



NEWS FOR THE MONTH OF APRIL 2008

## 2008 Board of Directors

### President

Sherrie Simmonds

### President Elect

Amy J. Burnett

### Treasurer

Cassandra Stalzer,  
APR

### Secretary

Julie Pollock, APR

### Past President

Celine Kaplan

### Assembly Delegates

Crystal Enkvist, APR  
Bruce Batten, Fellow  
PRSA, APR

### Ethics Officer

Joette Storm, Fellow  
PRSA, APR

### Members

Michelle Engelke, CAS  
David Kennedy  
Scott McCrea  
Ron McGee  
Renee Nelson  
Sandra Yi

For committee chairs  
and contact  
information visit us on  
the web at  
[www.prsaalaska.org](http://www.prsaalaska.org)

## Message from the President

April (snow) showers bring May flowers, the end of the legislative session, and our spring must-attend professional development seminar scheduled for April 23. Register early (space is limited—and that's not just a marketing ploy) for Dr. Joseph "Joe" Trahan's *Train the Media Trainer*. Many of you have seen him at national PRSA conferences, where he is a regular presenter, or maybe you participated in his *Gumbo Soup of Media Training* seminar last year. His presentations are lively, interactive, informative, and definitely a bargain for a national speaker of his caliber. Look for more information on page two about how to register.

Have you thought about joining a PRSA section, but just haven't gotten around to it? Now is the time!

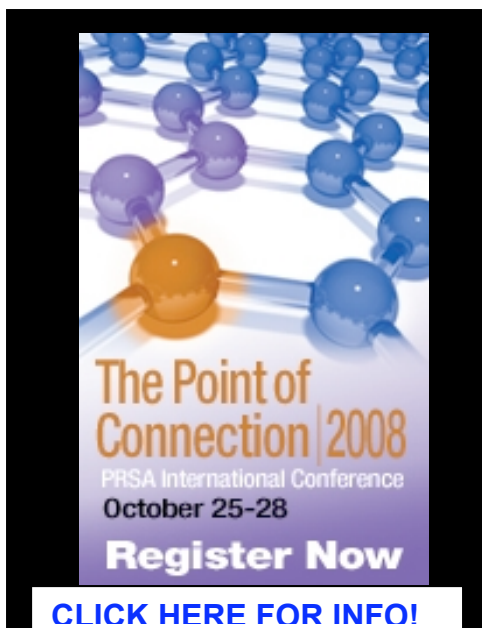
Members who join a professional interest section will save \$20 off the first year annual dues. Most section dues are \$60/per year so you'll pay \$40.

Or does your organization have a group of 10 or more employees eligible to join PRSA? You can receive special rates on dues for the first year along with other benefits including transferability of your membership, which is not available to members who are not part of a group. Go to the PRSA website [www.prsa.org](http://www.prsa.org) for more information about these membership opportunities.

PRSA Alaska Chapter and the American Marketing Association had a very successful joint meeting in March with ACS Alaska Director of Communications, Mary Gasperlin, and Chenega Corporation Director of Corporate Communications, Kristina Woolston talking about "The Benefits of Integrating Marketing and Public Relations." PRSA and AMA will be looking for more opportunities to connect in the future.

We hope to see you at *Train the Media Trainer* on the 23<sup>rd</sup>.

Sherrie Simmonds, President  
PRSA Alaska Chapter





## April professional development program to feature “Media Training for the Trainer”

When the media spotlight is focused on your company, do you know what to do? Or what to tell your CEO or board chairman to do? Dr. Joseph Trahan has traveled around the world, training thousands of people on dealing with the media, including what you can do to prepare others for interviews, examples of bridging connector phrases and the importance of non-verbals. Trahan demonstrates how creating a positive image takes work, and how to fine tune your company’s message and control what the media reports.

Our speaker, Dr. Joseph V. Trahan, III APR, Fellow, PRSA, is an internationally known media relations trainer, public relations strategist and president of Trahan & Associates. He has conducted hundreds of media training classes across the United States and in many countries. With more than 20 years of experience in public relations, Dr. Trahan has worked with government agencies, educational institutions, law enforcement and non-profit entities. He has managed four Joint Information Bureaus and has taught public relations and advertising at many colleges and universities throughout the South.

Our April professional development seminar and luncheon will be held Wed., April 23, at the Inlet Tower Hotel & Suites, 1200 L Street. The lunch program begins at 11:30 a.m., and the seminar begins at 1:15 p.m.

Cost to members: seminar and lunch is \$90; lunch only \$25 Cost to non-members: seminar and lunch \$125; lunch only \$30 Cost to PRSSA students: seminar and lunch \$50; lunch only \$10.



## Synergy of philanthropy and marketing to highlight Fairbanks lunch program in April

The PRSA Alaska Chapter Fairbanks lunch program will feature the topic “Synergy of Philanthropy and Marketing at ConocoPhillips Alaska.”

How do ConocoPhillips Alaska philanthropy and marketing departments work closely together to create a synergy providing the greatest positive impact for the community as well as their company?

Director of Media and Advertising, and Ann Peltier, Public Affairs Analyst for ConocoPhillips Alaska's Philanthropy & Community Services address the Fairbanks PRSA group on Monday, April 28, noon in Zach's Board Room at Sophie's Station Hotel.

To RSVP, email Sharon Burke at [Sharon.burke@uaf.edu](mailto:Sharon.burke@uaf.edu) or call 474-7587.

Find out when Natalie Knox-Lowman,

## PRSA launches new job center website

PRSA members can now post to our newly relaunched jobcenter paying less than half what nonmembers typically pay. Plus member jobs will be posted an extra 15 days for a total of 45 days. In addition, posting your resume is now free.

To visit our new jobcenter, please go to: <http://jobs.prsa.org/home/index.cfm> (do not type www beforehand).

Employer benefits include:

- pre-screen filters
- bulk posting
- candidate management system

Job seeker benefits include:

- Job alert system
- Career management system

If you have any questions, please feel free to contact [richard.spector@prsa.org](mailto:richard.spector@prsa.org)

## PRSA teleseminar on integrated marketing communications

Tuesday, April 22, 2008 3:00 p.m. - 4:00 p.m. ET

PRSA Member \$150 / Non-Member \$250

The integrated marketing communications (IMC) approach to public relations programming can leverage an organization's communications efforts for maximum return. How do you ensure message consistency at all levels and across all tactics? How do you reach diverse audiences — with a consistent message, uniquely tailored to appeal? How do you get all of the internal interests — advertising, public relations, marketing, employee relations — singing from the same songbook? This teleseminar will show you how — and why.

### You will learn:


- The definition and basic theory of integrated marketing communication.
- How to develop an IMC plan.

- How to communicate all messages across all audiences using all mediums to ensure a fully integrated program.

**You'll hear from:** **Catherine B. Ahles, APR, Fellow PRSA**, senior vice president, Marketing, Premier Aircraft Sales, is an expert in integrated marketing communications. She is a frequent lecturer on the topic, and her integrated marketing communication campaigns have won two Silver Anvils. Previously she was chair of the advertising department at Florida International University where she taught IMC.

[Click here](https://www.prsa.org/PDseminars/DisplayEvent.cfm?semID=321) for details or visit <https://www.prsa.org/PDseminars/DisplayEvent.cfm?semID=321>

To learn more about PRSA Professional Development, see our Calendar of Events or e-mail [judy.voss@prsa.org](mailto:judy.voss@prsa.org).



The PRSA Alaska Chapter newsletter is printed monthly. Submissions for the next newsletter are due at the end of each month.

For more information contact newsletter editor Scott McCrea at [fnsjm@uaf.edu](mailto:fnsjm@uaf.edu) or (907) 474-7905.

---

We're on the Web!  
See us at:  
[www.prsaalaska.org](http://www.prsaalaska.org)