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Programs & Events

February 9

Totem Awards Celebration Sells Out

Thank you to all of you who have registered for the 2011 Totem Awards Celebration! We look forward to seeing you on February 9. The event is currently booked at capacity. If you haven't had a chance to register for the event, to be held at the Hard Rock Café on Wednesday, February 9, please call 206-623-8632 to be placed on the official wait list. We will make every attempt to accommodate those on our wait list.



Thanks to our sponsor, Publicis Consultants.

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February 10

South Sound: Dealing with Difficult Issues

The South Sound Group meets at 8 a.m.—doors open early for networking—in the first floor board room at Metro Parks Tacoma headquarters, 4702 S. 19th St. Cost is \$5 for PRSA members, \$10 for nonmembers. Please sign in at the door. Refreshments are included, no reservations necessary.

Directions: From I-5 north or south, take SR-16 toward Gig Harbor. Take the 19th Street East exit toward Cheney Stadium, turn right on 19th, then right into the Metro Parks Tacoma parking lot. Note: please leave the customer-designated parking open for Metro Parks. If you require special accommodations for a disability, please contact Sheree Trefry at 253-305-1059 at least 48 hours in advance of the meeting.

When: February 10, 8:00 a.m.

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

Cost: \$5 PRSA members; \$10 nonmembers (Refreshments included)

Contacts: Jennifer Aalgaard, 253.697.2029; jennifer.aalgaard@multicare.org
Karrie Spitzer, 253.591.5790; karrie.spitzer@ci.tacoma.wa.us

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February 15

How to Measure Social Media

Your Brand's Influence

With the speed of social media today, measuring its effect – and its effectiveness – is essential for your organization or brand. Margot Sinclair Savell, vice president, Measurement & Strategy at Weber Shandwick, shows how a “social media snapshot” captures the information you need to plan effective campaigns. She also demonstrates approaches for reaching your audiences through social media, saving time and money in the process.



About the speaker: Margot Sinclair Savell is vice president of Weber Shandwick's Measurement & Strategy Practice. Her work measures the competitive digital landscape for clients, and she provides strategic counsel and thought leadership. She also authored Weber Shandwick's white paper, “Do Fortune 100 Companies Need a Twittervention?”

When: Tuesday, February 15, 2011

7:30 a.m. - Beverages and breads; 8:00 a.m. - program

Where: Weber Shandwick, 818 Stewart St., First floor conference room

Cost: \$12 members; \$20 nonmembers

Registration: [Register online](#) or call 206-623-8632

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April 9

Save the Date! Career Jumpstart 2011 - Stand Out From the Crowd

Calling all students and future public relations professionals - Are you looking for the inside scoop on PR? Are you interested in networking with local industry professionals? Mark your calendar for April 9, the annual PRSA Career Jumpstart Day. This year will feature notable speakers recognized for their work in social media, strategic communication, public affairs and more. Registration information and a full event schedule will be announced in the next issue of Newsflash. We hope you join us!

Interested in being a speaker or volunteering? Please contact Tara Wyman at tarawyman@live.com for more information.

When: Saturday, April 9, 2011
Time: 9 a.m. - 2 p.m.
Where: Seattle Pacific University
Registration: **Register online** or call 206-623-8632

Join us on **Facebook** and **Twitter** to get the latest updates.

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News

News From IABC: February 17 Seminar, Be Heard in an Age of Information Overload

Join your friends at IABC/Seattle on February 17th for **Communications Innovation: Be Heard in an Age of Information Overload**, IABC/Seattle's half-day seminar on how to get your message through loud and clear in a world saturated with information, sound and images!

Did you know that research shows many employees receive between 50 and 100 emails every day? And that 64% of employees say they have information overload often or every day? With constant phone calls, junk mail, texts, tweets, spam, CNN, crying kids, commercials, whining bosses, LinkedIn, Facebook, blah, blah blah...how do you ensure your message is heard? Here are a few of the key takeaways from this event:

- Understand how to communicate more effectively in a "distributed" world
- Information overload – learn what it is and how it affects you, your workforce, customers and target audiences
- Explore how to effectively reach your audience using a variety of tools, techniques and strategies
- Discover insights on how to leverage social media — is it helping or hindering?
- Hear practical tips for marketers, internal communicators, entrepreneurs and more

Whether you're a one-person consulting firm or in a global corporation, you'll gain practical ideas and strategies that you can put to use immediately. Hear leading researchers and experienced communication and social media professionals share perspectives and valuable insights on how you and your business can manage information overload. In addition to the keynote presentations, we will have a moderated panel during which three seasoned communication professionals will share their experiences. Listen to their stories and learn how they've successfully applied real world solutions to effectively get their key messages across and cut through the communication overload.

Learn more at: <http://bit.ly/flj2nH>. We hope to see you there!

-- From your friends at IABC/Seattle

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A New Year, A New Way to Help the Chapter – Volunteer!

The more you give the more you get. When you join a PRSA Puget Sound committee, you're not only helping to make the chapter successful, you're building new skills, adding to your portfolio and expanding your network of professional contacts. The chapter is now recruiting members for a variety of committees. Contact Volunteer

Coordinator **Neil Neroutsos**, 425-783-8444, or visit our **volunteer page**, which lists committees and contact information.

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Speaking of Ethics – Looking the Other Way

*Neil Neroutsos, APR>
Past President/Ethics Officer*

As communicators we get pulled into discussions and strategy sessions throughout our organizations. So we're likely to be at the table when potential ethical dilemmas arise. Too often the alarm bell fails to sound, whether it's out of fear, self-consciousness or an inability to confront a superior. This "looking the other way" results in unethical behavior going unchecked and ignored. I'm sorry to throw cold water on the party, folks, but PRSA's Professional Standards call on us to "look, listen and speak up." It isn't always easy but hey, life isn't always easy. We have the responsibility under our Member Code of Ethics Disclosure of Information provision "to expose or challenge bad behaviors, decisions or actions." Learn more by visiting the **PRSA website**. And please **email me** with your comments!

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Membership

Receive a free one-year Chapter membership when you join PRSA National in February

With PRSA National membership, you will:

- Enhance your daily performance with the latest issues, case studies and research analysis.
- Benefit from members-only offers.
- Connect with other members and access industry tools with your personalized homepage.

With PRSA Puget Sound Chapter membership, you will:

- Expand your local circle of colleagues and contacts.
- Attend local programs and events at a discount.
- Learn about business development and job opportunities in your local community.

Join today at **www.prsa.org/JoinUs**. Use promotion code **FEB11**. Offer not applicable for Associate members. If you're already a member, spread the word and give those you know who are interested in joining a heads-up.

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New & renewing members

Thank you to all our new and renewing members! Your support makes it possible for our chapter to continue to offer services and programs to Puget Sound area members.

New members:

- Kerry A. Desberg
- Christine Goetz
- Bre Greenman, Travel Tacoma
- Jordan McKerney, Russell Investments
- Melissa Milburn, Bill & Melinda Gates Foundation
- Erin Schwantner, Providence Health & Services
- Janet E. Silcott, Kitsap Bank
- Catherine Waszak

Renewing members:

- Jay M. Becker, APR
- Karin Zaugg Black, City of Seattle's Office of Economic Development

- Rita K. Brautigam, APR, Brautigam Communications
- Elizabeth G. Catalinich, APR, Recreational Equipment, Inc.
- Michael G. Collins, Recreational Equipment, Inc.
- Monty G. Dennison, APR, Dennison Communications
- Kathleen Fearn-Banks, University of Washington
- Michael Grossman, Fifty Plus One, Inc.
- Susan Hansen-Smith, Port of Seattle
- Marilyn E. Hawkins, APR, Hawkins & Company PR, LLC
- Jason Hunke, Edelman Public Relations
- Yvonne L. Leach, The Boeing Company
- Stephanie Paige Lee, The Childrens Museum
- David M. Marriott, APR, Gogerty Marriott, Inc.
- Marci G. Maule, Coinstar, Inc.
- Neil L. McReynolds, APR
- Arthur P. Merrick, APR, Fellow PRSA
- Daniel Kevin Miller, DDB
- Andrew J. Muntz, Mukilteo School District
- Andrea Lyn O'Neal
- Lourdes Angelica Rios Salazar, Waggener Edstrom
- Dana Robertson Halter, Premera Blue Cross
- Jay Rockey, APR, Fellow PRSA, Rockey Hill & Knowlton
- Diane M. Schuirman-Hagedorn, JayRay
- Deborah G. Shawver, APR, Providence Health System, SW Washington
- Trina Smith, Starbucks Coffee Company
- Peter Boone Summerville, Rialto Communications, LLC
- Amy Turner, EnviroIssues
- Michelle E. Webb, T-Mobile
- Rachel Young, Physical Therapy Association of Washington

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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 **Kathryn Reith** by the middle of each month.

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