

# BLUE RIDGE

**PRSA** Public Relations Society of America



*views*

*A membership publication of the Blue Ridge Chapter of the Public Relations Society of America*

July/August 2006

Vol. 14 No. 9

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President	Christopher Finley
President-Elect	Jennifer Faulkner
Immediate Past President	Shelly Whitaker, APR
Secretary	Molly Bell
Treasurer	Amy Whittaker
Assembly Delegate	Teresa Gereaux, APR

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Jo Beth Brown - 2007  
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Awards	Christopher Finley Shelly Whitaker, APR
Diversity	Thomas Becher
Ethics	Robert Parker
Hospitality	Linda Scarborough
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Professional Development	Beth Kolnok
Programs	Jennifer Faulkner
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Virginia Tech	Andrew Williams, Ph.D. Ellen Agee
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## PRSSA Presidents

Radford University	Alicia Gallimore
Virginia Tech	Ashley Hess
Liberty University	Holly Clements

## The Ingredients to Telling Your Story to the World

By: Jennifer Faulkner, President-Elect, Program Chair

More than ever, PR professionals need to get creative about how to stand out in the midst of the flood of information that floods newsrooms every day. One successful approach has been to provide feature articles that can be used verbatim or serve as the launching point for a staff-written piece. Join us on Thursday, August 10, 2006 as Steve Gosset, Editorial Manager for the PR Newswire Feature News Service provides a breakdown of a successful feature's ingredients.



Steve Gosset

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*The program is sponsored by  
Anstey Hodge Advertising Group.*



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The fast-moving, interactive workshop will feature the current state of the media marketplace and why they present opportunities to have features placed, the importance of sending photos or multimedia, the need to provide the media information well in advance of their deadlines, and the best ways to reach out to the media to send them feature items.

Prior to his position with PR Newswire, Steve Gosset worked as an editor and reporter at CBS Radio Network. He is a two-time winner of awards for radio news writing and commentary from the Writers Guild of America. Gosset also worked as an editor and reporter for United Press International, the Syracuse Herald-Journal, Rockland Journal-News (West Nyack, NY) and Bergen Record (Hackensack, NJ).

As a field producer, he covered major national news stories and special events such as the John Glenn shuttle launch, the Monica Lewinsky testimony and the New Hampshire primary. Gosset has a B.A. in political science, an M.A. in journalism and a J.D. in law. ♦

## 2006 Program and Sponsorship Update

By: Jennifer Faulkner

Mark your calendars! In addition to our August program, we have two final programs for the balance of 2006. Below are the speakers and sponsors for the October and December professional development luncheon programs. Many thanks to our program sponsors! If you have any ideas for future topics or speakers, please let me know.

### October 12th

Dan Wheeler, Director of Digital Media, The Roanoke Times

Sponsor: The Roanoke Times



### December 14th

Heather Browning, Community Relations Manager, Town of Blacksburg

Sponsor: The Willard Companies

Topic: Extreme Home Makeover Experience



Mail reservation and money payable to Blue Ridge Chapter PRSA to:

Linda Scarborough, Community Relations Specialist, Roanoke County Public Schools, 5937 Cove Road, N.W., Roanoke, VA 24019

## Message from the President

By: Christopher Finley

I hope this issue of *Blue Ridge Views* finds each of you well and having a wonderful summer. I truly can't believe we are already half way through 2006! It has been a busy six months for our chapter as we've hosted three great luncheon programs, launched a new design and overhaul of our website, added five new members and had three members pass the Readiness Review portion of the Accreditation process. Over the next six months our commitment is to continue advancing the profession and to bring practitioners together to enhance the practice, respectively.



My sincere thanks go out to all committee chairs and executive officers for your ongoing support throughout the first half of 2006. I'm looking forward to continuing working together as a team. To the membership, I wish you a safe and fun 4th of July!

### Advancing the Profession, and the Professional

We have 7 upcoming events scheduled over the next six months! In addition to our regularly scheduled luncheon programs, Thomas Becher has finalized details for a mini-professional development workshop on "Diversity" with the renowned Rochelle Ford, Ph.D, APR on August 10. This event will take place after the regularly scheduled luncheon program. Next, Beth Kolnok has been hard at work planning a half day professional development seminar with internationally recognized Byron Sabol on September 7. Also, the awards committee is planning for the annual Summit Awards gala scheduled for October 27 at the Hotel Roanoke. Last, we are planning our first ever joint "Ethics" program with the Society of Human Resource organization in November to be held at The Inn at Virginia Tech and Skelton Conference Center. Sponsorship opportunities are available on a first come, first serve basis!

### Website

If you haven't already done so, please take time to visit our newly redesigned website at [www.prsa-blueridge.org](http://www.prsa-blueridge.org). Along with a new look and feel, the latest design offers a new and improved navigation, drop down menus and online advertising. In addition, the site features pictures and detailed information about chapter related events. We hope you find the new site refreshing and accommodating. Should you have any suggestions, corrections or feedback, please let me know.

### Summit Awards

You should have received the 2006 Summit Award Call for Entries in June. I'd like to recognize the committee who has been hard at work preparing for the annual Summit Awards and Gala. Many thanks go to Access for doing such a great job with the creative as well as Source 4 for donating the printing. For your convenience, an electronic copy is available on the website for download.

Best Regards,  
Christopher Finley  
BRC-PRSA President

# Diversity Workshop

By: Thomas Becher, Diversity Chair

## Rochelle Ford to Lead Diversity Workshop



Professor Rochelle Ford, Ph.D., APR, a nationally renowned expert on diversity in public relations and advertising, brings her wisdom to Roanoke for a special workshop presented by the Blue Ridge chapter of the PRSA.

Ford, an assistant professor at the John H. Johnson School of Communications at Howard University in Washington, D.C., and a leading advocate for diversity in communications, will share her experiences and impart practical lessons in diversity and delivering messages to a spectrum of audiences.

She will speak from 2-3:30 p.m. on Thursday, Aug. 10 following the regularly scheduled Blue Ridge Chapter luncheon at the Hotel Roanoke & Conference Center.

Cost for the program is \$15.00 for members. Guests and non-members are welcome! The cost is \$20.00 for non-members/guests and \$10.00 for students. Mail reservation and money payable to Blue Ridge Chapter PRSA to Ray Douglas, Big Brother Big Sisters of Southwest Virginia, 124 Wells Ave, Roanoke, VA 24017 or contact him at (540) 345-9604 ext. 19 or via email: rdouglas@bigslittles.org.

In this seminar, Ford will help you:

- Understand the relationship between diversity and communications.
- Communicate more effectively to a diverse audience.
- Plan multi-cultural communication campaigns.
- Understand changing demographics and the impact on public relations and advertising.

She will also share a case study of how an internal diversity problem led to an external crisis and how it was resolved.

Ford teaches courses in advertising and public relations and is the faculty advisor of Howard's PRSSA chapter. She has published work on diversity, cultural sensitivity and strategic public relations and writes a column on diversity for PR Tactics published by PRSA, introducing readers to diversity issues in public relations.

Prior to her post at Howard, she taught at the University of Maryland and the University of Tennessee at Martin.

She has presented to national and regional organizations, including a number of PRSA chapters. ♦



## Blue Ridge Chapter Proposed 2007 Slate of Officers

### President

Jennifer Faulkner  
Public Relations Specialist,  
Foot Levelers, Inc.

### Immediate Past President

Christopher Finley  
Director of Marketing and Public  
Relations, The Willard Companies

### President Elect

Amy Whittaker  
Public Relations Director,  
American Red Cross

### Treasurer

Beth Kolnok  
Marketing Director,  
Vistar Eye Center

### Secretary

Thomas Becher  
Vice President,  
John Lambert Associates

### Directors at Large

Ray Douglas, VP Marketing and  
Recruitment, Big Brothers  
Big Sisters

Allison Moore, Marketing  
Specialist, ITT Industries  
Night Vision

### Existing Appointments (that carry over)

### Assembly Delegate

Teresa Gereaux, APR (2007)  
Director of Public Relations,  
Roanoke College

### Directors at Large

Cecelia Hovis (2007)  
Strategic Planning Executive,  
The O'Conner Group

JoBeth Brown (2007)  
Public Affairs Staff Officer,  
U.S. Forest Service

# Professional Development Seminar: The Art of Building Business Relationships that Last

By: Beth Kolnok, Professional Development Chair

Being able to create and build relationships with co-workers, staff and client is key in the success of every business.

Join us as Byron Sabol, internationally recognized public relations and marketing consultant, shares tips on making yourself known to your target market, elevating your relationship to the trust level, and making it last.

**Thursday, September 7**  
**8:00 am – 12:00 noon**  
**Roanoke College**  
**Colkett Center**

Registration Fees:  
(Includes Breakfast)  
PRSA members ..... \$60  
Non-PRSA members ..... \$75  
Students ..... \$20

Mail reservation and money payable to Blue Ridge Chapter PRSA to: Beth Kolnok, Marketing Director Vistar Eye Center, 2802 Brandon Ave., Roanoke, VA 24015 (540) 855-5139 ext 4615 email: [bkolnok@vistareye.com](mailto:bkolnok@vistareye.com)

*The program is sponsored  
by Foot Leveler's, Inc.*



## Part 1: "Communicating Effectively With Difficult and Challenging Personalities"

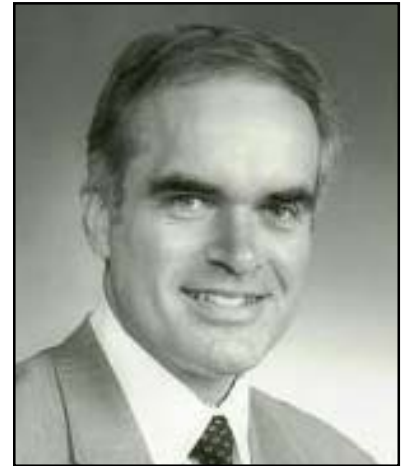
In today's fast paced and time-stressed working environment, nearly everyone faces the task of communicating with difficult and challenging individuals. These individuals may be PR staff, a PR agency's clients, corporation or non-profit leadership or anyone with whom PR, communications, and marketing professionals come in contact. Byron will teach ways for coping with and for communicating with a variety of challenging personalities.

## Part 2: "The Platinum Pyramid: The Seven-Step Process For Maximizing The Value of Business Relationships"

Learn ways to transform certain network members into advocates. For professionals interested in generating new business, advancing their workplace goals or enhancing business relationships, this presentation is most valuable. Byron will teach us seven activities to utilize in developing advocates or "champions of your cause." During this session, learn how to maximize the potential and to realize the true value of business relationships.

## Meet Our Guest Speaker ~ Byron Sabol

Byron Sabol is an international business development, strategic marketing, client relationship management, and sales generation consultant and speaker to professional service firms in three continents.



*Byron Sabol*

Established in 1993, Byron's consultancy services clients ranging in size from small boutique firms to large, multi-practice international firms. His clients are located in the United States, Australia, Czech Republic, France, Germany, Greece, India, Republic of Ireland, and the United Kingdom.

Byron has a bachelor's degree in marketing and an MBA in management with Honors. He has served as a part-time faculty member in strategic marketing, executive communications, and public relations management at three universities in the United States. Byron has also written numerous articles on client development, business generation, strategic selling, and client relationship management that appear regularly in national and international marketing and management publications.

This year's professional development program is designed to meet the needs of both the public relations and marketing professional. Look for more information in an upcoming mailer or contact Beth Kolnok at (540) 855-5139 ext 4615 or via email at [bkolnok@vistareye.com](mailto:bkolnok@vistareye.com). ♦

# 2006 Leadership Rally – “Transforming the Future Through Innovations in Leadership and Change”

By: Jennifer Faulkner, President-Elect, Program Chair

As President-Elect, I had the pleasure of representing the Blue Ridge Chapter at the annual PRSA Leadership Rally. The event was held in New York City on Friday and Saturday, June 9 and 10 at the Marriott Financial Center.

The Leadership Rally was jam-packed with a variety of events on both days. The first day consisted of four sessions that we rotated in throughout the day. The first session, “Building and Managing Your Team,” focused on recruiting volunteers and succession planning. In “Using Technology for Effective Leadership,” the second session, I learned how to better utilize MemberNet and other resources available on PRSA National’s website. “Financial Management Primer for Society Leaders” and “Advocacy, Diversity and Ethics” were also wonderful sessions dealing with how to improve revenue and reduce expenses, and best practice sharing.

That same day, we had the benefit of hearing a media panel discuss “The New Media and Its Impact on Organizational Reputation.” Representatives from the New York Times, USA Today, Fortune, and BtoB’s Media Business participated in this lively discussion.

On Saturday, we participated in an exciting speed networking session, where we had an opportunity to share ideas and brainstorm with chapters similar in size to the Blue Ridge chapter about topics such as accreditation, PRSSA, fund raising, and awards programs. In addition, a PR Leadership Panel held a discussion about “Reputation



Management in an Environment of 24-Hour Communication.” The day wrapped up with roundtable discussions on member recruitment and retention, and professional development.

The conference was a wonderful success! It was such an honor and a privilege to network with and learn from over 100 president-elects and other chapter leaders, as well as have the opportunity to meet with the PRSA staff and national board members. I would like to add a special thanks to the chapter for providing funds to help offset the expense in my attending this spectacular event. I can tell you that I left the Leadership Rally very excited and energized about our chapter and the wonderful things that we have ahead of us!

I look forward to serving as your president in 2007 and sharing the ideas from the Leadership Rally. If you would like to hear more about the Leadership Rally, please feel free to contact me directly. ♦

## Three Members Decide “It’s Time!”

By: Michelle Brauns, APR,  
Accreditation Chair

Three PRSA-Blue Ridge members have passed the first step of the APR process with the successful completion of their “Readiness Review” oral presentation. The “Readiness Review” allows the panelists reviewing the members to evaluate their overall level of preparedness.

Following several months of group study sessions led by the APR committee, the three candidates completed a written questionnaire and presented a portfolio of work to a panel of accredited members. Each of the three candidates were notified by PRSA National of their successful completion and will now move on to the second step in the accreditation process.

That second step - a computer-based examination - is a multiple-choice question format and takes approximately four hours to complete. According to PRSA National, “the computer exam tests what public relations professionals do in the 21st century and maintains a high level of quality, is credible and relevant to today’s PR professional.”

Once the candidates successfully pass the written exam, they will be honored at a PRSA-Blue Ridge Chapter meeting.

If it’s time for you to pursue your APR, don’t hesitate. Contact Michelle Brauns, Accreditation chair, for more information. There will be study sessions scheduled in Fall, 2006, based on member’s interest. ♦



The Blue Ridge Chapter  
Public Relations Society of America presents

## Steve Gosset

**Editorial Manager for the PR Newswire Feature News Service**

Sponsored by:

**Anstey Hodge Advertising Group**

Thursday, August 10, 2006  
Noon Luncheon Meeting, Hotel Roanoke

### Fees & Information

Chapter Members: \$22.00  
Students & Interns: \$17.00  
Non-Members: \$30.00

Note: There is a \$5.00 LATE FEE  
for reservations made after  
Monday, August 7.

Parking at the Hotel Roanoke is  
\$3.00 for self-parking, \$5.00 for  
valet. Parking on Wells Avenue  
is free.

Please make check payable to  
Blue Ridge Chapter - PRSA

Mail reservation form and  
money to:  
Linda Scarborough  
Community Relations Specialist  
Roanoke County Public Schools  
5937 Cove Road, N.W.  
Roanoke, VA 24019

RSVP online at:  
[www.prsa-blueridge.org](http://www.prsa-blueridge.org)

If you require a special meal (e.g.  
vegetarian) or have a food allergy,  
please indicate this when making  
your reservation.

Your Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Number of members attending (\$22.00 ea): \_\_\_\_\_

Names: \_\_\_\_\_  
\_\_\_\_\_

Number of students attending (\$17.00 ea): \_\_\_\_\_

Names: \_\_\_\_\_  
\_\_\_\_\_

Number of non-members attending (\$30.00 ea): \_\_\_\_\_

Names: \_\_\_\_\_  
\_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Please check if this is your first BRC-PRSA meeting.

# BRC-PRSA Member Spotlight



**Name:** Linda McLaughlin  
Scarborough

**Age:** 40

**Title:** Community Relations  
Specialist

**Company:** Roanoke County  
Public Schools

**PRSA Member Since:** 1997

## CAREER

### Why did you choose PR as a career choice?

I've always been one to think ahead, so early in my broadcasting career I often thought of what I would do when I got out of that field. I found PR to be a way to utilize my media experience. I knew that experience might give me an advantage since I had worked in the business and had a sense of what it takes to get publicity. I got out of the business at one point when I was in Kentucky and became the PR director for Louisville Downs (harness race track). That business closed and I fell back on my broadcasting experience and became the weather anchor and director for a television station in Tallahassee, Florida. It took a few more years and another move before I would have the opportunity to get back into PR with the Roanoke Regional Chamber of Commerce.

### What have been the highlights of your career?

I have been able to take away many great experiences from each opportunity and career that I've had during my lifetime. My office seems to tell the story of my vast work experience. I have pictures of many fascinating and well-known people that I've had the opportunity to meet during my career. People visiting my office seem to enjoy looking at the recognizable faces, but I feel it is a testimonial to my work. My job is "community relations" and to me that means getting out in the community to make a name for myself and to bring a focus to the business or organization that I represent. I'm very proud of my career path and the experiences that I've had through my following work opportunities.

### What's been the greatest challenge you've faced in your career?

As a reporter in Louisville, Kentucky, I covered the first fatality in the nation during the Gulf War. The soldier was from Louisville and I was sent out to get information on him and a reaction from his family. The photographer and I camped out in front of his parent's home waiting to talk to someone. We talked to an uncle and a neighbor, but I knew my news director expected me to get an interview with his mother and father. I was so hesitant about knocking on their door, but they were so gracious and invited me into their living room. With a camera stuck in their face, we looked at photo albums together and talked about the news that they had just received. It was hard to keep your composure during such a tragic time for a mother and father.

### What is your greatest accomplishment so far?

With the school division, my biggest accomplishment came within the first two months of my employment as I coordinated an initiative that will be a part of Roanoke forever. I organized a committee and sought community

input for the name of the newest school to be built in the Roanoke Valley. Nearly 10,000 suggestion forms were distributed to students, parents and citizens. The name, Hidden Valley High School, was approved by the Roanoke County School Board based on the suggestions that were gathered in 2000.

From a community service standpoint, I began serving as the public relations director for the Miss Virginia Pageant in 1998. During my first year in the role, Nicole Johnson became Miss Virginia and was ultimately crowned Miss America. This was the first Miss Virginia that had won the national title in 20 years. For several years, Nicole had been a strong contestant in the pageant, but it was this year that her platform focused on her personal experience of living with diabetes. I promoted her unique platform and she received national attention as the story was picked up by the media across the country.

### What is your career dream for the future?

My goal has always been to remain challenged in my job. Being the sole public relations practitioner for a school division with more than 14,000 students and 2,300 employees creates a definite challenge each and every day. Even after six years with Roanoke County Public Schools, I have many more goals to accomplish within the school division. I work with a great group of people and I enjoy my current position thoroughly.

### What is your PR philosophy?

I think building relationships is extremely important. In my current position, I have developed a unique philosophy in that I put the most knowledgeable person in front of the

*Continued on Page 8*

## Member Spotlight

Continued from Page 7

camera. I am often not the “single” voice that you hear when it comes to news being made within Roanoke County Public Schools. My colleagues recently said they see my position as the “gatekeeper” as I manage the media and work quickly and quietly behind the scenes to make sure the very best and most accurate information possible is made available to the public.

### PERSONAL LOW DOWN

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#### Where were you born?

Bluefield, West Virginia

#### College?

Concord University in Athens, West Virginia

#### What brought you to SW VA?

I am originally from southwest Virginia and always had the desire to live in Roanoke. A job finally brought me back to the area in 1993.

#### Where do you live?

The Bonsack area of Roanoke County

#### Married, single, divorced?

Very happily married for 11 years.

#### Children and ages?

My dog!



#### Pets?

The joy of my life, a 6-year-old Golden Retriever. Since my husband and I both have a great love for sports and music, our dog is named Bonham Lance. The name Bonham came from the deceased John Bonham of Led Zeppelin and Lance after Lance Armstrong. We call him “Bon” after the deceased Bon Scott of the band AC/DC.

#### Outside interests/hobbies?

Traveling with my husband, going to concerts, sports (especially the New York Giants and hockey), gardening, cooking, shopping, artwork/painting (although no time for this), and relaxing at home.

#### How do you describe your personality?

I consider myself a pretty private person. I would also say that I am dependable, trustworthy, and hard-working.

### FAVORITES

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#### Food:

Pasta and cheese. I am about the only person that I know that doesn't like chocolate!

#### Musicians:

I am a rocker at heart! I've always loved music and love the 70's and 80's! One of my favorites would be KISS. They came up with a unique

concept with the makeup. That was a clever niche.

#### Vacation Spot:

I like the energy of New York City. For a more relaxing vacation, I visit my grandmother in a secluded area at the beach in Eastern Virginia. I also like Hilton Head, South Carolina and Panama City Beach, Florida.

#### Thing to do:

I enjoy scheduling fun trips. My husband and I never take a full week away from work, but we enjoy long weekends where we can drive, shop, relax and walk around to take in the sights of other areas. We love animals, so zoos are fun! Our last trip was to see the new baby panda, Tai Shan on December 3 at the National Zoo in Washington, D.C.

#### What is your perfect day away from work?

I enjoy having a day to just spend at home. I always get a sense of accomplishment and am able to relax by doing things around the house.

#### Community Involvement:

Downtown Living Marketing Chair, PRSA Board Member and Hospitality Chair. Numerous school-related committees.

#### Other activities include:

I am a member of the National School Public Relations Association and the Chesapeake Chapter of the National School Public Relations Association, a professional organization for school public relations professionals throughout Maryland, Virginia, West Virginia and the District of Columbia. My husband and I are advocates of the cultural offerings in the area and provide support to the Roanoke Symphony, the local sports teams, and several animal organizations throughout the area.

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# Welcome New Chapter Member

By: Elaine Simpson, Membership Chair

The newest member of the Blue Ridge PRSA Chapter is also new to the Roanoke Valley. Tracy Sturrock transfers to our chapter from the Greater Fort Worth (Texas) PRSA Chapter, relocating to join her fiancé, Sean Greene, who is the new Executive Director of the Mill Mountain Zoo.

For more than four years, Tracy served as the Communications Manager for the Fort Worth Zoo, where she provided strategic public relations counsel and acted as the primary media relations contact. She wrote, edited and distributed press materials, coordinated media events and served as editor of the Zoo's member publications. While at the Zoo, Tracy and her colleague were awarded a PRSA Bronze Anvil Award for the Zoo's 2004 Year in Review.

Prior to the Zoo, Tracy worked at Stuart Bacon, a former Fort Worth advertising and public relations agency. As a senior account executive, she created and implemented marketing strategies for clients in a variety of industries, including healthcare, hospitality, education and nonprofit.

Tracy recently served as a director on the Fort Worth PRSA Board and planned the 2006 Southwest District Conference. The two-day professional development seminar was attended by 240 communications professionals and raised nearly \$14,000 for the Fort Worth and Dallas PRSA chapters.

A native Texan, Tracy graduated magna cum laude from Texas Christian University with a Bachelor of Science in Advertising and Public Relations. In her free time, she enjoys running (she recently completed a half marathon), traveling, and attending sporting events and musical theater.

Tracy is looking forward to getting involved in the Blue Ridge Chapter and the Roanoke community. ♦



Tracy Sturrock

## Member Spotlight

Continued from Page 8

### FUN & BIZARRE

#### **If there was reincarnation and you had a say in the matter, what would you come back as?**

Everyone always seems to say their pet, but my dog sure has a good life. He has every toy imaginable. In our former house, he had to share his bedroom with guests. When we moved to our current house in 2004, he got his very own bedroom.

#### **What's your most embarrassing moment?**

I have so many "blooper" tapes from my broadcasting days. One of the most memorable would be when I was doing the weather in Bluefield, West Virginia and a light exploded in the studio. It sounded like a gunshot and we all jumped, unfortunately I was the one that was on the air in front of the entire public.

#### **What is your earliest childhood memory?**

My grandmother (Ruth or Nan as I call her) has played a huge part in my life as I spent the majority of my childhood with her since both of my parents worked. During this time with my grandmother, she would prepare dinner for my parents every night and I developed a love for cooking. My parents still remember having to eat the "Easy Bake Oven" cakes that I would make at her house when I was four years old. Interesting how a light bulb could bake those cakes!

#### **If you could change one thing in your life, what would it be?**

I've had a great life! I always wish that I had known my husband earlier in my life, but the timing was right when I did meet him and we immediately knew that we were meant to be together. ♦

# PRSSA Student Spotlight



**Name:** Alicia Gallimore

**Age:** 24

**PRSSA Member Since:**  
Fall 2005

**College and Career:**  
Radford University,  
Public Relations

Executive, I was challenged to build a successful firm and conduct a PR campaign targeting Radford Campus for Relay For Life.

## What is your greatest accomplishment so far?

As Account Executive for our student-run PR firm, my team and I were able to greatly increase Radford University's participation in the Radford community Relay For Life event.

## What is your career dream for the future?

I have always been an avid animal rights supporter. I would like to work for a non-profit organization that helps animals such as PETA or the Humane Society.

## What is your PR philosophy?

I want to work in support of animals. If I achieve my dream career, my PR philosophy will be to work diligently towards this cause while maintaining integrity and credibility.

phases when I worry too much, but my fiancé keeps me grounded and relaxed.

## FAVORITES

### Food:

Anything with cheese in it, especially quesadillas.

### Musicians:

Beatles, REM, Death Cab for Cutie.

### Vacation Spot:

Anywhere that has a J. Crew, Sephora, and interesting museums; especially Northern Virginia and San Francisco.

### Thing to Do:

Cuddle up with my dog, fiancé, and ridiculous reality TV.

### What is your perfect day away from school?

Visiting one of my favorite vacation spots (see above).

### Community Involvement:

I just completed a PR campaign for Radford Relay For Life. I will be interning for Angels of Assisi in the Fall.

### Other activities include:

I'm a Mac lover ([www.Apple.com](http://www.Apple.com))!

## COLLEGE AND CAREER

### Why did you choose PR as a major?

PR is one of the few professional careers that allows someone to be creative in so many different outlets.

### What have been the highlights of your college experience so far?

I was elected to represent Radford University as the PRSSA National Assembly delegate in San Francisco. I represented my chapter well by sharing our student-run PR firm's success in the roundtable discussions. I offered to help many other schools in founding their own PR firms in the fall.

### What's been the greatest challenge you've faced in college?

This was the inaugural year for our student-run PR firm. As Account

## PERSONAL LOW DOWN

### Where were you born?

Pulaski, Virginia

### Where do you live?

Salem, Virginia

### Pets?

Definitely. I have a hyper-active Dachshund-mix that I rescued as a puppy. Her name is Gracie and she'd love you if she met you!

### Outside interests/hobbies?

I enjoy reading, painting, and listening to music.

### How do you describe your personality?

I try to be outgoing and dedicated to my goals. Sometimes, I get into

## FUN & BIZARRE

### If there was reincarnation and you had a say in the matter, what would you come back as?

Audrey Hepburn

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# Radford University PR Students Help Out in a "Big" Way

By: Lauren Hassenpflug

The first summer session at RU has come to a close, but not without some significant contributions made to the local community by a Public Relations class. Dr. Kristin Froemling's "Writing for PR" students partnered with Big Brothers Big Sisters of Southwest Virginia (BBBS) for some public relations experience. The results proved to be exciting!



At the beginning of the course, Mr. Ray Douglas, VP of Marketing and Recruitment for BBBS of Southwest Virginia and Blue Ridge Chapter PRSA member, visited with the students and talked about the organization's needs. His visit gave students ideas for the various projects they were going to complete for the course.

As students wrote news releases, fact sheets, backgrounders, feature articles and brochures, they submitted their work to Mr. Douglas. He chose which, if any, of the samples he wanted to use.

The project was helpful to both the PR students as well as BBBS. The students gained the invaluable experience of feeling what it is like to have a real client (and the potential for having their work used by BBBS), and Big Brothers Big Sisters had the opportunity to access public relations resources at no cost.

Several students in the class will continue their work with BBBS in the fall as a Big Brother or Big Sister. Some will participate in the school-based program where they meet with a child in a local elementary school for one hour each week. Others will participate in the community-based program where they will meet the child outside of school for a few hours every other week.

Thus, everyone benefited from the work that the two groups did together. Mr. Douglas had this to say about the project: "I believe that Radford is fortunate in having so many talented students who are interested in making a difference in the lives of children. I am happy to have some good help who have fresh and exciting ideas."

The class was a success in its efforts to assist Big Brothers Big Sisters, and Dr. Froemling hopes to continue this program in her course in the future. ♦

## PRSSA Student Spotlight

Continued from Page 10

### What's your most embarrassing moment?

My most embarrassing moment probably involves tripping and falling somewhere, which seems to happen to me a lot (on campus, at the car wash, etc.)

### What is your earliest childhood memory?

My grandparents surprised me with my first puppy by hiding it under a hat in a laundry basket.

### If you could change one thing in your life, what would it be?

I wouldn't change a thing, I'm very lucky.

### If you were to share something that would shock me, what would it be?

Ten thousand volts (haha). ♦



Mark your calendar!  
**Summit  
Awards Gala**  
Friday, October 27

# PRSSA Announces New Affiliate Program

## One-Year Pilot to Offer Professional Development to Non-PRSSA Students

To further serve the public relations industry by enhancing the knowledge of public relations students and providing them with access to professional development opportunities, the Public Relations Student Society of America (PRSSA) has announced the launch of the PRSSA Affiliate Program for students who attend colleges or universities without a PRSSA Chapter. This year-long pilot program is an outreach effort to students interested in public relations at schools that do not meet the charter requirements.

The program, designed by Sarah Yeaney, 2004-05 PRSSA national president, has received endorsements from the PRSSA National Committee, PRSA Educators Academy and PRSA board of directors.

“The PRSSA Affiliate Program will give the Society an opportunity to embrace students at schools without PRSSA Chapters or the resources to apply for a charter,” said Yeaney, who works in

the issues and crisis management practice of Ketchum, New York.

“Although we are committed to protecting the integrity of PRSSA membership, we hope that this program will allow students who are interested in public relations to have their professional and educational needs fulfilled by PRSSA.”

PRSSA Affiliates will receive benefits including Public Relations Tactics – PRSA’s monthly newspaper; FORUM – PRSSA’s national newspaper; and access to the PRSSA JobCenter and other educational materials from the PRSSA national office.

After implementing the PRSSA Affiliate Program for one year, the PRSSA National Committee and PRSA board of directors will evaluate the effectiveness of the initiative. PRSSA will monitor student interest in the program and the satisfaction of active Affiliates throughout the pilot year.

A PRSSA Affiliate must be a student at a 4-year college or university in the United States that does not have a PRSSA Chapter. There is an \$82 annual fee for the program, with an option to renew. For a full listing of PRSSA Affiliate benefits and how to register, visit [www.prssa.org](http://www.prssa.org) or contact PRSSA at 212-460-1476.

About the Public Relations Student Society of America (PRSSA)  
The Public Relations Student Society of America ([www.prssa.org](http://www.prssa.org)) is the world’s pre-eminent, pre-professional public relations organization. Founded in 1968 by its parent Society, PRSA, the organization has grown to more than 9,000 members and 272 Chapters at colleges and universities in 43 states and the District of Columbia. ◆