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April 2012 NewsFlash



Ahh Spring! Well, at least according to the calendar it's spring and your Puget Sound PRSA Chapter is just **blooming** with great programs and events. Read on here.

- **April is APR - Accreditation Month! Networking Social Scheduled**
- **Sharpen Your Media Tools – We Have Your Essentials April 18**
- **Get A JumpStart on Your Career – April 14!**
- **PRSA Scholarship Applications Due Soon - April 17**
- **Know Your Audience! – May 16**
- **March Membership Month a Success!**
- **Looking Ahead - Calendar Notes**

April is APR – Accreditation Month

Interested in becoming an Accredited Public Relations professional? Now is the time to find out more.

Wednesday - April 4 – 5:30 p.m.
Chandler's Crabhouse
South Lake Union
901 Fairview Avenue North

Becoming an APR is an important step in your career and there are several chapter members who are willing to help you attain those all-important three letters: APR. In fact, the Puget Sound Chapter has the highest number of accredited members of any chapter in the country. Some of the most respected members of the public relations community in the Northwest are APRs and they proudly list their APR on their business card. Now is a great time to learn more and find out if becoming an APR is in your future. For more information, contact Accreditation Chair Jacque Coe at coej@bsd405.org

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Sharpen Your Media Tool Kit – April 18

It's never too late to learn new skills, especially when it comes to working effectively with the media. Join us for coffee and conversation with media-pro Lynn Espinoza from Speak! Communications. Hear how to turn unruly corporate key messages into compelling stories – and how to deliver those messages whether online, in print, or in the broadcast world. Learn how to stay on message, just like a veteran spokesperson!

For more information and registration go [here](#).

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JumpStart Your Career This Month – April 14

Join us from 9 a.m. – 2p.m. Saturday, April 14, 2012 at Seattle Pacific University for an unforgettable career workshop day with renowned professionals from all around western Washington. It's your chance to receive one-on-one guidance, participate in Q&A's with industry professionals, get your resume reviewed and more! **Register online** or call the PRSA office at 206-623-8632.

JumpStart 2011 featured speakers from **Edelman, Weber Shandwick, Seattle Children's Hospital, the Washington State Office of the Attorney General, The Seattle Symphony, Firmani + Associates, GMMB** and keynote speaker, nationally recognized crisis communication expert David Marriott. This year's line-up will be dynamic!

Learn more by following @PRJumpstartSEA on Twitter or visiting the **Puget Sound PRSA for Students** Facebook page.

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Puget Sound PRSA Scholarship Applications Due April 17

The application deadline for the two \$2,500 PRSA Puget Sound scholarships is rapidly approaching. The Sally Heet Memorial Scholarship and the Horace and Sally Revels Cayton Scholarship are awarded annually to students who are entering their junior or senior years and are pursuing careers in public relations.

If you know of a student who is eligible, encourage them to apply before the April 17, 2012 deadline under the Students section of the **PRSA Puget Sound** website. Because both scholarship applications require transcripts, students should leave one to two weeks to complete all of the requirements.

Thanks to all of our PRSA Puget Sound Members who contributed to the Scholarship Fund in 2011. Contributions to the fund can be made via the link on the bottom of the PRSA Puget Sound home page at www.prsapugetsound.org. If you are interested in more information or would like to join the Scholarship Committee, contact Jenn Sutton at Jennifer.Sutton@alpa.org.

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Know Your Audience – When To Use Research For A Communications Campaign

"Know thy audience:" It's a central tenant of the successful PR campaign. But when is formal research warranted and at which junctures is it useful? How can you leverage it? What are your options in the digital age? We're bringing in Andrew Edwards of Harris Interactive (think Harris Poll) to discuss strategies for integrating surveys and other forms of research in an ongoing communications program. He'll share best practices with examples from prominent PR firms such as Waggener Edstrom, Weber Shandwick and Hill & Knowlton.

Wednesday, May 16, 2012

11:30 a.m. Registration and lunch; 12:00 p.m. Program

Swedish Cultural Center; 1920 Dexter Ave N, Seattle

Members: \$35; Non-members \$45; Students: \$30

Free parking!

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

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March Membership Month a Success!

March Madness wasn't the only activity the past month. Not by a long shot (so to speak) - it also was membership month and we had a great response. In all, six new members and twenty-two returning members! Welcome. We look forward to your participation and feedback.

New Members

- Carole Carmichael
- Adam Cochran, JayRay Ads & PR
- Catherine Gonchar, LifeCenter Northwest
- Jessica V. Piha
- Liz Satterthwaite
- Lyssa Seward, LifeCenter Northwest

Renewing Members

- Kristi Clough, Firmani + Associates Inc.
- Pete DeLaunay, APR, DeLaunay Communications, Inc.
- Dan G. Eramian, Cell Therapeutics, Inc.
- Hunter George, Pierce County, WA
- Cori E. Hartje, Microsoft
- Brad Hilliard, State Farm Insurance
- Catherine L. Hinrichsen, APR, C & C Communications
- Yvonne L. Leach, The Boeing Company
- Mountfort A. Euston, APR, Fellow PRSA
- Christi Ball Loso, Fred Hutchinson Cancer Research Center
- Shauna McBride, Allstate Insurance
- Cluny Lea McCaffrey, APR, The Nature Conservancy
- Eileen A. McSherry, Social Security Administration, Columbia Tower
- Shannon Nicole Parthemer, APR, Lake Washington School District
- Yasmeen Sands, U.S. Forest Service, PNW Research Station
- Katherine M. Schubert-Knapp, Dep't of Finance and Administrative Services
- Richard Scott Sewell
- Karen Smaalders
- Timothy J. Smith, APR, Edelman Public Relations Worldwide
- Sonia Toguchi, BergerABAM
- Doris Torres
- Jeannette Tarcha, Make-A-Wish Foundation

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Looking Ahead

June

- Tuesday, June 12 - Half-day PRSA Professional Development Seminar at the Center for Urban Horticulture - always one of the best attended events in the PRSA program line-up.
- Wednesday, June 20 - Marketing Communications and Personal Development specialist Angee Linsey joins us to take a look at promoting our own careers.

July

- Can we get your "Pinterest?" How about Google+ or some of the other social media tools and how they can help us communicate more effectively. Puget Sound PRSA takes a look at what's new and what works.

August

- Thursday, August 15 - Veteran Communications' Writer Anne Wylie returns

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To submit an article to NewsFlash, contact **Suzanne Hartman** by April 27.

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