



# Alaska Chapter



NEWS FOR THE MONTH OF NOVEMBER 2008

## Message from the President

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

Greetings!

Eleven public relations professionals from Alaska attended the PRSA 2008 International Conference in Detroit, October 25–28. We had wonderful opportunities to network with each other, along with colleagues from other states and even other countries, to hear some terrific speakers at the general sessions, and to learn from the experts at more workshop choices than we could fit into our schedule. Plan to join us at the 2009 International Conference in San Diego Nov. 7 – 10.

We had a great response to our Call for Entries for the Aurora Awards. They have been sent to the Albuquerque, NM chapter for judging. Good luck to all. We hope you'll join us at the awards luncheon scheduled for Wed., 1/21/09 at the Denai'na Center.

You won't want to miss our fall PD seminar scheduled for November 10. Dr. Hans and Annemarie Bleiker, Institute for Participatory Management and Planning, are well known in government circles for their successful plan for working through the NIMBY syndrome, "**SDIC**": **Systematic Development of Informed Consent**, an approach to public involvement "that earns the

organization using it the public's trust and respect." Our cost of \$125 for members and \$175 for non-members is a terrific discount from their usual fee. Log on to our website [www.prsaalaska.org](http://www.prsaalaska.org) for a link to register.

Our social networking brown-bag luncheons are in full swing the first three Thursdays in Nov. Seating is limited, so be sure to register to learn more about *Blogs, Twitter, Podcasts, RSS feeds, and Web 2.0* from the experts. The two-hour, brown-bag lunch workshops are free to members and \$20 for nonmembers.

Your 2009 board has scheduled a planning retreat for Nov. 16. We'd like to hear from you about what you would like to get out of your PRSA membership (member benefits) and what types of professional development programs you are interested in. Contact me at [ssimmond@ahfc.state.ak.us](mailto:ssimmond@ahfc.state.ak.us) or Amy Burnett, president-elect, at [Amy.J.Burnett@conocophillips.com](mailto:Amy.J.Burnett@conocophillips.com).

Hope you're having a terrific fall (or is it winter already?)!

Sherrie Simmonds,  
Alaska Chapter President  
[ssimmond@ahfc.state.ak.us](mailto:ssimmond@ahfc.state.ak.us) or 330-8447



## **“Become an Implementation Genius” at Anchorage professional development program**

Did you know there is a legitimate cure for political gridlock? Have you ever worked hard to solve an important problem, come up with a valid, workable solution – a proposal that really is the right thing to do – only to see that proposal: · Fall casualty to “politics” · Hung up in decision-making gridlock · Become a victim of NIMBY Political gridlock is a reality in our system. Especially if you work in the public-sector, this is not news to you.

Becoming effective is systematically attainable. For the past thirty-plus years, Dr. Hans and Annemarie Bleiker of the Institute for Participatory Management and Planning have been traveling all over the United States teaching everyday professionals how to transform themselves into Implementation Geniuses.

From coast to coast, people are calling the Bleiker’s course one of the most valuable training opportunities of their career.

[Register now](#) through Cvent.

**Date:** Monday, Nov. 10

**Time:** Full-day session 8:30a.m.-5p.m.; luncheon presentation only from 12-1p.m.

**Location:** Anchorage Hilton Hotel

**Full-day session cost:** Members/\$125, Non-members/\$175

**Luncheon only:** Members/\$27, Non-members/\$25, Students/\$15

Sponsored by [Alaska Housing Finance Corporation](#)



## **Mat-Su Borough receives international PR awards**

The Mat-Su Borough's 2008 Annual Report earned two golds at the 2008 MarCom Awards, an international public relations competition.

MarCom Awards is judged by the Association of Marketing and Communication Professionals.

More than 5,000 entries competed. Among the entrants were: media conglomerates, corporate marketing professionals, advertising agencies, design shops, and Fortune 500 companies.

The annual report earned a gold in "writing" and a gold in the "government" annual report category. Public Affairs Director Patty Sullivan wrote the report with graphic designer Annie Brace.

It is the Borough's second annual report. Some 15,000 copies are in racks across the Borough.

**On the Web:**

<http://www.marcomawards.com/index.php>

## Social Networking Workshops: Free Members-Only Brown-Bag Events

### **Location:**

Anchorage Chamber of Commerce  
1016 W. Sixth Avenue, Suite 303

### **November 6 Thu 12-2pm Social Media Case Studies & Matchmaking**

Learn how to strategize a social media campaign for 2 fictitious companies and get personalized social media recommendations for your company or organization  
Aliza Sherman, Moonbow Productions, Inc.

<http://www.mediaegg.com/>

### **November 13 Thu 12-2pm Hands On Social Media**

Bring your laptop to access social media sites and tools via wifi and get step by step instructions to setting up a test blog, Twitter account, MySpace page and more.

Kristen Lindsey, Apokrisis

<http://www.apokrisis.com/>


### **November 20 Thu 12-2pm Audio and Video Podcasting**

Learn what kind of equipment you need, software to use, and how to turn your audio or video podcasts into a part of a social media campaign.

Kevin/Scott, Alaska HDTV

<http://www.alaskahdtv.com>

Be sure to RSVP to your upcoming Cvent invitation



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:

<http://www.prsaalaska.org>

### **Associated Press Style Tip of the Month: Time**

- Time in newspaper usage is always a.m. or p.m. Don't use tonight with p.m. or this mornig with a.m., because it is redundant. Don't use the terms yesterday and tomorrow to describe when an event occurred. It is OK, however, to say today.
- In describing when an event happens, use the day of the week if the event occurs in the last week or the next week. BUT, use the calendar date if the event is longer than a week ago or farther than a week off.
- Generally, it's more readable to put the time, then the date, when an event will occur: **RIGHT:** The train arrives at 3 p.m. Jan. 3. **WRONG:** The train arrives on Jan. 3 at 3 p.m.
- Avoid putting both the day of the week and the date that an event will occur: **RIGHT:** The fireman's ball will be on Jan. 3. **WRONG:** The fireman's ball will be on Monday, Jan. 3.
- **CORRECT:** It's 7 p.m. **INCORRECT:** It's 7:00 p.m.