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### [Programs/Events](#)

### April 3

#### [PR Jumpstart - don't miss early bird registration](#)

Hurry! Time is running out for PRSA's Jumpstart pre-registration! Register today and save \$15 before the March 30 deadline. This daylong professional development and networking conference for new PR professionals is filled with informational breakout sessions, mock interviews with industry professionals, and keynote speakers. Be sure to dress to impress for the Do's & Don'ts of Professional Attire fashion show. This is the place where you'll learn all the inside tips on how to stand out from your peers and fast-track your PR career. This year's optional session also offers a day-of team competition to practice PR skills in a fun, competitive environment as teams prepare a campaign plan using a timely case study. Register early for mock interview sessions - we only have 25 spots left! Special thanks to program sponsors Swifty Printing and Lazerquick Printing!

Want to attend for free? Volunteers are needed for event assistance and logistics. Please contact Rhea Quintanilla or Diane Nguyen.

#### **When:**

April 3, 9 a.m. - 2:30 p.m.; Optional session 2:45 -3:30 p.m.

#### **Where:**

Seattle Pacific University - Gwinn Commons, 3310 Sixth Avenue West, Seattle

#### **Cost:**

\$30; \$45 after March 30 or at the door; \$15 more for optional session

#### **Contact:**

Register online or by calling 206-623-8632. Email us with other questions.

#### **Follow us on Twitter:**

@PRJumpstartSEA

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### April 8

#### **PRSA members and guests at the March Competitive Intelligence breakfast program.**

#### [South Sound Morning Program: Crisis Communications](#)

You never know when a crisis situation could unfold... Are you prepared? Join the South Sound group April 8 to learn from panelists who have experienced firsthand how to manage, survive and live to tell about crisis situations. Hear their stories and lessons learned from events including the Lakewood officer shootings (Pierce County and Forza Coffee Company perspectives) and a Tacoma elementary school incident.

#### **Panelists:**

- Sheri Badger, PIO, Pierce County Emergency Management
- Karen LaFlamme, APR, Public Relations Counsel, KJL Communications
- Dan Voelpel, Director of Public Information, Tacoma Public Schools

#### **When:**

April 8, 8 a.m.

#### **Where:**

\$5 PRSA members; \$8 nonmembers (refreshments included)

#### **Cost:**

Metro Parks Tacoma headquarters, 4702 S. 19th St., Tacoma

#### **Contact:**

 breakfast  
PRSA members  
and guests at the  
March *Competitive  
Intelligence*  
breakfast program.

Jennifer Aalgaard, 253.697.2029  
Karrie Spitzer, APR, 253.591.5790

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### April 13



#### [Seattle Social: Networking at Pyramid Brewery](#)

Join other regional communicators for an informal, after-work networking event at Pyramid Brewing in Seattle. Catch up with other PRSA chapter members, meet board members and offer ideas about programs, events and the local chapter.

**When:**

April 13, 2010 - 5:30 p.m. to 7:00 p.m.

**Where:**

Pyramid Brewing, 91 South Royal Brougham Way, Seattle

**Cost:**

No-host happy hour

**Contact:**

Neil Neroutsos, APR, 425-783-8444

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### April 20

#### [South Sound Social](#)

Join the party at the South Sound Social from 4:45 to 6:45 p.m. on April 20. Hobnob with South Sound professionals in Olympia. You don't actually have to live or work in the South Sound to come to the event--you're all invited to join this famously involved, really fun group of folks.

**When:**

April 20, 4:45-6:45

**Where:**

Olympia, location TBD

**Cost:**

FREE (Attendees are responsible for their own food and beverages)

**Contact:**

Jennifer Aalgaard, 253.697.2029  
Karrie Spitzer, APR, 253.591.5790

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### April 21



#### [PR from the eyes of Seattle Sounders FC](#)

Marketing the Seattle Sounders is about a brand that the entire region can claim as its own. How did the team do it in one short season? We'll hear from the Sounders FC Marketing Director Stephanie Gray and her team about the tactics and strategies used for their success. Seattle Sounders FC, the league's

15th team, began play in the 2009 season. In that season Sounders FC sold more season tickets than any other MLS club in the league's 13-year existence.

**When:**

April 21, 2010, 7:30am - 9:00am

**Where:**

Washington Athletic Club, 1325 6th Ave, Seattle

**Cost:**

\$32 PRSA and PRSSA members; \$45 nonmembers

**Registration:**

**Register online** by 10 a.m. April 19, or by calling 206-623-8632.

An additional \$5 will be charged at the door for unregistered attendees.

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**Save the date: May 19**

[Creative fund development for non-profits](#)

King County Library System Foundation looked outside the (lunch) box when they designed their fund-development campaigns. Come hear from the KCLS Foundation Executive Director Jeanne Thorsen how they did it - including creating and selling a cookbook with favorite recipes from regional authors plus their annual meet-the-authors gala. Enjoy lunch with notable authors during the program!

**When:**

Wednesday, May 19, 11:30 a.m. - 1 p.m.

**Where:**

Washington Athletic Club, 1325 6th Ave, Seattle

**Cost:**

Members and students: \$40; Nonmembers: \$52

**Registration:**

Opens Soon

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**June 10**

[PRSA special event: A night at the ballet!](#)



Creativity and inspiration are drivers in our success as communicators - influenced by new ideas and experiences. PRSA is partnering with the Pacific Northwest Ballet for a series of firsts. Join us for hors d'oeuvres and drinks at McCaw Hall. Gary Tucker, Media Relations manager for PNB, will share how PNB uses traditional and social media to build awareness, audience and support for this world-class dance company.

Then join us for "Coppelia," a new production of a classic story, at a 20 percent discount. The story dates back originally to 19th Century France and Russia and is considered "one of the triumphant comic ballets" of the period. Find more information see the **PNB Web site**.

**Program - 5:30 p.m.**

- Hors d'oeuvre buffet/No-host bar
- \$45 members and students;

- \$52 nonmembers

### **Ballet - Performance of "Coppelia"**

Choose one of two ticket levels, \$82 and \$47, both at a 20 percent discount.

Reserve your seat by May 10 at 4:30 p.m., by calling the PRSA office at 206-623-8632.

Reservations will be taken only by phone for this special event.

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### **Save the Date - June 23**

#### [Beyond Social Media 101: Managing media in an opt-in world](#)

Professional Development Conference - Seattle University

Social media is driving a new way of getting your message out and having it heard. Join us for a hands-on session detailing the best of traditional and "new" media opportunities from some of the best. Plenty of case studies and discussion from "veterans" of social media. "PRSA - We've Got An App For That!" Look for more information coming next month.

#### **When:**

Wednesday, June 23 - 7:30 to Noon

#### **Where:**

Seattle University Campus

#### **Cost:**

\$75 members/\$85 non-members

#### **Registration:**

Opening Soon

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## **News**

### **Chapter programs: Where it all begins**

We often judge an organization by the caliber of speakers they recruit and the topics they feature. PRSA is no exception. It's an important job — but it's fun, too! The Programs Committee meets once a month to brainstorm upcoming Seattle-based programs. At the events, we greet attendees and announce upcoming programs. If you'd like to join this fun group, please contact Bev Holland, APR, or 206.227.0804.

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## **Ethics**

[Full disclosure: It ain't always pretty, but it's the right thing to do](#)

By Linda Farmer, APR



Back again with the PRSA Code of Ethics. This month we're on the third of six provisions making up the code. This month's provision is Disclosure of Information.

As noted on the PRSA Web site, disclosing information is synonymous with building trust. The intent is "to build trust with the public by revealing all information needed for responsible decision making."

**A member shall:**

Be honest and accurate in all communications.  
Act promptly to correct erroneous communications for which you are responsible.  
Investigate the truthfulness and accuracy of information released on behalf of those represented.  
Reveal the sponsors for causes and interests represented.  
Disclose financial interest (such as stock ownership) in a client's organization.  
Avoid deceptive practices.  
Examples of improper conduct under this provision include implementing "grass roots" campaigns or letter-writing campaigns to legislators on behalf of undisclosed interest groups.

Learn more at [www.prsa.org/ethics](http://www.prsa.org/ethics).

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## APR

[Apply for spring APR classes now! Deadline: April 30](#)



One of the most valuable aids in successfully achieving APR accreditation is the short course of exam preparation classes offered by the Chapter.

The next series of classes is scheduled for May 15 through June 3. In seven sessions, the class curriculum provides an overview of all the major topics on the computer-based APR exam and essential recommendations for successfully passing the readiness review. Classes are facilitated by Chapter members who have earned their APR. The series begins on a Saturday morning, and continues Tuesday and Thursday evenings for three weeks. Register by April 30 to enroll. PLUS, completion of the process this year makes you eligible for APR rebates.

In order to be eligible, you need to be a PRSA member and apply to **National** for the accreditation process.

A \$75 fee covers course materials. Participants are asked to obtain their own copies of the course text, "Effective Public Relations," 9th ed., by Cutlip, Center, and Broom.

To register, please contact Neil Neroutsos, APR, at (425) 783-8444 or the Chapter office at 206-623-8632.

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## Membership

### Welcome to our New and Renewing Members

#### New Members

- Christopher Budd, Microsoft
- Amy Lorraine Graham
- Kelie Kahler, BLRB Architects
- Whitney M. Keyes, WMK Productions
- Yvonne L. Leach, The Boeing Company

#### Renewing Members

- Tana Bader Inghima, Port of Kennewick
- Troy Brown, APR, Brandner Communications
- Patti Brumbach, Washington State Beef Commission
- Pete DeLaunay, APR, DeLaunay Communications, Inc.
- Jerrol Golden, Cruise West
- Tonya Lynn Gustafson, The Redwood Affect
- Leslie Diane Harris, City of Kenmore
- Robin Forrest Jacobson, San Juan Islands Visitors Bureau
- Kristy Indi Jones, Minor & James Medical
- Karen Kirby, Puget Sound Blood Center
- Christi Ball Loso, Fred Hutchinson Cancer Research Center

- [Richelle Nielsen, Bastyr University](#)

If we missed your name, please contact Membership Director Michelle Warmuth, 253-591-2005.

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#### **Good words from a member!**

Jason Hagey -- [Jason Hagey, Association of Washington Business](#)  
Member since May 2009

"After I left newspapers, I realized that what some of my peers had been telling me was true - the same skills that make a good reporter really are transferable to other professions. I joined PRSA after I started my new job and it helped reinforce that thinking. PRSA's publications and networking opportunities at local chapter events showed me that PR professionals are wrestling with many of the same issues as reporters, just from a slightly different perspective."

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### **Other Opportunities**

#### **The AWC Clarion award**

The Association for Women in Communications' Clarion award honors excellence in more than 100 categories across all communication. For more information, visit the [AWC Web site](#).

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#### **UW Department of Communication Evening Out**

Join the UW on April 15 at the Center for Urban Horticulture for networking, appetizers and UW graduate Marc Watts (former CNN reporter). The event supports student programs. [Register here](#) or call 206-543-2717.

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### **Stay Connected**

#### **Join our online communities**

Don't forget you can find us on Facebook, Twitter and the Chapter Blog. Check out our PRSA Puget Sound Facebook group page brimming with program info, event dates, discussion threads, wall posts and more. But, that's not all! We are now on Twitter too! Follow us on Twitter [@PRSAPugetSound](#) for great updates on programs, events and more. And, last but not least, hit up our blogspot at [prsapugetsoundchapter.blogspot.com](#) for recaps on events, PRSA news and more.

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#### **Get LinkedIn to PRSA Puget Sound**

Network. Network. Network. Expand your LinkedIn network by adding Puget Sound PRSA to your LinkedIn Profile. Connect with fellow PRSA members and participate in related discussions. To add the group to your profile, search for Groups and type in Puget Sound Public Relations Society of America.

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#### **Interested in Submitting an item for Newsflash?**

Members interesting in submitting content for Newsflash should please send it to Neil Neroutsos by the middle of each month.

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