



Barber nominated as secretary to PRSA national board



Mary Deming Barber, APR, Fellow PRSA, has been nominated as secretary to the 2008 PRSA national board of directors. Barber and other nominees will stand for election Oct. 20 at the Society's annual Assembly, which precedes the 2007 PRSA International Conference in Philadelphia.

"I'm pretty excited, and more than that, I'm honored," Barber told the PRSA

Alaska Chapter Newsletter.

A 29-year veteran of public relations, Barber is director of communications for the Alaska Community Foundation in Anchorage. She spent her professional career in Portland, Denver and San Francisco before moving to Anchorage in 1991. Barber received a Silver Anvil award for work with the Beef Industry Council at Ketchum Public Relations in San Francisco. She started her own public relations firm, The Barber Group, in 2000 and provided strategic communications and public relations counsel from the company until July 2007.

Barber currently serves on the board of directors for PRSA. She has also served as president of the organization's Alaska Chapter, on several national committees and as a national committee chair.

From the President

Dear Members,

The PRSA Alaska Chapter board took a little break in July and now we're back and ready to continue bringing you excellent luncheon programs and events.

This month we're trying a program idea that was quite successful for the Hawaii Chapter. "Speed Dating with the Media" provides an intimate setting for PR professionals to get to know the local media they're working with. To keep the group small and more manageable and the discussions topical, we've limited the event to members only (yet another benefit of being a PRSA member!). We hope you'll join us for this unique opportunity and provide feedback on whether you'd like to see us try it again in the future.

Now that we're already into August, it's time to mention the annual Aurora Awards competition. Earlier this year we conducted a survey of members regarding the awards and how we might change the timing and format to better fit your schedules. Based upon the survey results, the board has decided to push the date of the Aurora Award entry deadline to Friday, November 2, 2007. This should allow for more time compiling entries after a busy summer. The banquet will be an evening event, scheduled for January. We hope this timing will work well with your fall schedule and allow you an opportunity to participate in the Aurora Awards. Now is a great time to start thinking about projects you'd like to enter! More details and the official call for entries will be out soon.

Best Regards,
Celine Kaplan
PRSA Alaska Chapter President

Attend international conference, win prizes for Alaska Chapter!

As if being able to learn from some of the greatest minds in the PR business weren't reason enough, now there is extra incentive to attend the PRSA International Conference in October! The more registrations that come from our Alaska Chapter, the more we win. Prizes are based on percentage of registrations, and include free registrations and PRSA memberships that we can give to our Chapter members. For more information on the conference, see page two of the newsletter or go online at www.prsa.org



Congratulations!

Congratulations to PRSA Alaska Chapter Secretary Amy Burnett on her new position with ConocoPhillips as communications specialist in the external affairs/media and advertising department, and to Vivian Hamilton, APR, Fellow PRSA, on her new position as communications manager for Alaska Mental Health Trust.

PRSA 2007 International Conference features all star speaker lineup

Mia Farrow, acclaimed actress and humanitarian activist, and Donna Brazile, leading political strategist and CNN commentator, join Tim Russert, “Meet the Press” managing editor and moderator, as keynote speakers at the PRSA 2007 International Conference Oct. 20 – 23 in Philadelphia.

Farrow is the opening keynote speaker at Sunday’s General Session, followed by Russert, who keynotes Monday’s General Session. Brazile rounds out the high-profile speaker lineup when she delivers the Tuesday keynote speech at the General

Session. The PRSA International Conference is the world’s premier PR event.

For more information or to register for the PRSA 2007 International Conference, please visit www.prsa.org.



Nominations due for Top 40 Under 40 award

Recognize Alaska’s brightest young professionals by submitting a nomination for the Anchorage Chamber of Commerce/Alaska Journal of Commerce Top Forty



Under 40 Awards. Individuals who make a lasting mark on their community, demonstrate professional excellence, and display commitment to the community are eligible to receive this prestigious award. The state’s top young talent will be recognized for their achievements and commitment to their community during a luncheon on Monday, November 5.

Nomination forms can be downloaded by visiting www.anchoragechamber.org. The deadline to submit entries is Monday, Sept. 10, 2007. Contact Jessica Lord at 677-7111 or events@anchoragechamber.org.

Marketing seminar scheduled for August 14

The A/E Marketing Association of Alaska is pleased to bring Dr. Dennis Schrag of The Longview Group, LLC to Anchorage on August 14, 2007 for a special seminar - “Sales & Marketing 101: Fundamentals for Professional Design Firms”. Registration in the full day seminar also gets you the bonus lunchtime presentation “Retaining Clients After the Rainmaker Leaves”. The lunchtime presentation is also available on its own, for those unable to attend the full-day seminar.

Registration must be received by August 10th. People are encouraged to register early, as they are anticipating a well-attended event.

This seminar is approved for both SMPS CPSM CEU’s and AIA CES learning units. For more information contact Andrea Soland at asoland@rmconsult.com

PRSA proclaims September as Ethics Month; seminars, programs planned

The Public Relations Society of America is promoting the ethical practice of public relations by recognizing September as Ethics Month for its more than 20,000 members. The observance of Ethics Month, now in its fourth year, emphasizes the critical role of ethics in the daily practice of the public relations profession and promotes the awareness and understanding of the PRSA Member Code of Ethics.

Joette Storm, ethics officer for the PRSA Alaska Chapter, offers the following “ethics moment” from national to help prompt discussions in September. Dr. Thomas Buller, associate professor with the University of Alaska Anchorage philosophy department, will speak to the chapter on the issue of ethics for the September program.

Scenario:

You work for a fruit association. The focus of a promotional

campaign is to encourage a lifelong healthy habit of eating fruit every day. The audience is families of preschoolers, children ages three to five. A strategy you’re working on is to form an organization of parents to be spokespeople for healthy eating habits.

Ethical questions to ask:

What would make this organization a front group?

What would ensure that this organization is not a front group?

Guidance: Disclosure of Information

The organization would be a front group if its sponsor was not identified. Full disclosure of the sponsor and use of its name in all publicity would assure that it would not be a front group.

August lunch program to allow members to speed date with media

The Alaska Chapter of PRSA is pleased to present, "Speed Dating with the Media". This unique event brings PRSA members and local media together for personal conversations about their professions.

Attendees will be divided into small groups for a timed meet and greet with one media representative at a time. This process will allow members to meet a large amount of media in a limited amount of time. Attendees will be able to learn more about the media they're working with, achieve better pitching skills and pitch potential story ideas.

Confirmed media "dates" include:

Elizabeth Bluemink, Anchorage Daily News
Debbie Cutler, Alaska Business Monthly
Lisa Demer, Anchorage Daily News
Staci Feger, KTVA CBS 11

Welcome New Member!

Please join PRSA Alaska Chapter in welcoming the following new member:

Michelle R. Wozniak
PR Manager, Anchorage Convention & Visitors Bureau
swozniak@anchorage.net

Post Your PR Job Openings with the PRSSA Job Center

The PRSSA JobCenter is a comprehensive, online database of internship and job opportunities accessible to more than 9,000 PRSSA members from over 270 Chapters across the country. JobCenter is free, convenient and user-friendly. It is a national database that can be accessed 24 hours a day.

An important advantage of posting on JobCenter is the high quality of candidates who will be viewing your posting. PRSSA JobCenter is an exclusive benefit of being a PRSSA member so those viewing the internship or job posting are dedicated, developing public relations professionals from the world's preeminent, pre-professional public relations student organization. These members have already made an investment in their future and took the initiative to get involved in the field. There is no better place to post public relations internships or entry-level jobs to find young qualified, dedicated and motivated public relations practitioners than JobCenter.

You can post a position on the JobCenter home page by visiting <http://www.prssa.org/jobcenter/>. For more information on the JobCenter, visit www.prsaalaska.org/careers.

Kyle Hopkins, Anchorage Daily News
Jeff Jones, Alaska Journal of Commerce
Mark Thiessen, Associated Press

This event is restricted to PRSA members only. In order for us to plan the timing and staging of the event, all attendees must have a reservation by Monday, August 13.

Date: Wednesday, August 15

Location: Inlet Towers, 1200 L Street

Time: Doors open at 11:30a.m., program begins at noon.

RSVP: By August 13 by calling 566-0717 or through Cvent at prsaalaska.org

Costs: Member--\$22

Fairbanks program to focus on AFN, cross-cultural communication

The Alaska Federation of Natives convention will be the focus of the August meeting in Fairbanks of the PRSA Alaska Chapter. Attendees will get to learn about the volunteer opportunities for public relations professionals to help with statewide marketing of the convention, what the impact is of the convention on Interior Alaska, and learning about cross-cultural communication skills that will assist businesses in working with convention delegates.

The AFN Convention will be held in Fairbanks Oct. 22-27. The convention is the largest representation annual gathering of any Native peoples in the country. 4,000 - 5,000 delegates attend each year.

To RSVP contact Sharon Burke at sharon.burke@uaf.edu or 474-7587.

Date: Monday, August 27

Location: Zach's Restaurant at Sophie Station Hotel

Time: 12-1:00 p.m.

RSVP: By August 22 by emailing Sharon Burke at sharon.burke@uaf.edu or calling 474-7587.

Costs: TBA

2007 Board Members and Committee Chairs

For contact information for any of the individuals below, please visit our website at

www.prsaalaska.org/officers.htm

Officers

President - Celine Kaplan, *Senior Marketing & PR Associate, TelAlaska*

Vice President - Kathy Day, APR, *President, KD/PR*

Treasurer Heather Morinitti, *Marketing Coordinator, TelAlaska*

Secretary Amy Burnett, *Communications Officer, Cook Inlet Housing Authority*

Past President - Jeri Wigdahl, *Public Affairs, Flint Hills Resources Alaska*

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Christine Lynch, *Public Information Officer II, State of Alaska Department of Health & Social Services*

Scott McCrea, *Director of University Marketing and Publications, University of Alaska Fairbanks*

Ron McGee, *Assistant Professor of Journalism and Public Communications, University of Alaska Anchorage*

Sherrie Simmonds, *Corporate Communications Officer, Alaska Housing Finance Corporation*

Cassandra Stalzer, APR, *Public Affairs Specialist, USDA Natural Resources Conservation Service*

Ethics Officer

Joette Storm, APR, Fellow PRSA, *Co-Owner, Wordwright*

Assembly Delegates

Crystal Enkvist, APR, *Director of Member and Public Relations, Alaska Power Association*

Bruce Batten, APR, Fellow PRSA, *Bruce Batten Communications*

About PRSA

The Public Relations Society of America, based in New York City, is the world's largest organization for public relations professionals. The Society has more than 28,000 professional and student members. PRSA is organized into 112 Chapters nationwide, 19 Professional Interest Sections, along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 255 Chapters at colleges and universities throughout the United States.

PRSA National Board Member

Mary Barber, APR, Fellow PRSA, *The Barber Group*

Committee Chairs

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Aurora Awards Program Carley Lawrence

Aurora Awards Banquet Natalie Knox, APR, *ConocoPhillips*

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Professional Development (luncheon programs) Sherrie Simmonds

Website Scott McCrea

Thank you!

PRSA would like to thank the sponsor of our speaker's gifts, Alaska Serigraphics!

