



Ethics to highlight Anchorage, Fairbanks programs

The PRSA Alaska Chapter monthly programs in both Anchorage and Fairbanks will attempt to answer the question "Can we all be one big Alaskan family and still be honest and ethical?"

In Alaska where people have less than six degrees of separation and where indicted felons and their trial judges are neighbors, is

From the President

I hope all of you had an enjoyable summer! Fall is a busy time for the Alaska Chapter of PRSA with three different activities coming up:

Oct. 5 is the deadline for turning in applications for the Len McClean Scholarship Award for the 2007-2008 academic year. The Alaska Chapter will award a \$1,500 scholarship to an Alaska resident studying for a career in public relations. More information and an application form is available on our website at <http://www.prsaalaska.org/scholarships.htm>. If you know of a full-time student studying public relations, please let them know about this opportunity.

October 20 through 23 are the dates for the PRSA International Conference in Philadelphia. This year PRSA is offering special prizes to chapters based on the number of registrations. Our chapter has a long history of excellent attendance at the conference that I hope will continue this year. You can save \$200 by registering by September 14 at www.prsa.org. As we've done in previous years, our chapter will plan a group dinner for attendees from Alaska.

And finally, November 2 is the deadline for entries for our annual Aurora Awards competition. The call for entries is now available at <http://www.prsaalaska.org/auroraawards.htm>. And don't forget to nominate a colleague for one of our special awards: Communicator of the Year or the Bruce Pozzi Chapter Service Award. The awards will be handed out at our Aurora Awards event in January.

My thanks to everyone on the Alaska Chapter Board of Directors and Committee Chairs for all of their hard work in planning for these PRSA activities this fall. I hope to see you in September!

Sincerely,
Celine Kaplan
PRSA Alaska Chapter President

it a challenge to remain ethical?


Our state is just a small town. Everybody seems to know everybody. You might find yourself sitting in the pew next to a former Governor or attending a museum opening with legislators. A PR practitioner might often find herself or himself in a conflict of interest just because we are such a close knit community.

How do we maintain our moral compass and serve the interests of the community or our clients without crossing the line? Do we know when a gift could be meant as more than a token?

Whether you are in Anchorage or Fairbanks, you'll have to come to the lunch program to get those questions (and more) answered!

ANCHORAGE

The Anchorage program will be held on Wednesday, Sep. 19 at Inlet Tower and Suites at 1200 L Street. The speaker will be Tom Buller PhD, associate professor and chair, of the philosophy department at the University of Alaska Anchorage.

The program is sponsored by  ConocoPhillips. Doors open at 11:30 and the program begins at 12p.m. For more information or to RSVP visit the Alaska Chapter PRSA website at <http://prsaalaska.org>.

FAIRBANKS

The Fairbanks program will be held at the Regency Hotel on Monday, Sep. 24. The speaker will be Eduardo Wilner, PhD, associate professor of philosophy at the University of Alaska Fairbanks.

The program will begin at 12p.m. For more information or to RSVP visit the Alaska Chapter PRSA website at http://prsaalaska.org/alaska_chapter%20Fairbanks.htm

ABOUT ETHICS MONTH

PRSA is promoting the ethical practice of public relations by recognizing September as Ethics Month for its more than 20,000 members. The observance of Ethics Month, now in its sixth year, emphasizes the critical role of ethics in the daily practice of the public relations profession and promotes the awareness and understanding of the PRSA Member Code of Ethics.

Nominations Due for 2007 Aurora Awards & Awards of Excellence

Remember how hard you worked on that PR campaign last year? Think about the hard work you put into your annual report, newsletter, brochure, or other publication. Now is the time to gather the information you used to prepare all your outstanding PR work from last year! The Aurora Awards and the Awards of Excellence call for entries is now on our website at www.prsaalaska.org and applications are due by Friday, November 2.

Also being accepted are the awards for PR Communicator of the Year and the Bruce Pozzi Chapter Award. The PR Commu-

Applications being accepted for Leonard McLean Scholarship

The Leonard McLean Scholarship is named for one of the founders of the Alaska Chapter of PRSA, in honor of his contributions to the local organization and to the advancement of the public relations profession. The scholarship is awarded annually to an Alaska resident studying for a career in public relations. Applicants must be full-time students who have a declared major in the communications field with an emphasis in public relations, at a four-year institution of higher education. Applicants must be members of a local PRSSA chapter.

Applications are due by October 5, 2007. Information on the scholarship is available on the Alaska Chapter PRSA website at prsaalaska.org or contact Ron McGee at afrnm@uaa.alaska.edu.

Stork report....

The Alaska Chapter would like to congratulate the following PRSA members on the new additions to their families:

Harrison Leonardo McCrea was born on August 10. Harrison is the son of Scott McCrea, an Alaska Chapter board member and editor of this publication.

PRSA Member Gary Scott welcomed son, Everett Grayson Scott, on July 17.

PRSA Member Gina Romero welcomed daughter, Leah Rose Romero, on June 16.



nicator of the Year is the Alaska Chapter's highest individual award. Created in 1993, the award is given annually to a public relations professional who exhibits leadership and visionary style, and makes a major contribution to the profession setting themselves apart from their peers.

Created in 2004, the Bruce Pozzi Chapter Service award is given annually to a member whose service to the Alaska Chapter has been significantly above and beyond expectations during the previous year(s) of service. The award is named for the chapter's first president, Bruce Pozzi.

Applications are available on the PRSA Alaska Chapter website. Nominations for those awards are due by 4pm on Friday, December 7. They can be sent to Natalie Knox, APR at n.m.knox@conocophillips.com



Member Spotlight:

Nance Larsen

Nance Larsen is an accredited public relations professional with more than 20 years of experience. Her resume includes an extensive background in marketing, sponsorships and public relations on an international basis for major consumer brands such as ASICS TIGER Corporation, Yamaha Motor Vehicles, Kawasaki Motor Vehicles and Fluidmaster, Inc.

Specializing in event management, Larsen has worked in a marketing capacity promoting events such as the New York City Marathon, the Los Angeles Marathon, NBA-sanctioned Summer League, six Olympic Games and 10 World Running and Ski Championships. Larsen was the Marketing/Public Relations Director for the 2001 Special Olympics World Winter Games and is currently a nominated member of Special Olympics, Inc., Global CAT Team (Crisis Action Team).

As one of six members of the global CAT team, Larsen is responsible for the development of three worldwide communications programs now implemented by Special Olympics, Inc. Larsen is currently Vice President of Communication & Marketing Programs for the Anchorage Convention & Visitors Bureau (ACVB). Larsen's position with the ACVB includes development of marketing programs promoting tourism to Anchorage, Alaska, as well as oversight of all advertising, public relations, graphics/collateral development, IT and Web site functionality of www.Anchorage.net.

As part of her current job responsibilities, Larsen manages media relations, advertising and promotions for large-scale events associated with the ACVB, such as the 2004 U.S. Alpine Ski Championships and the 2006 National Veterans Wheelchair Games. In addition, Larsen is a contributing member for the development of the city's new brand, Anchorage. Big Wild Life.

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*

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!

