

Spot News

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CRISIS COMMUNICATION

Disaster Coverage Topic of October Program

BY THOMAS FRASER

Hurricane Katrina was a reminder that media organizations need to be industrious and adaptable when covering major crises.

How would local newsrooms direct coverage of a comparable disaster in East Tennessee? How would reporters collect information in the face of chaos? Do news media organizations have a disaster plan in place? What are some good rules of thumb for reporters covering catastrophes?

Those questions will be posed at 7 p.m. Oct. 27 in the Moskos Room at Knoxville News-Sentinel when ETSPJ presents "Crisis Communication; Covering Disasters."

Guest panelists include Great Smoky Mountains National Park Public Information Officer Bob Miller, who will share his experiences working with the news media during disasters such as the Blizzard of 1993 and the crash of

the space shuttle Columbia; and Tennessee Valley Authority Barbara Martocci, who will discuss coverage of the 2003 Chattanooga flood and TVA disaster contingency plans. Representatives of the News-Sentinel, WATE-TV and WVLT will share both their experience covering Katrina and other disasters, as well as plans in place to ensure they are not caught flat-footed when, not if, disaster strikes East Tennessee.

Students, journalists and curious members of the public are invited to this program.

Refreshments will be served beginning at 6:30 p.m., and the program will last from 7 p.m. to 8 p.m.

Please RSVP to Communications Coordinator, Missy Jackson by Tuesday, October 25 at missyj@att.net or 588-8007

For more information on the Oct. 27 program, please e-mail Thomas.Fraser@thedailytimes.com

Dates to Remember

Board Meeting

9 a.m., Wednesday,
November 9. Gourmet
Market, 5107 Kingston
Pike.

Front Page Follies

June 17, 2006 at Knoxville
Convention Center.

Inside this issue:

- Buchwald at Baker Center p. 3
- Locals to attend national SPJ conference p. 3
- Picnic pictures p. 2

Pics from Annual ETSPJ Picnic



Enjoying good food and fellowship at the annual ETSPJ picnic are (l to r) John Carruthers, a UTK journalism student from Knoxville, advisor to the UT student chapter of SPJ, Bonnie Hufford and Adam Bryant, president of the SPJ student chapter and native of Shelbyville, Tenn.



Will Lauver (9) and his sister Mary Emily Lauver (6) picnicked with the ETSPJ. Their parents are Susan and David Lauver.



seated (l to r) SPJ member Adina Chumley, Lea Foley, wife ETSPJ treasurer Dan Foley, ETSPJ Secretary Jean Ash and immediate past president of ETSPJ, UT professor, Dorothy Bowles

SPJ Officers 2005-2006

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Dan Farkas
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Adina Chumley
Georgiana Vines
Past President: Dorothy Bowles

Communications Coordinator
Missy Jackson - 588-8007
missyj@att.net

Moxley Carmichael Donate to Christian Lundy Scholarship Fund

A generous act by the PR Firm of Moxley Carmichael will benefit the education fund of Christian Lundy, son of the late sports writer Gary Lundy.

In lieu of entering the regional awards of the Public Relations Society of America, the firm donated the entry fees to the scholarship fund that was established after the sudden death of the local sports writer last year.

From a letter to "Friends of Moxley Carmichael" dated August 18, Cynthia Moxley and Alan Carmichael said:

Several of us at Moxley Carmichael knew Gary well. Cynthia worked with him at the orig-

inal Knoxville Journal and Susan Corum worked with him at both the Journal and the News Sentinel. We know what a special place he occupied in sports journalism. He was an outstanding writer and friend.

Lundy was inducted into posthumously the Greater Knoxville Sports Hall of Fame August 18, 2005.

Donations to the scholarship fund can now be sent directly to: Cindy Lundy, 12709 Jarmann Road, Knoxville, TN 37922.

Broyles, Vines Attend National SPJ Convention

Dorothy Broyles and Georgiana Vines will represent the East Tennessee Chapter of the Society of Professional Journalists at the October 16 - 18 national convention in Las Vegas.

The three-day event is packed with workshops, training sessions, and an address by and panel discussion with New York Times reporter Judith Miller, who was recently released after serving four months in jail for refusing to reveal a source.

Both Broyles and Vines will provide full reports of their experiences at the convention in the next edition of *Spot News*.

UT Student Tapped to Attend National Conference

UTK senior in Journalism and Electronic Media, Catherine O'Brien, was selected to be the designer of the daily paper published at the National SPJ conference in Las Vegas.

INFO ON CONFERENCE

O'Brien, a native of Richmond, VA, has been a staff writer for the Daily Beacon since 2004 and the design editor in 2006. She graduates Spring of 2006 and hopes to hone her "creative edge" working for a newspaper or magazine.

Buchwald to Speak at Political Humor Conference

The ever-present link between politics and humor will be celebrated on October 28 when the Howard Baker Jr. Center for Public Policy sponsors *Votes and Jokes: Laughter and American's Political Personality*.

Legendary humorist Art Buchwald, political speechwriters Mark Katz and Kerry Tymchuk, Senator Howard Baker, Jr., former Governor Ned McWherter, former Ambassador Robert Strauss and Knoxville News Sentinel Political cartoonist Charlie Daniel will all share their thoughts on the intersection between humor and politics.

The program runs from 8:30 a.m. until 12:30 p.m. in the Tennessee Auditorium at the University Center on the UT campus.

John Seigenthaler will moderate the speakers Senator Howard Baker, Jr., Governor Ned Ray McWherter and Senator Alan Simpson at 8:20 a.m. Mark Katz and Kerry Tymchuk will speak at 9:45; Senator Roy Heron will speak on Tennessee political humor at 11 a.m.; News-Sentinel cartoonist Charlie Daniel will speak at 11:30 and the keynote address titled "If you attack the establishment long enough and hard enough, they will make you a member of it." will be presented by Art Buchwald at noon.

The event is free and open to the public. Conference rate parking is available for \$5 at the University Center Garage.

Sally Guthrie Retires as Communications Coordinator for ETSPJ

After serving as Communications Coordinator for the ETSPJ since the fall of 1999, Sally Guthrie has "retired."

When asked what she was going to do with her "spare" time, Sally replied, "I have no spare time. I am currently teaching four online classes and am scheduled to add seven more this month. I'm booked with classes (no holiday breaks) until February 2006. I had hoped to spend some time gardening and weaving, but it hasn't happened."

Sally teaches technical editing and technical writing for the University of Maryland University College; public relations, philosophy, sociology, and business communications for the University of Phoenix; and freshman

and sophomore English for Axia College.

"I enjoyed working with the wonderful people in ETSPJ and will miss the fortune cookies at the board meetings," she said "As the record shows, ETSPJ is one of the premier small chapters in the country. I am pleased to have been a part of the organization for 5 1/2 years."

"We're all looking forward to working with our new communications director, Missy Jackson, but we'll miss Sally. Her art, writing, computer, people and organizational skills were invaluable to SPJ during the past five and a half years," said Dorothy Bowles, immediate past president.

Comments from other ETSPJ members echo their respect for

Sally's work and dedication to the organization.

Missy Jackson has taken over Sally's duties. A native of Norris, Tennessee and current Knoxville resident, Missy has a BS in Communications from UTK and worked as a reporter/photographer for the Gatlinburg Press; communications coordinator for Holiday Inns, Inc. and currently is the Assistant Director of Community School of the Arts (CSA), an after-school program for inner-city students housed in First Presbyterian Church. A long-time artist and weaver, Missy also teaches art for CSA. She can be reached at missyj@att.net or 588-8007.

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