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May 2012 NewsFlash



SUCCESSFUL 2012 JUMPSTART EVENT ON A SUNNY SATURDAY IN APRIL

PRSA Jumpstart 2012 Committee – *Front row from left to right:* Brittanica Huston (Synapse), Emily Owens (Strategies 360), Elena Caldwell (Waggener Edstrom), Faith Yi (Publicis Consultants USA), Ali Kramer (Barokas Public Relations). *Back row from left to right:* Kevin Wren (Waggener Edstrom), Jessica Kottke (Kottkeworks), Jennifer Cooper (Waggener Edstrom), Amy Graham (Frause), Josh Holland (Waggener Edstrom) and Jake Edwards (Not Pictured - Publicis Consultants USA).

April was an incredibly busy month with a number of great programs and events. May looks to be equally as busy.

- **April Re-Cap**
- **May 16 Featured Program – Audience Research & Message Targeting**
- **Professional Development Half-Day – Not To Be Missed! Take advantage of early bird sign-up**
- **Sharpen Your Skills – U of Washington PR Certificate Program**
- **Looking For That Next Perfect Job? JobLine may be your answer**
- **North & South Sound Events**
- **Looking Ahead - Calendar Notes**

April Re-Cap – A Busy Month!

It pays to join – and to renew! Adam Cochran from JayRay Ads & PR in Tacoma was one of seven new chapter members who joined in March. His membership earned him a new iPod nano! Way to go, Adam!

Membership not only brings the potential for winning a prize, it also is a guarantee for GREAT networking and professional development. In April, recent grads and those still in college spent a lovely spring day finding out more

about the public relations profession and learning from some seasoned "veterans" at the annual Jumpstart event. Here's their report (Jumpstart Committee group shot at the beginning of Newsflash).

PRSA Jumpstart 2012: More than 70 Students, Speakers and Panelists in Attendance!

This year's Jumpstart PR Career Workshop Day was a super-charged event. Aspiring professionals traveled from as far away as Bellingham, Ellensburg, Pullman and even Idaho to kick-start their public relations journeys.

A unique dual networking conference and workshop, Jumpstart gave attendees a chance to sharpen their interviewing skills and learn about different practices of public relations from agencies and PR professionals around Western Washington.

"Jumpstart is a great way for those coming into the profession to experience our chapter's values of leadership and community outreach," said Suzanne Hartman, APR and Puget Sound PRSA President. "These are the faces of the PR industry's future and the Puget Sound PRSA Chapter members are a fantastic resource to them. There was high energy in the room on a beautiful April day."

Special thanks to the individuals who participated in this year's event. If you are interested in joining the Jumpstart 2013 planning committee, please contact:

Jay Weisberger, Jay.Weisberger@skanska.com

Follow us on **Facebook** and [@PRJumpstartSEA](https://twitter.com/PRJumpstartSEA) on Twitter for the latest news.

Lynn Espinoza's Media Toolkit session draws more than 40

Former KOMO reporter, Lynn Espinoza spent a morning at the U Village Microsoft store engaging participants in a lively discussion on the media toolkit essentials. PRSA member Alison Koop handled arrangements for the event organized by Bev Holland, APR and Tim Smith, APR.

Puget Sound PRSA Diversity Committee Active

Newly retired advertising executive Jerry McLaughlin (JayRay Ads) volunteered at the recent 2012 Latino Youth Summit held at Pacific Lutheran University in Tacoma on April 20. Jerry reports that most of the high school students were focused on college and inquired about a career in public relations. College representatives asked about PRSSA student branches and high school counselors showed interest in PRSA speakers for Career Day events. The PSPRSA Chapter is actively looking to engage young professionals from ethnically diverse backgrounds to take a look at a career in public relations. The Diversity Committee's next meeting is May 8th. For more information, contact Shirley Skeel at sskeel@pugetsound.edu



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

Coming up on Wednesday, May 16 is your chance to find out from an insider some secrets for successful campaigns. Andrew Edwards of Harris Interactive (think Harris Poll) will share insights and strategies for integrating surveys and other forms of research in an ongoing communications program. Andrew has worked with some of the top PR and Ad agencies and is prepared to talk about ways to effectively reach your audience.

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

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

Free parking!

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What You Have Been Waiting For All Year! PSPRSA's Hallmark Professional Development Seminar – June 12!

The Changing Face of Communications

Trends & Tools to Help You Stay Smart, Savvy & On Top of Your Game

Take advantage of the lower Early Bird rates! Join your colleagues for this year's conference at the University of Washington's Center for Urban Horticulture on Tuesday, June 12th, 8 a.m to Noon.

Featuring:

Leading digital communications consultant **Arik Hanson, APR**, one of the **Top 50 PR pros** to follow on Twitter, and a regular contributor to **Ragan.com** and **PR Daily** will help you perfect your pitch, amplify brand awareness and create engaged online communities.

Crisis communications expert Detective Sergeant Ed Troyer of the Pierce County Sheriff's Office joins us to talk about the challenges of criminal investigations and communicating with the public.

Also joining us this year are communications professionals representing the Gates Foundation, Boeing, the Washington State Attorney General's Office, The Connections Group and regional media outlets will provide insights into global public relations, brand journalism, crisis communications and emerging trends in our field.

Watch for more on the PRSA website and in your inbox during the month ahead. Mark your calendar for this popular event. The last two conferences were sell-outs! Registration opens soon.

Thanks to Platinum event sponsor Puget Sound Energy!

Early Bird Rate (By June 5)

\$75/PRSA members, \$85/non-members, \$50/students

Light continental breakfast and parking included in registration fee

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

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Considering PR or Looking To Freshen Your Skills? A PR Certificate may be the answer.

The University of Washington *Certificate In PR* may be your answer. Applications are being taken now for classes beginning in September. The program is offered Monday and Wednesday evenings and includes a full-day crisis simulation event and a PR practicum with real client assignments.

If you are looking for a career challenge or maybe the next step in your career, now is the time to contact the U of W PR Certification program: www.pce.uw.edu/certificates/public-relations.html

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JobLine May Be Your Link To A New Job!

Puget Sound PRSA members have access to the best listing of communications jobs in Puget Sound – the **Communicators & Marketers JobLine**. As a PRSA Puget Sound member, you get free access to job listings on this site as part of your member benefits. If you are looking for a job, **begin your search now!**

The JobLine also provides employers with the best pool of potential candidates. If you're tired of searching for the right person to for the job, visit the JobLine and **list your open positions today.**

If you have questions or need to be assigned your username and password, please contact Loretta at loretta@asi-seattle.net or 206-623-8632. If you would like more information on posting a job please contact the JobLine team directly at service@cmjobline.org or 425-869-2157. Happy job hunting!

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South Sound & North Sound Events

South Sound Members

Thursday, May 10, 8:00 – 9:00 a.m.

Topic: Integrated fundraising marketing campaigns

Learn how the Boys & Girls Clubs of South Puget Sound recruited a dream team of marketers to cut through the clutter and raise funds for local youth.

Doors open at 7:30 a.m. for networking

Location: Metro Parks Tacoma headquarters

4702 South 19th Street, Tacoma (Just off State Route 16)

Free parking (please leave "Visitor" spaces for MetroParks customers)

Cost: \$5 PRSA members; \$10 for non-members (includes continental breakfast)

This program is sponsored by **JayRay**.

Northend Networking

Wednesday, May 16 – 11:30 a.m. to 1 p.m.

Join other communications professionals working in North King and Snohomish Counties for informal no-host lunches and other networking events in the coming months. The newly-formed "Communications Collaborative," will meet in Everett in May. The location will be set depending on the number attending. Open to both members and non-members.

Contact: Neil Neroutsos, APR, nsneroutsos@snopud.com or 425-783-8444

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Looking Ahead

Wednesday, June 20

When the Story is You: Creating Key Messages to Tell Your Own Story

Veteran career specialist and corporate storyteller, Angee Linsey shares her experience on how to be your own best promoter.

Most of us are great at talking about our company, our products and our teams – but when it comes to talking about ourselves, we often miss the mark. Whether speaking to your boss about your career goals, or having a discussion during your annual performance review, or as part of a job search – you need to tell your story! This presentation will give you practical, hands-on methods for creating your personal communication strategy, as well as ways to implement that strategy through effective conversations.

Thursday, August 15

Veteran Communications' Writer Anne Wylie returns

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To submit an article to NewsFlash, contact **Suzanne Hartman** by May 25.