and his playing displays a deep love of the instrument and its traditions.

Tickets are available at the Clayton Center Box Office 10 a.m. to 6 p.m. Monday through Friday OR at the door OR call (865) 981-8590 OR online at www.ClaytonArtsCenter.com.

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