



President's Message

Dear Members,

There is quite a lot going on for the Alaska Chapter of PRSA. Keep reading for information on some great luncheon programs in March for Fairbanks and Anchorage and the North Pacific District Conference in San Francisco in May. And finally, happy birthday! The Alaska Chapter is 30 years old. See below for a newspaper clipping from the installment in 1977.

Our Anchorage programs for March and April will be held at Inlet Tower downtown. Our board is aware of your dissatisfaction with the food at previous venues so we are trying something new. I'd like to thank each of you for your patience and we hope you'll enjoy the new venue.

A reminder that our chapter website features an Alaska jobs bank. Visit www.prsaalaska.org and click on Careers for information on submitting a job posting.

For those of you enjoying spring break in warmer climates, have a nice trip! I look forward to seeing you soon.

Sincerely,
Celine Kaplan
PRSA Alaska Chapter President
c_kaplan@telalaska.com

Membership Input Needed for Survey

The PRSA Alaska Chapter needs your input to better plan the year's activities. Please take a moment to complete the 11 questions in the Aurora Awards and Banquet Survey.

Last year less than a third of our membership completed the survey, which is perplexing, considering that we work in a profession that values measurement and evaluation. The internet-based survey will be easy and quick so please help out your Chapter and participate. Thank you!

Here is a link to the survey:
<http://www.surveymonkey.com/s.asp?A=180519615E82080>

Thanks in advance for your participation.

Anchorage /Fairbanks PRSA March membership luncheons

ANCHORAGE:
"Balancing What You Know With What You Can Say"



A three-person panel will discuss "Balancing What You Know With What You Can Say." Panelists include Eric Gonzalez with the FBI, Kjirsten Lastufka with Alaska Regional Hospital and Capt. Allen Heritage of the Elmendorf Air Force Base.

WHEN: Wednesday, March 14, 12-1p.m.

WHERE: Inlet Tower Hotel & Suites, 1200 L Street

RSVP: Visit the PRSA Alaska Chapter website at www.prsaalaska.org to register online or call the PRSA hotline at 566-0717.

Sponsored by Alaska Power Association

FAIRBANKS:
"How to Make the Ask and Thank Them with the Best PR"

Think you can just call up an organization a week or two before an event and ask them to donate to your event? Wrong! OK, you have the funding, now what do you do with your donors? How do you give them the best PR so they will consider future donations? We're fortunate to have an expert panel of presenters to share their organization's best practices with us. Presenters include Carla Beam with BP Exploration Alaska, Inc., Diane Kaplan with the Rasmuson Foundation, Nancy Schoephoester with ConocoPhillips, Inc., Mike Walsh with the Foraker Group, Judyth Weir with the University of Alaska Fairbanks, and Jeri Wigdahl with Flint Hills Resources.



WHEN: Monday, March 26, 12-1:30p.m.

WHERE: Zach's Restaurant at Sophie Station Hotel

RSVP: Call Scott McCrea at 474-7905 or email at scott.mccrea@uaf.edu

Happy birthday to us!



PUBLIC RELATIONS SOCIETY INSTALLS

The newly formed Alaska chapter of the Public Relations Society of America has installed its first officers. From left are Jay Rockey, outgoing national president and installing of-

ficer; Beverly Ward, secretary-treasurer; Bruce Pozzi, president, and Len McLean, vice president.

Professional 'Spokesmen' Organize

Anchorage has a new organization—the Alaska chapter of the Public Relations Society of America, which had its installation meeting Friday.

Bruce Pozzi of Murray, Kraft & Rockey is the chapter's first president.

Other officers are Len McLean, Alaska Pacific LNG, vice president; Beverly Ward, Alyeska Pipeline Service Co., secretary-treasurer, and board members Steve Oien of Murray, Kraft & Rockey, Dennis Fradley of Alyeska Pipeline Service Co., Lee Chemick of the U.S. Army-Corps of Engineers, and Kathleen Kelly.

Jay Rockey, outgoing national president of the society and chairman of the Rockey Co. public relations firms, was the speaker and installing officer.

The society is a major professional association for public relations practitioners with a national

membership of 7,000. The Alaska chapter is the 75th.

Rockey told his colleagues at the installation luncheon, "We have been talking about this for years, and it has finally come to pass. You should know that the board and the assembly of the society gave not only unanimous, but enthusiastic approval to the charter application for Alaska. I guess these days everyone knows where Alaska is."

He also said the profession of public relations is on the threshold of a new confidence. "The need for public relations was never greater. Business and our institutions are beginning to believe more strongly in what we do; and this will sharply increase as we speak up and show the way."

The Alaska Chapter is 30 years old! This article announcing the installment of the Alaska Chapter of PRSA appeared in the Anchorage Times in 1977. Clipping courtesy of Bruce Pozzi.

"Taste of PRSA" new membership opportunity continues through March

Public relations professionals who join the Public Relations Society of America (PRSA) in March will not only save the traditional \$65 initiation fee, they will also get a "taste" of the benefits of PRSA membership.

This offer is valid for those joining as full members at the \$225 annual dues rate (offer not available for Associate membership). Local Chapter dues are additional.

To join, request a Taste of PRSA application and flier from Membership Chair David Kennedy (265-2184 or kennedj@wellsfargo.com), or click on the Taste of PRSA icon at www.prsa.org.

Encourage your colleagues to join PRSA in March to enjoy the sweet taste of PRSA!

Save the date for San Francisco

San Francisco and Silicon Valley chapters of PRSA, in conjunction with Golden Gate University, are proud to co-host "The Golden Gateway to the Global Village," the 2007 North Pacific District Conference in San Francisco on Friday, May 18, 2007.

This full day event, which includes a pre-conference networking reception, is the premier West Coast professional development opportunity of 2007, offering keynote and break-out sessions presented by top local and national practitioners and leaders. Join fellow practitioners from eight states and 16 PRSA chapters.

Early registration ends April 17 (Member rate \$125 Early Registration/\$195 after April 17), so register early at www.acteva.com/go/prsaNPD.

BOOK YOUR HOTEL EARLY--IT'S "BAY TO BREAKERS" WEEKEND! Special PRSA room rates at Cathedral Hill Hotel (\$99: 1-800-622-0855) or the King George Hotel (\$169: 1-800-288-6005).

Take the "Numb" out of numbers

PRSA is offering a one-hour teleseminar on how to make statistics more interesting and accessible. Held on Thursday, March 22 at 11a.m. AST, this interactive teleseminar will be with Ann Wylie, president of Wylie Communications, Inc. The teleseminar will focus on how to make numbers and statistics more compelling and understandable to your audience. Virginia McKinney is looking to see if a group in Anchorage is interested in getting together to share the cost of the teleseminar. She asked interested folks to email her directly at Virginia.McKinney@nealaska.org.

Spring into APR accreditation!

Spring is the perfect time to work toward APR certification! The APR certification is the only professional certification program open to public relations professionals. Earning the APR certification proves you have successfully demonstrated competency in the knowledge, skills and abilities required to practice public relations effectively in today's business arena. For more information please contact Nance Larsen at NLarsen@anchorage.net or (907) 257-2331.

Volunteers needed for ski championships

The U.S. Alpine Ski Championships return to Anchorage in late March. Volunteers are needed to work in the media center, events, and on the mountain with the media. This event will feature the best U.S. alpine representatives looking toward the 2010 Olympics. Contact Laura Tanis, LTanis@anchorage.net or (907) 257-2331.

Have an item for the newsletter?

Contact newsletter editor Scott McCrea at scott.mccrea@uaf.edu or at (907) 474-7905.

Be the Talk of the Town

Ten Ways to Add Verbal Communication to your PR Plan

by Blythe Campbell

Send the CEO on a speaking tour.

More than 100 organizations meet in Alaska every week. Whether you're building awareness, introducing a new product or service, or taking a stand on an issue, these groups want to hear about it.

Start an in-house speakers bureau.

Design a basic presentation and work with a core group of speakers to personalize and practice it. Using a speakers bureau engages more employees, and more audiences.

Prepare your spokesperson for a crisis.

Putting a "face" on your company in a crisis is important – make sure he or she has good media training, and practice.

Script, and practice, the Q&A.

Brainstorm possible questions in advance and agree on the answers. Practice answering the tough questions.



Blythe Campbell is a speechwriter and presentation coach with 25 years of communications experience in Alaska.

Blythe Campbell Communications
907 345 1066
blythe@alaska.com
www.blythecampbell.com

Turn Q&A into a discussion. Instead of a traditional Q&A, leave more time for audience comments and discussion. Capture key points and use them to refine your messages.

Hold an employee rally. Make your case, face to face, with employees before you launch a new campaign or initiative. Don't forget to ask for their feedback.

Set up face-to-face meetings with customers or stakeholders. Have a frank conversation about your strategy or issue. You will get valuable insights that may change your approach.

Gather stories, and tell them. Ask employees and customers to talk about their experiences — and take enough time to get the whole story, beginning to end. Use these stories to enrich your presentations.

Hold a conference call. If your employees or stakeholders are located in far-flung places, use a conference call to make a presentation and answer questions. Record the call so it can be accessed later via the web or podcast.

Extend the conversation electronically – through your website, email and blogs. More than 70% of adults (and 85% of teens) use the internet. They expect to be part of a two-way conversation, not just with you, but also with each other.

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*

Board Members

Carley Lawrence, *Marketing Strategist, The Nerland Agency*

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*

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

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.