



Newsflash Archive

Newsflash: February 2010

In this issue:

Programs/Events

- January 27 South Sound Social at Chevy's in Tacoma
- February 9 Industries in Flux: Media & Public Relations & Impact of Social Media
- February 11 South Sound Morning Program: Writing for Different Mediums
- February 11 Totem Awards Banquet: Local Pros Leaving a Legacy
- February 17 February Lunch Program: Social Media 201 Success Stories
- April 3 Jumpstart Your Career in PR! And, Volunteers Needed...
- Include Ann Wylie in Your 2010 Training Budget

News

- After-work Networking at Jillians Draws Fun Crowd
- Is Your Information Going in the Right Direction?
- Chapter committees need your help!

Membership

- Accelerate your PR Career - PRSA \$65 Initiation Fee Waived in February
- Welcome New & Returning Members

APR

- Let APR Advance your Career
- Need APR Maintenance Points? Volunteer!

Board & Committees

Board Roles & Contacts

Stay Connected

- Join our online communities
- Get LinkedIn to PRSA Puget Sound
- Interested in Submitting an item for Newsflash?

Programs/Events

January 27[South Sound Social at Chevy's in Tacoma](#)

Join the party at the South Sound Social from 4:45 to 6:45 p.m. on January 27th. Hobnob with South Sound professionals at Chevy's Fresh Mex in Tacoma. 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:

January 27; 4:45pm-6:45pm.

Where:

Chevy's Fresh Mex; 3702 S. Fife St. Ste B-100-A, Tacoma

Cost:

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

Contact:

Jennifer Aalgaard, 253.697.2029

Karrie Spitzer, APR, 253.591.5790

[Back to Index](#)

February 9[Industries in Flux: Media & Public Relations & Impact of Social Media](#)

PR Newswire's Director of Emerging Media Michael Pranikoff leads a panel discussing how journalists are adapting to the evolution of online news, the best ways to use social media and multimedia content online and how to make the best use of online metrics. Participants include representatives from the Seattle Times, Waggener Edstrom, TechFlash.com and MSNBC.com.

When:

February 9, 8:30 – 10:30 a.m.

Where:

Seattle Public Library, Microsoft Auditorium, 1000 Fourth Avenue, Seattle

Cost:

Free

Contact:

[Register here](#)

[Back to Index](#)

February 11[South Sound Morning Program: Writing for Different Mediums](#)

In an industry focused on online advertising, social media and instant information, the face of writing has changed. How do we tie in all the print materials we write for into our online and social media channels? What is appropriate for Twitter vs. Facebook, Web site vs. print collateral? In this session we will hear from experts on how to transform content into all the mediums available to us in a way that creates leverage for the brand.

When:

February 11, 8 a.m.

Where:

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

Cost:

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

Contact:

Jennifer Aalgaard, 253.697.2029
Karrie Spitzer, APR, 253.591.5790

[Back to Index](#)

February 11[Totem Awards Banquet: Local Pros Leaving a Legacy](#)

The 2010 Totem Awards banquet will commemorate the work of local communication professionals who have reached new heights and stood out from the rest. This fabulous evening will feature dinner, an awards ceremony with emcee Pat Cashman and the perfect opportunity for networking and mingling with friends and colleagues.

This year's entries will be displayed while attendees vote for their favorite campaign - The People's Choice Award. Best in Show, Best New Professional, Totems and Certificates of Excellence also will be awarded while we look back to past award winners and the legacies they've left.

Be sure to invite your team and clients for a night you won't want to miss! You may also join our Facebook Group as we look back to legendary campaigns, tactics and practitioners.

Date:

February 11, 2010

Time:

Cocktail hour begins at 6 p.m. with dinner and program to follow at 6:45 p.m.

Location:

Bell Harbor International Conference Center, Pier 66

Price:

\$95 by February 5 / \$105 after February 5

RSVP:

Register online by 10 a.m. February 9, or by calling 206-623-8632

[Back to Index](#)

February 17[February Lunch Program: Social Media 201 Success Stories](#)

Social media marketing, brand analysis, social shopping...social media are morphing the communication landscape. PR practitioners Melissa Tizon, communications director for Swedish Medical Center, Clay McDaniel, principal of Spring Creek Group, and Ricardo Rabago, "buzz agent" for PCC Markets, show how they're using a variety of social media into their communications arsenal to engage target audiences in health care, business, public and non-profit settings. There will be time to engage with other practitioners for feedback and ideas.

When:

February 17, 2010, 11:30 a.m. to 1 p.m.

Where:

Washington Athletic Club, 1325 6th Ave, Seattle

Cost:

Members \$40, Non-members \$52, Students \$40

Registration:

Register online by 10 a.m. February 15, or by calling 206-623-8632
An additional \$5 will be charged at the door for unregistered attendees.

[Back to Index](#)

April 3

[Jumpstart Your Career in PR! And, Volunteers Needed...](#)

Mark your calendars for the Puget Sound PRSA Jumpstart, April 3, 2010, at Seattle Pacific University. Jumpstart, the chapter's annual daylong professional development and networking conference for new PR professionals, provides an inside look at public relations, an opportunity to network with industry pros, and insights on how to get a job in today's business climate. Want to attend for free? Volunteer for the event. Volunteers are needed to help set up, run event speaker sessions, and administer additional logistics. For more information, contact Rhea Quintanilla or Diane Nguyen.

When:

April 3, 2010 9:00 am-3:30 pm

Where:

Seattle Pacific University - 3307 3rd Avenue West Seattle, WA 98119

Cost:

\$30 registration by March 30; \$45 after March 30 or at the door; *\$15 for optional session

Contact:

Rhea Quintanilla

[Back to Index](#)



ann
wylie

Include Ann Wylie in Your 2010 Training Budget

She's baaack! Ann Wylie will present her popular half-day writing seminar in August for the third year in a row. Wylie will focus this year on Writing for the Web. And, she always customizes her presentation for us, including best practices on writing for today's frazzled readers. She'll be at the Port of Tacoma from 9 a.m. to noon on August 11. Early-bird member rate stays the same as last year, \$85. Reserve those training dollars. Contact: Linda Farmer, APR, Past President/Ethics Officer at 253-232-2891.

[Back to Index](#)

News

After-work Networking at Jillians Draws Fun Crowd

 fun crowd at Jillians

PRSA Puget Sound members, committee volunteers and PRSSA student members gathered at Jillians in Seattle January for an informal after-work social. Pictured here are Tameka Lampkin, Allen Thi and Chris Williams, all students from the University of Washington. Look for more networking events throughout 2010. If you'd like to help plan one, contact Beverly Holland at 425-965-9378 or Ryan Crowther at 206-679-0848.

[Back to Index](#)

Is Your Information Going in the Right Direction?

By Linda Farmer, APR



Ethical practice is a big part of PRSA membership. Last month we got reacquainted with the PRSA Code of Ethics. Now let's look in more detail at the six provisions that make up the code.

The first provision is the **Free Flow of Information**. As noted on the PRSA Web site, "Protecting and advancing the free flow of accurate and truthful information is essential to serving the public interest and contributing to informed decision making in a democratic society."

There are, of course, some do's and don'ts, er, guidelines that come with this provision:

A member shall:

Preserve the integrity of the process of communication.

Be honest and accurate in all communications.

Act promptly to correct erroneous communications for which the practitioner is responsible.

Preserve the free flow of unprejudiced information when giving or receiving gifts by ensuring that gifts are nominal, legal and infrequent.

Improper conduct under this provision includes giving or receiving expensive gifts to influence an outcome. Want to learn more? www.prsa.org/ethics.

[Back to Index](#)

Chapter committees need your help!

Chapter volunteers Tonya Gustafson and Melissa Duque at a recent PRSA program. Is this your year to give back to PRSA? What about having fun? Then join a chapter committees. Volunteers are needed for:

- **Career Jumpstart, April 3:** Day-long seminar for new and transitioning PR professionals
- **Communications & Marketing:** Help launch new chapter Web site; publicity, media
- **Membership:** Research; recruitment and retention of members, promotional campaigns, publicity
- **Programs:** Seattle-based monthly programming
- **Professional Development Seminar, June:** Half-day seminar
- **APR:** Coach an accreditation class, serve on a Readiness Review Panel, mentor a candidate
Contact Volunteer Coordinator Linda Farmer, APR or 253-232-2891.

[Back to Index](#)

Membership

Accelerate your PR Career

PRSA \$65 Initiation Fee Waived in February

PRSA \$65 Initiation Fee Waived in February

Passionate about PR? Stay on top of emerging trends and industry news with:

- Award-winning publications that showcase original communications research.
- News monitoring service that delivers daily industry buzz straight to your inbox.
- PRSA.org provides a database featuring case studies, articles, blogs and podcasts.
- Free and discounted events that provide in-depth learning opportunities.

Enhance your membership when you join our Puget Sound Chapter. With chapter membership you can:

- Expand your circle of colleagues and contacts in our local public relations community and exchange knowledge with local experts.
- Attend local seminars, meetings, luncheons, receptions and programs.
Learn about business development and job opportunities in our local community.
- Earn recognition through industry awards.

Join today at www.prsa.org/membership. Use promotion code **WINTER2010**. Some restrictions may apply.

[Back to Index](#)

Welcome to our New and Renewing Members

New Members

- Dana Robertson Halter, Premera Blue Cross
- Erin Williams
- Elizabeth Ward, Smashing Ideas
- Rebecca Lynn Holmes Mosley, Duo Public Relations
- Chris Blessington, Isilon Systems
- Jennifer Keller, Western Washington University

Renewing Members

- Tami Fairweather, Cascade Designs
- Heather Lynn Fernandez, The Fairmont Olympic Hotel
- Susanna Linse, Sur La Table
- Emily Helen Robinson, Hill & Knowlton
- Trina Smith, Starbucks Coffee Company
- Mallory Nichole Thompson, Hill & Knowlton
- Katie Musselman, MWW Group

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

[Back to Index](#)

APR

Let APR Advance your Career



Experienced professional? It's time to add national accreditation to your other awards and accomplishments. APR moves you forward on the path to national leadership.

Newer practitioner? With five years of experience in PR, you are ready to earn public recognition for your professional knowledge and skill.

And . . . it's a bargain, too! Completion of the process this year makes you eligible for rebates of up to \$210 (more than ½ the cost of the accreditation application). So now is the time.

Get accredited this year. Detailed process instructions are online at www.prsa.org/Learning/Accreditation. Or call or write Rich Murphy, PhD, APR, Puget Sound APR chair, 206-769-0831.

[Back to Index](#)

Need APR Maintenance Points? Volunteer!

If you need APR maintenance points in 2010 consider volunteering for a chapter committee.

Committee chairs earn 2 points and committee members earn 1 point.

[Back to Index](#)

Board & Committees

Board Roles & Contacts

Your 2010 PRSA Puget Sound Board wants to hear your ideas on how we can continue to offer members the highest quality programs, events, professional development and other resources. Please contact your chapter board members with input and/or questions.

Neil Neroutsos, APR, President
Kathryn Reith, APR, VP of Administration
Rich Murphy, APR, VP of Education/Accreditation
Beverly Holland, APR, VP of Programs
Karla Slate, Secretary/Totem Awards
Erik Elvejord, Treasurer
Amy Turner, Awards/Scholarships
Michelle Warmuth, Membership
Suzanne Hartman, APR, Professional Development
Chris Bridenbaugh, Masters Forum
Linda Farmer, APR, Past President/Ethics/Volunteers
Jacque Coe, APR, Marketing & Communications
Kauilani Robinson, Career Jumpstart/Student Outreach
Katherine Boury, Non Profit Seminar
Gary Sabol, APR, Holiday Gala/Scholarships

Assembly Delegates:

David Blandford, APR
Terry LaBrue, APR
Linda Wang-Stewart, Ph.D., APR
Candy Young, APR

[Back to Index](#)

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.

[Back to Index](#)

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.

[Back to Index](#)

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.

[Back to Index](#)

[Back](#)