



From the President

Dear Members,

The Alaska Chapter of PRSA is closing out 2007 with a celebration of the 30th anniversary of our chapter. We hope you'll join us at Bruce and Susan Pozzi's home on Thursday, December 13 to enjoy a relaxing evening with friends and colleagues.

As I complete my year as president of the Alaska chapter, I'd like to extend my gratitude to our 2007 board and committee chairs. These volunteers excelled in their duties with PRSA while also working hard at their full time jobs. Thanks to all of you for a great year! And thanks also to all of our members who attended luncheon programs and entered our annual Aurora Awards program.

Sherrie Simmonds from Alaska Housing Finance Corporation will serve as your president in 2008. Sherrie has done a tremendous job with our luncheon programs (a committee of one I might add!) and I am delighted to welcome her as incoming president.

Lastly, I'd like to wish all of you a lovely holiday season. I look forward to seeing you in 2008.

Sincerely,

Celine Kaplan
PRSA Alaska Chapter President

Tis' the season! PRSA Alaska Chapter annual holiday social

Thursday, December 13, 2007 6:00 PM - 8:00 PM
The Home of Bruce and Susan Pozzi
200 Pacific Drive, Anchorage, AK

You are cordially invited to the PRSA Alaska Chapter Annual Holiday Social at the home of Bruce and Susan Pozzi.

Bring an appetizer to share and an unwrapped toy to donate to the GIFT program.

Directions: (CALL 345-2887 IF YOU GET LOST!)
Option 1: south on New Seward; right on O'Malley; left on Old Seward; right on Klatt; right on Johns; right on Pacific View; House On Left.

Option 2: south on Minnesota; right on C Street; left on Klatt; right on Johns; right on Pacific View; House On Left.

Option 3: C Street Extension; south on C Street; round-about to continue on C; left on Klatt; right on Johns; right on Pacific View; House On Left.

RSVP now through cVent at the PRSA Alaska Chapter website at www.prsaalaska.org

Mark your calendars and kick off the new year just right by attending the...

PRSA Awards Banquet



Thursday, January 10, 2008
6-9 pm
at the Snow Goose Theatre

Schedule of events – invitation to follow
6-7 pm
wine tasting with hors d'oeuvres, silent auction

7:15 pm
dinner service

7:45p.m.
awards presentation

PRSA conducts professional development workshop for FEMA

Training Focuses on PRSA Code of Ethics, Crisis Communications Decision-Making

New York (Dec. 6, 2007) — National leaders of the 32,000-member Public Relations Society of America (PRSA) (www.prsa.org) conducted a communications workshop today for Federal Emergency Management Agency (FEMA) external affairs and management staff at its Washington, D.C.-based headquarters and broadcasted to FEMA's 10 regions across the country.



FEMA accepted PRSA's invitation to conduct the workshop within weeks of the agency's widely criticized news conference incident during the California wildfires in October and following PRSA's public response (http://media.prsa.org/article_display.cfm?article_id=1137), in which PRSA encouraged FEMA to "engage the PRSA Code of Ethics (www.prsa.org/aboutUs/ethics/preamble_en.html) as a guide to review the current incident, prevent future errors in judgment and restore public confidence."

The workshop represented the first time in PRSA's 60-year history that a federal government agency formally engaged and consulted the Society in a manner involving staff on the topics of crisis communications, ethics and reputation management. The Society's interaction with FEMA is one of many national and international opportunities presented to PRSA in 2007, resulting from PRSA's proactive strategies to advance the public relations profession, its professionals and ethical communications practices. Other opportunities in 2007 have included co-sponsoring with the U.S. State Department a program on public diplomacy for Congressional members and their staff, as well as responding to many national news-making issues involving

public relations crisis response and ethical best practices.

"PRSA is privileged to provide to FEMA this assistance and to address the critical topic of communications ethics," said PRSA Chair and CEO Rhoda Weiss, APR, Fellow PRSA. "For PRSA, the opportunity to extend professional development to FEMA staff also represented an opportunity for public service, in the hope

that FEMA's communications will continue to serve the public good."

According to Weiss, PRSA's workshop content included analysis and discussion of the PRSA Code of Ethics, societal expectations for ethical communications, trust and reputation in the age of new media, response strategies for hostile stakeholder groups, crisis communications management, relationship-building with partners in government, addressing the specific needs of multi-cultural and multi-generational groups, and case study analysis for applying the PRSA Code of Ethics day-to-day at multiple levels of decision-making.

"PRSA hopes this workshop will be the beginning of an ongoing interaction with FEMA — as well as an open door to relationships with other government agencies interested in addressing ethical considerations for their own communications policies and operations — in order to instill decision-making processes that foster public confidence and serve the best interests of the people," Weiss said.

National PRSA Emails

Many PRSA members opted out of receiving emails from PRSA in the past several years. Please take a few minutes to reconsider and contact PRSA to sign up for emails. During the past 9 months, PRSA has changed its email policies to strengthen the content of the emails and also reduce the quantity that are sent to members. Also, there are now mechanisms to allow members to subscribe to just certain types of emails. If you've opted out in the past you're not able to take advantage of the daily "Issues and Trends" which is an extremely popular member benefit.

To change your setting, log in to MemberNet and go to Communication Settings. There you can choose the types of emails you want to receive. If you don't know your MemberNet log-in information, contact helpdesk@prsa.org and they will send you the information, or assist you further.



There will be no PRSA lunch programs in December for Anchorage or Fairbanks. Happy holidays from the PRSA Alaska Chapter board of directors!

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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Carley Lawrence, *Marketing Strategist, The Nerland Agency*

David Kennedy, *Alaska Communications Consultant, Wells Fargo*

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

Accreditation Nance Larsen, APR, *Vice President of Communications and Marketing Programs, Anchorage Convention & Visitor's Bureau*

Advocacy Crystal Enkvist, APR

Aurora Awards Program Carley Lawrence

Aurora Awards Banquet Natalie Knox, APR, *ConocoPhillips*

Cvent Cassandra Stalzer, APR

Education (scholarship) Ron McGee

Fundraising Christine Lynch

Anchorage Membership Coordinator: David Kennedy, *Alaska Communications Consultant, Wells Fargo*

Newsletter & Publicity Scott McCrea

Statewide Unity Jeri Wigdahl

PRSSA Advisor Nance Larsen, APR

Press releases Marcia Hoffman-DeVoe, *VA Healthcare System*

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!

