



The Volunteer Update

Volunteer Chapter PRSA Newsletter

September 2009

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Save the Date!

Mark your calendars for the upcoming workshops and chapter meetings!

October 28 5:30 p.m. - Special board meeting on bylaw revisions. All are invited to attend.

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

PRSSA Fall 2009 Meeting Schedule

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

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

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

Greetings,

Thank you for your patience as I finalized this month's newsletter. I've learned that computer hard drives crash only when you're on deadline...

Below you will find some exciting opportunities to be a part of PRSA's future. Your input is needed!

Also, in the article from PRSSA, you'll read about how professionals just like you are helping our future. Please join me in thanking them for the generous time they provide to our students!

Until October,
Meredith P. Goins mgoins1@chartertn.net

Big News at Nationals!



At our last Chapter board meeting, our Volunteer Chapter Delegates Megan Brown, APR and Cheryl Ball, APR filled us in on the changes happening at the national level of PRSA.

We are having a national bylaws revision. Megan and Cheryl are working hard on behalf of the chapter, cutting to the root of the issues and making recommendations for the chapter. On Oct. 23, 2009 they will send out a synopsis of the issues and a recommendation to chapter members.

We encourage Chapter members to join us for input and understanding at a Town Hall Meeting to be held at Children's Hospital on **October 28th at 5:30 p.m.** Cheryl and Megan will present the bylaw revisions and their recommendations and get feedback from the chapter. They then take our feedback and options and represent the chapter at the national conference in early November.

If you are unable to attend, please send comments, thoughts or questions to [Cheryl](#) and [Megan](#) prior to noon on Oct. 27th.

Special thanks to Cheryl and Megan for representing the over 100 PR professionals in the Volunteer Chapter!

Thanks and have a great day!



Seth Linkous

UT PR Professors Receive Grant Funding

Dr. Michael Palenchar, assistant professor in public relations at the University of Tennessee, recently received a research grant from the National Center for Food Protection and Defense, which is a Homeland Security Center of Excellence. His research project, in conjunction with Dr. Shari Veil of the University of Oklahoma, will examine social media constraints and opportunities during crises, with a specific focus on H1N1 virus.

Drs. Karen Hilyard, Michael Palenchar and Beth Johnson, assistant professors in public relations at the University of Tennessee, recently received a research grant and start-up funding to establish a new Organized Research Unit (ORU) on campus. The Risk and Health Communication Organized Research Unit is being established to showcase the emerging concentration of risk, crisis and health communication scholarship on campus, and will serve

Win a \$100 Amazon Gift Card!

No, it's not spam or a gimmick... just PRSA National asking you to update your records!

Members who take a few minutes to help PRSA update their job title, organizational setting, industry and area(s) of specialization will be randomly selected each month to receive gifts, including a \$100 Amazon gift card and items from the PRSA Store. Members can update their demographics information at [MemberNet](#).

September-October Membership Promotion

This promotion will run September 1 to October 31. Terms of the offer are:

- 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.
- Lapsed members of one year or longer can rejoin - mail/fax/phone - for \$260 (\$225 dues + \$35 reinstatement fee) and receive the first year of Chapter membership for free.

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.

Click [here](#) to read the terms of the plan.

Contact Eileen Lintao, member services manager, at 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 or call 212-460-1492.

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

Quick Links...

as a framework for increasing research activity, pursuing external research funding, and fostering collaborative relationships with scholars and practitioners from around the world.

PRSSA September Activities

The PRSSA chapter is having several meetings this fall, and we want to acknowledge and thank everyone who is participating. On Tuesday, Sept. 15, as part of the Young Professional Panel, an outstanding group of public relations professionals talked about how they made the transition from student to practitioner, best practices for young professionals, and general advice about how to get a job and build a career.

- Chyna Brackeen - Director of Development & Marketing - Knoxville Botanical Gardens
- Charley Sexton - Creative Director - Moxley Carmichael
- Brent Waugh - Events & Media Relations Manager - Big Brothers Big Sisters
- Brandon Parks - Director of Network Sales - The Vol Network/IMG
- Carla Pare - Outreach Coordinator, - East Tennessee Public Television

The Sept. 29 PRSSA meeting is Ace the Interview/Resume/1st Impressions Panel. This group of outstanding public relations professionals will talk about how to ace your internship or first professional job interview, latest advice on resumes and cover letters, discuss the importance of first impressions in the job search, and general advice about how to get a job and build a career.

- Dino Cartwright, VP of Marketing, WVLT-TV
- Gary McCormick, President Elect of PRSA
- Chuck Morris of Morris Creative Group
- Jeff Cuellar, Director of Business Development at AC Entertainment
- Tiffany Carpenter, Director of PR for UT Athletics

Special thanks to them and to others who continue to support PRSSA!

Position Opening - PR Manager

Tellico Village, a premier golf and recreation community on the shores of Tellico Lake in Loudon County, has an immediate opening for an experienced individual to manage the PR operations for the Property Owners Association.

With an active community of over 7,000 residents and still growing, professional opportunities abound for the right person.

Duties include: Strategic leadership in the management of Tellico Village's PR to support corporate goals; coordinating and managing internal and external communications; managing governmental relations; overseeing public events; advising management.

Qualifications include: At least five (5) years experience in corporate PR management; ability to quickly learn new environments; ability to work successfully both alone and within a team environment. Experience with web site management, public speaking, media relations, television productions and event management. Strong writing ability and computer skills required. Ability to work special events after hours. 4-year degree in related field.

Tellico Village offers a competitive salary and comprehensive benefits package. To apply, forward your resume and salary requirements in confidence to: HR@tvpoa.org by **September 25, 2009**.

Join PRSA/PRSSA Team for Race for the Cure!

PRSSA would like to invite you to join us for the Susan G. Komen Race for the Cure which will be held on October 24, 2009 at 8:30 AM. 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. Students and professionals will have the opportunity to get to know one another while raising funds and spreading awareness for a disease that has touched the lives of many.

It is only \$25 to participate and participants receive a t-shirt, food and other goodies from all the vendors that will be at the event!

Here's how to register:

1. Go to www.komenknoxville.org
2. Click on the Race for the Cure tab on the left side of the screen and scroll over to "Register Online/Log in"
3. Another window will pop up and you click on "Register Online"
4. Register under our team, PRSA/PRSSA, follow the simple instructions and you'll be on your way!

Also, fundraising for the event is super easy! Our team goal is \$350 and it would be amazing if we could meet this and maybe even surpass it! Did you know that 75% of the net proceeds you help us raise stay in Knoxville and its 15 surrounding counties? That means you are helping your mom, sister, friend, neighbor and others who have been touched by breast cancer! We encourage you to send at least 10 Donor Invite emails just so you can see how easy it is to raise money and to qualify for some really great incentive prizes! Remember, it's fun, easy and it's for a great cause!

So sign up soon, start raising money and get excited to network with future PRSA members and fellow PRSA professionals at the 2009 Susan G. Komen Race for the Cure!

[Join PRSA & Volunteer Chapter](#)
[Update your information](#)
[Volunteer Chapter Web site](#)

"Your registration fee gets us to the start line, fundraising gets us to the cure!"

Volunteer Chapter Nominations for 2010

Those of us who attend PRSA Volunteer Chapter meetings know what great people are in the PR community in the Knoxville area: people who are smart, energetic, and committed to professional development. I am proud to say that the Volunteer Chapter is among the strongest in PRSA, and credit for that goes to the chapter's many members who take on leadership roles in committees, on the board, and in officer positions.

The chapter identifies its leadership team for the coming year each fall, and I invite all of you - chapter members and prospective members - to let us know if you would like to get more involved in planning and carrying out the chapter's activities. Opportunities can range from working on a team for a one-time project to serving on the board.

Chapter members Susan Lauver, Susanne Dupes and I have begun work as the nominating committee for 2010. We will be developing a slate of officers for the chapter to consider, along with identifying members who can work on projects and committees. Our goal is to encourage leadership throughout the chapter and share the workload among many capable people.

Just e-mail Susan, Susanne or me in the next couple of weeks if you are interested or have any questions. We will be delighted to hear from you.

Seth Linkous: SLinkous@etch.com

Susanne Dupes: susanne.dupes@knoxcounty.org

Susan Lauver: sslauver@tva.gov

Lookout Chapter Offers "Weaving A Wonderful Web" Social Media Conference on Oct 2nd

The Public Relations Society of America (PRSA) Lookout Chapter and the Cleveland Media Association will host "Weaving a Wonderful Web," a one-day social media conference on Friday, October 2, 2009 at the Residence Inn and Conference Center at Hamilton Place. The professional development event will focus on planning, implementing and measuring the impact of social media while using it more effectively to listen to customers, build relationships, make business and social connections, and gain valuable exposure among key publics. To register, visit www.weavingawonderfulweb.com.

Attendees will have the opportunity to hear from several renowned leaders in the public relations industry, including a keynote address presented by Gary McCormick, APR, Director of Partnership Development for HGTV, and Jenny Schmitt, founder of Cloudspark, named one of the top 10 firms in the country using "social media the right way."

Active in the Public Relations Society of America since 1985, McCormick currently serves as the Chair-Elect for the 22,000 member professional association and will become Chair and CEO of PRSA in 2010.

There are breakout sessions on a variety of topic, including setting social media budgets, how to measure social media endeavors and social media for non-profits. The conference is open to anyone interested in or involved with public relations, marketing or digital communications.

For more information and to register, visit www.weavingawonderfulweb.com or contact Kevin Lusk, vice-president of the PRSA Lookout Chapter, at 423-622-2872 or kevin@chattmedsoc.org.

PRSA Southeast District Leadership Opportunities

Looking to serve in a more regional capacity for PRSA? Want to learn more about PRSA and get more involved in national efforts? Serving as a PRSA Southeast District Officer is the perfect position to consider. District Officers oversee efforts taking place within the District, which represents 11 chapters. Officers participate in a monthly conference call and oversee one project or area within the District. Compared to most Chapter leadership roles, District responsibilities are significantly less as far as time commitment is concerned. District leadership is also the natural progression if interested in getting more involved in a national capacity within PRSA.

Positions include:

- Chair
- Chair-Elect
- Treasurer
- Secretary

If interested in learning more, please contact Angel Postell, APR at angel@charlestonwineandfood.com or (843) 727-9998 x1. Nominations will be presented to the District Officers in November 2009 for final vote. Candidates can submit their resume for consideration. Submissions by interested candidates should be sent no later than **September 30, 2009**.



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

Charlotte www.prsacharlotte.org

North Carolina www.NCprsa.org

Greensboror/High Point -
www.prsatarheel.org

Atlanta, www.prsageorgia.org

Chattanooga - www.lookoutprsa.org

Nashville - www.prsanashville.com

Memphis - www.prsamemphis.org

Charlston - www.scprsa.org