



# PRSA Alaska Chapter

NEWS FOR THE MONTH OF FEBRUARY 2008

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[www.prsaalaska.org](http://www.prsaalaska.org)*

## Message from the President

Happy Sweethearts' Month! What a terrific way to kick off the new year with the Aurora Awards celebration at the Snow Goose. Congratulations to all of our winners, especially Natalie Lowman for her Best in Show honor and Vivian Hamilton for being recognized with the Bruce Pozzi Chapter Service Award.

In this newsletter, you'll learn more about national's newly expanded job center (especially internship opportunities) and get the details of the February/March membership drive, where PRSA will waive the initiation fee (encourage your friends and coworkers to join).

Be sure to attend the February 20 meeting, "The Changing Face of Alaska News."

I'm looking forward to serving as your 2008 president. We have a terrific board with lots of exciting ideas for speakers, fun events, and an updated website. Let me know if you'd like to be more active in the organization. We'd love to have your help on a committee.

Hope to see you soon.

Sherrie Simmonds  
[ssimmond@ahfc.state.ak.us](mailto:ssimmond@ahfc.state.ak.us)

## Anchorage lunch program to focus on new media

Please join the PRSA Alaska Chapter February 20 for this **exclusive members-only** Q&A with Anchorage Daily News Senior Vice President & Editor Pat Dougherty as he discusses how the social media phenomena and online news gathering trends are changing the content and appearance of Alaska's largest newspaper.

He will discuss the growing popularity of ADN's blogs and online newsletters, followed by a question and answer session. Doors open at 11:30. The program starts at noon. You can register through the PRSA Alaska Chapter website at [www.prsaalaska.org](http://www.prsaalaska.org) or by calling the PRSA Hotline at 566-0717.





## “Taste of PRSA” new membership promotion in February and March

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

Benefits for PRSA members include: Complimentary subscriptions to *Public Relations Tactics* and *The Strategist*; Research from the Professional Resource Center, including direct access to our proprietary online research database – PRC Search Professional development, including seminars, teleseminars and the annual International Conference – all at reduced member rates; Career support to include

listings, resume posting, mentoring and the online Career Tools service; Alaska Chapter membership and 19 Professional Interest Sections or Affinity Groups.

This offer is valid for those joining as full members at the \$225 annual dues rate (offer not available for Associate membership). Alaska Chapter dues are \$30.

To join, request a Taste of PRSA application and flier from Membership Chair **David Kennedy** (265-2184 or [kenneddj@wellsfargo.com](mailto:kenneddj@wellsfargo.com)), or click on <http://www.prsa.org/membership/taste2008.html>.



## UAF photographer to speak at Fairbanks lunch program

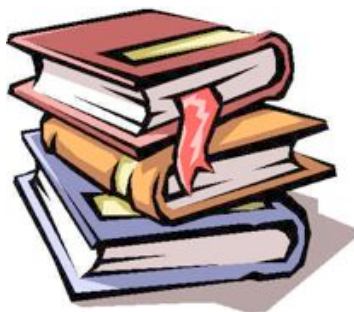
Todd Paris, photo manager for the University of Alaska Fairbanks Marketing and Publications office, will be the speaker at the Fairbanks lunch meeting of the PRSA Alaska Chapter.

Paris will be offering tips and tricks for basic digital photography as they pertain to PR efforts to include ideas on how to stage the “grip and grin” photo shoot, tips for taking head shots, and basic photo manipulation for print and web.

Paris is an accomplished photographer who has received multiple awards from the University Photographers' Association of America. Paris' work with the university can be viewed online at <http://www.uaf.edu/gallery/>. His freelance work can be seen at <http://www.parispub.smugmug.com>.

The program will be held on Monday, February 25 at 12 p.m. at Sophie Station Hotel. To RSVP contact Sharon Burke at [Sharon.burke@uaf.edu](mailto:Sharon.burke@uaf.edu) or (907) 474-7587.

## Don't forget about scholarship opportunities!



This is a friendly reminder from your PRSA Alaska Chapter on the Leonard McLean Scholarship. The scholarship application is due each fall and is awarded annually to an Alaskan resident studying for a career in public relations (in our out of state). Keep the scholarship in mind as you come in contact with current/prospective college students who are studying public relations and

encourage them to apply when the time comes.

The scholarship is named for one of the founders of the PRSA Alaska Chapter in honor of his contributions to the local organization and to the advancement of the public relations profession.

More information is available at [www.prsaalaska.org/scholarship.htm](http://www.prsaalaska.org/scholarship.htm)

## PRSA Alaska Chapter announces winners of 2007 Aurora Awards & Awards of Excellence

The Alaska Chapter of the Public Relations Society of America (PRSA) handed out 38 awards to its members at the annual awards banquet on January 10, 2008.

The awards banquet is held each year to recognize excellence in two areas, Aurora Awards and Awards of Excellence. Aurora Awards honor a comprehensive public relations campaign that successfully communicates a message using a variety of tools, programs and components. The Awards of Excellence recognizes the design, creation and production of a single public relations tool. Judging was done by the Puget Sound PRSA Chapter in Washington.

The Anchorage Convention and Visitors Bureau led the way with a total of eight awards. The ConocoPhillips community campaign received the "Best in Show" award.

A complete listing of all the Awards of Excellence and Aurora Awards is available on the PRSA Alaska Chapter website at [prsaalaska.org](http://prsaalaska.org).

In addition to the Aurora Awards, the PRSA Alaska Chapter presented former chapter president Vivian Hamilton, APR, Fellow PRSA with the Bruce Pozzi Chapter Service Award. The award is presented to a public relations practitioner and PRSA member who has demonstrated exemplary service to the PRSA Alaska Chapter. Hamilton has also served on the national PRSA board of directors and went on to become the chairperson for the PRSA College of Fellows.

"She is a lightning rod for the involvement of others in our chapter," said award namesake Bruce Pozzi, APR, Fellow PRSA when presenting the award to Hamilton.

For more information on the Aurora Awards contact Celine Kaplan at (907) 550-1719 or email at [c\\_kaplan@telalaska.com](mailto:c_kaplan@telalaska.com).

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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 [scott.mccrea@uaf.edu](mailto:scott.mccrea@uaf.edu) or (907) 474-7905.

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We're on the Web!

See us at:

[www.prsaalaska.org](http://www.prsaalaska.org)

## PRSSA Job Center Offers Links for Internships/Jobs

### What is the PRSSA JobCenter?

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 the best resource for public relations employers to post opportunities and gain enthusiastic interns and employees.

### How can I post on JobCenter?

First, go to the PRSSA JobCenter home page at <http://www.prssa.org/jobcenter/>. As a first time user, you will have to register by choosing a login name and password. Once you are registered on JobCenter, you create a profile, which includes your contact information and company summary. This profile will then be included for your convenience during future postings.

Now that you're a registered employer, you can add, edit or delete your postings at any time. The postings are updated within a day of your changes. JobCenter provides access anytime day or night to accommodate your schedule.

### What must each listing on JobCenter include?

Each internship or job posting on JobCenter must include the company's name, address and Web

site address, along with a contact person's name and title. Every posting includes the date it was posted, the position available, a job description, qualifications, compensation and instructions for how applicants should apply.

### Why should I use JobCenter?

JobCenter is free, convenient and user-friendly. The database gives you complete control of postings. 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.

### For more information please contact:

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