



Newsflash Archive

## November Newsflash

### Programs & Events

- **November 3 - PR and Journalists: How to engage via email, phone and social media**
- **November 16 - Register now for the 2011 Nonprofit Seminar on November 16**
- **December 6 - Recognize PRSA award winners and support scholarship programs at the PRSA Holiday Gala and Auction!**
- **February 9 - Save The Date - Totem Awards!**

### News

- **Diversity Committee Meeting**
- **Free APR classes start soon in Tacoma**
- **Volunteers critical to chapter's success!**
- **Speaking of Ethics -- The Grey Zone**

### Membership

- **Receive a free one-year Professional Interest Section membership when you join PRSA National in November**
- **New & renewing members**

### Stay Connected

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

---

## Programs & Events

### November 3

#### [PR and Journalists: How to engage via email, phone and social media](#)

*Co-sponsored by Society of Professional Journalists (SPJ)*

As PR professionals, we are regularly trying to find ways to engage media around our organization or clients' products, services and activities. Imagine a roomful of journalists and PR people, the opportunity to meet everyone in a "speed dating" atmosphere. Join colleagues in the media to learn how best to approach them with story ideas –

bring business cards and plan to meet at least 12 reporters and editors. Imagine the possibility of starting new media relationships!

Your registration includes a ticket to the museum that night – stay after the program to explore!

When: Thursday, November 3, 5:30 to 7:30 p.m.

Where: Seattle Art Museum

Cost: **SOLD OUT!** ~~\$15 members and students; \$22~~

**Back to top**

---

## November 16

### Register now for the 2011 Nonprofit Seminar on November 16

Get tips for inspiring the community with your nonprofit message. Learn the secrets to effective media pitching. Find out what you need to do to help your organization navigate the legal, HR and privacy issues related to social media. Get advice on gaining support from corporate sponsors even in a down economy. And much more. Speakers include freelance nonprofit writer **Clay Holtzman**, longtime local news broadcaster **Brian Calvert**, Bellevue School District's **Jacque Coe** and Seattle Art Museum's **Madeline Moy**. For more information or to register please click **here**.

When: Wednesday, November 16, 8:30 a.m.-3:45 p.m.

Where: Seattle Center Northwest Rooms, 305 Harrison St., Seattle

Cost: \$85 PRSA members; \$95 non-members.  
Includes continental breakfast and lunch

Register: **Register online** or call the PRSA office at 206-623-8632

**Back to top**

---

## December 6

### Recognize PRSA award winners and support scholarship programs at the PRSA Holiday Gala and Auction!

Join regional public relations leaders at the annual PRSA Holiday Gala and Auction to toast the holiday season and the achievements of our colleagues. We'll recognize the chapter's Jay Rockey Lifetime Achievement Award winner, PR Professional of the Year, New Member of the Year and Hugh Smith Community Service Award winner.

You can also feel good about purchasing holiday gifts at the gala's live and silent auctions, which support our chapter's student scholarships.

**Register online today:** <http://asi-seattle.com/prsa1/register.php>

If you would like to be a sponsor for the gala or donate an item, please contact **Gary Sabol** by email or phone: 206-240-6439.

Where: **Lake Union Café**, 3119 Eastlake Ave. E., Seattle

When: Tuesday, December 6, 2011, 6 p.m. to 9 p.m.

Cost: \$75 PRSSA Members; \$85 PRSA Members; \$95 Non-PRSA Members  
\$850 Corporate tables of 10  
After Friday, December 2, prices increase by \$15 per person.

**Back to top**

---

## February 9

### Save The Date - Totem Awards!

The 2012 Totem Awards Celebration will be held on Thursday, February 9, 2012, at the ACT Theatre. Please mark your calendars and stay tuned for registration information as the event nears.

Questions? Please contact Karla Slate at [kslate@covingtonwa.gov](mailto:kslate@covingtonwa.gov) or 253.638.1110.

[Back to top](#)

---

## News

---

### Diversity Committee Meeting

The next meeting of the diversity committee will be November 10 at 6:15 p.m. at Seattle City Light (5th and Columbia - 700 Fifth Avenue - Floor 32). The group will review a draft three-year plan. New members are welcome. For information, contact Shirley Skeel, [sskeel@pugetsound.edu](mailto:sskeel@pugetsound.edu).

[Back to top](#)

---

### Free APR classes start soon in Tacoma

Thinking about getting your APR? Now's the time to jump in on our free set of APR preparation classes! The Puget Sound chapter holds free APR prep classes about once a year and the next set of classes will start November 9 in Tacoma. The five-week series of free classes will be held **every Wednesday night from 6:00 pm to 9:00 pm from November 9 to December 14** (minus the week of Thanksgiving). The series is designed to fast-track candidates for the APR exam because the classes are taught by APRs, condensed into a short five-week series of sessions held after the workday and held in a relaxed setting.

This is the first time APR classes have been held in the south Puget Sound in several years. If you're thinking about pursuing your APR at all, you won't want to miss this opportunity. If you're not sure if you want to pursue your APR—now's the time to ask. Interested? Contact APR Accreditation Chair Jacque Coe at [coej@bsd405.org](mailto:coej@bsd405.org) to register for the classes or to hear more information. Thank you to JayRay in Tacoma, who is supporting the APR process by graciously hosting our classes.

[Back to top](#)

---

### Volunteers critical to chapter's success!

You, our chapter membership, make PRSA Puget Sound one of the most active and successful chapters in the country. We need you. A variety of volunteer opportunities are available throughout the year – supporting events, marketing programs, working with students and more. Your assistance is critical to bring the greatest value to our membership. For more information, contact Volunteer Coordinator **Neil Neroutsos**, 425-783-8444, or visit our [volunteer page](#), which lists committees and contact information.

[Back to top](#)

---

### Speaking of Ethics -- The Grey Zone

*Neil Neroutsos, APR  
Past President/Ethics Officer*

As we all know, the black and white decisions in life aren't always what test us. It's those judgment calls in which we're grappling with a dizzying set of unknowns and opinions are mixed. If you're facing a dilemma, don't be tempted to make the quick call. Buy some time. Talk it through with a PR colleague. Revisit the Code of Ethics on the [PRSA website](#). Please [email me](#) with your comments!

[Back to top](#)

---

## Membership

---

**Receive a free one-year Professional Interest Section membership when you join PRSA National in November**

When you join PRSA National you will receive a free one-year Section membership, which is a great way to connect with fellow public relations professionals across the nation and right in your own industry segment.

**Sections networking furthers professional advancement through:**

- Ongoing access to industry leaders available to offer advice in specific practice areas.
- Members-only conference calls with leading practitioners on topics of mutual interest.
- Online tools, from members-only online discussion forums to podcasts, which extend your ability to share information and seek feedback.

**Professional Interest Sections**

- **Association / Nonprofit**
- **Corporate Communications**
- **Counselors Academy**
- **Counselors to Higher Education**
- **Educators Academy**
- **Employee Communications**
- **Entertainment & Sports**
- **Financial Communications**
- **Health Academy**
- **Independent Practitioners Alliance**
- **New Professionals**
- **Public Affairs & Government**
- **Technology**
- **Travel & Tourism**

Join online now with promotion code **SEC11**.

Already a member? Please forward this offer to colleagues who are interested in joining.

**Back to top**

---

**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 (12)**

- Siri Marie Anderson
- Stephanie Anne Bertholf, MA
- Scott James Charlston, Verizon Wireless
- Amy Cloud, MA, PeaceHealth/St. Joseph Medical Center
- William Dowell, U.S. Army Corps of Engineers – Seattle District
- Claude Flowers
- Brian Leonard Manning
- Kacie McKinney, JayRay Ads & PR
- Elizabeth Greti Noagi, Bellevue School District
- Sara Schwartz
- Susanne M. Smith, F5 Networks
- Chrissy Vaughn

**RENEWING MEMBERS (22)**

- Christine M. Aguirre, APR, Microsoft
- David Blandford, APR, Seattle's Convention and Visitors Bureau
- Michael Boroughs, The Boeing Co.
- Pamela A. Cone, APR, Milliman
- William C. Dugovich, APR, Society of Professional Engineering Employees in Aerospace
- Imelda Dulcich
- Gaylee Duncan, Executive Options
- Lorraine S. Howell, Media Skills Training

- Shawn Jennison, Clover Park Technical College
- Stephanie L. Jones Fry, APR
- Jennifer Keller, Western Washington University
- Kevin Laverty
- Tara A. Mattina
- Martha Monfried, Puget Sound Energy
- Rebecca Lynn Holmes Mosley, Duo Public Relations
- Laurie Myer, Myer Communications
- Dennis E. Noland, Shiftpoint Strategies, Inc.
- Kaulani O. Robinson, Seattle's Convention and Visitors Bureau
- Brian Seitz
- Karrie Spitzer, APR, City of Tacoma
- Jerry VanderWood, APR, AGC of Washington
- Kathleen T. White, Port of Olympia

#### REINSTATED MEMBERS (4)

- Kelly W. Bray, Children's Home Society of Washington
- Jeff A. Denenholz
- Lora Marini, The Salvation Army
- Melissa Tizon, Swedish Medical Center

[Back to top](#)

---

## 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 [prsapugetsound.wordpress.com](http://prsapugetsound.wordpress.com) for recaps on events, PRSA news and more.

[Back to top](#)

---

### 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 top](#)

---

### 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.

[Back to top](#)

---