



Newsflash Archive

## July 2013 Newsflash

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### President's message

As I write this, we are moving into days with record temperatures, unusual for Seattle. There is always much happening in the PR community. July brings a popular speaker, Lynn Espinoza, former TV reporter turned media consultant, who will give us insights into media interviews for ourselves and our clients. Ann Wylie comes back August 14 with a new writing workshop, this one focused on social media. Our annual Ethics program and Annual Meeting are still in work for September and October. Looking ahead, we are fortunate to have nationally-known, dynamic speaker Michael Smart, who has a proven method of attracting media attention for your clients. You won't want to miss any of these programs.

Bev Holland, APR  
PRSA Puget Sound Chapter president

Niquette Kelcher, Content Strategy Manager for the Office of the Superintendent of Public Instruction, explained Google Analytics to a packed room of PR practitioners at the South Sound program June 13.



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### July 18 program - How to train your spokesperson

Pick up the tools and tricks of successful media interviews from Lynn Espinoza - President of Speak! Communications, Inc. Lynn travels the world helping CEO's and their teams to deliver powerful and authentic interviews.

When: Thursday, July 18, 2013  
7:30-8:00 am - Registration and Networking  
8:00-9:00 am - Program

Where: Microsoft Store, University Village  
2642 NE University Village St, Seattle 98105

Price: Members & students \$15 - Non-members \$20  
The price increases \$5 per person at the door

Registration: [Register online](#) or call the PRSA office at 206-623-8632  
Registration closes 10:00 am July 17, 2013

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### July 11: South Sound Program Planning Lunch

Help plan the South Sound programs for next year! We'll discuss topics, potential speakers and volunteers to help coordinate monthly programs. Lunch will be provided. For more information or to suggest ideas, contact Liz Satterthwaite, [satterliz@gmail.com](mailto:satterliz@gmail.com), or Matthew Erlich, [merlich2@yahoo.com](mailto:merlich2@yahoo.com).

Date: July 11  
Time: Noon to 1:00 p.m.  
Where: JayRay, 535 E. Dock St.; #205; Tacoma  
Cost: Free! Lunch provided

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### Aug 14: Social Media Writing Bootcamp with Ann Wylie



**9:00 a.m. to Noon**  
**Museum of Glass, Tacoma**

Practice makes perfect. During this half-day workshop, popular presenter and writing guru Ann Wylie will help us practice writing for our plethora of social media platforms. Wylie always tailors her presentation for the Puget Sound and never disappoints.

At **Social Media Writing Bootcamp**, you'll learn:

- The 70-20-10 rule for engaging your followers
- The secret to passing the "who cares?" test
- Four techniques to become a resource, and not be a bore

- Five steps to expand your influence on Twitter

#### **Register today!**

PRSA member \$89; Nonmember \$149

Cost includes continental breakfast, beverages, entrance to **The Museum of Glass**.

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### **Ethics in Social Media? Is that an oxymoron?**

Coming up in late September or early October is the chapter's annual ethics program to challenge practitioners on their knowledge of ethics in communication. This year plans to be a blockbuster - as we take on the daunting task of identifying and ensuring ethics in social media communications. We will be bringing in a national expert to set the stage for an open forum discussion of social media ethics and to see if participants are aware of how to overcome obstacles to ensure the highest ethical standards in the new media world. More information with exact date, time and location will be coming soon. Check the chapter website for details or contact **Suzanne Hartman** for more information.

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### **Sept 24: Connecting For A Cause PRSA's Annual Nonprofit Seminar**

Get tips for inspiring the community with your nonprofit message. Find out what you need to do to help your organization live your brand, improve your writing and learn tips to enhance your social media.

Date: Tuesday, September 24, 2013

Time: 8:30 am - 3:45 pm nonprofit seminar with social to follow from 3:45 - 5:00 pm

Location: Swedish Cultural Center  
1920 Dexter Avenue North, Seattle, WA 98109

Cost: \$85 PRSA members; \$95 PRSA non-members  
Includes continental breakfast and lunch  
Free parking at the Swedish Cultural Center

Registration: **Register online** or call 206-623-8632  
Online registration closes 5:00 pm September 20

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### **Coming in November: Michael Smart!**

Nov 14: Save the date: Michael Smart, guru of media pitching, will present his dynamic workshop on media pitching here in Seattle.

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### **Judges needed!**

The Phoenix Chapter of PRSA has just launched its Copper Anvil Awards Call for Entries, which means our chapter will soon have a host of award entries to review and judge! Judging will be held at Weber Shandwick during the week of 7/15-7/19.

Also, if you plan on judging, it would be great if you could bring your laptop, but not required.

The perks of judging include helping other PR industry members learn and grow from your feedback, getting credit toward your APR requirements, meeting other judges during the process, and feasting on some yummy snacks. Judging is also a great tool when it comes to preparing your own Totem Award entry. It gives you the inside track to how entries are processed and judged, plus you'll see firsthand what makes an entry award-worthy and what to avoid.

To be a judge, please e-mail your interest to Totem Awards Liaison Karla Slate, APR at [kslate@covingtonwa.gov](mailto:kslate@covingtonwa.gov). Judges should have their APR or 5+ years of experience in the PR industry. Judging is expected to take place on a date to be determined between July 15 and 25.

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## Better Than Bringing Home The Gold! The Silver Anvil

Puget Sound PRSA Board member and 2012 president Suzanne Hartman returns from the recent PRSA Awards Dinner in New York City with a Silver Anvil. Hartman captured the Anvil with her award-winning entry "Your Power Future: Seattle City Light 2013-2018 Strategic Plan Outreach & Communications." The entry was in the Public Affairs - Government category. Also attending the event in New York from the Puget Sound PRSA chapter were Manning Selvage & Lee with the United Soybean Board an Award of Excellence for their campaign "Message in a Bottle: Increasing Market Demand for Soybean Oil;" and PRR with the Pike Place Market Preservation & Development Authority, an Award of Excellence for "Thanks to You" campaign.

The success of these local organizations demonstrates the value of entering the awards competition, beginning with our own local Totem Awards. Returning later this year will be a workshop on putting together a winning award entry and hearing firsthand what the judges look for when they are evaluating award entries.

Another good way to gain experience on preparing award entries is to become a judge at the local level. Contact **Karla Slate** if you would like to help judge another chapter's award entries.

To find out more about this year's Silver Anvil event, [see the news release](#).

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## Interested in becoming an Accredited Public Relations professional?

Now is the time to find out more. Becoming an APR is an important step in your career and there are several chapter members who are willing to help you attain accreditation. Come to an informal information session to find out if becoming an APR is in your future. Learn about the process and hear the experiences of current APRs.

### [APR information session](#)

Tuesday, Aug. 13 - 5:30 p.m.

**Katie Downs**

3211 Ruston Way, Tacoma

### [Free, on-demand webinar outlines APR process](#)

For those who are committed to beginning the APR process, learn what is expected, get organized, study the right materials and follow the right process. This 90-minute webinar provides:

- The details of the application process, from filling out forms, preparing your portfolio and managing your Readiness Review™, to taking the Examination for Accreditation in Public Relations.
- A personalized checklist to evaluate your expertise in the "family of 10 KSAs" (Knowledge, Skills and Abilities).
- The inspiration to get started on your APR track.

[www.prsa.org/MyPRSA/WebinarLibrary/display/5008/Accreditation\\_Power\\_Play](http://www.prsa.org/MyPRSA/WebinarLibrary/display/5008/Accreditation_Power_Play)

For more information, contact Accreditation Chair Elle Warmuth, APR: [ewarmut@tacoma.k12.wa.us](mailto:ewarmut@tacoma.k12.wa.us), (253) 571-1019

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## Volunteer Opportunity

Full Life Care, the largest provider of adult day services in the state, is virtually unknown to the public, according to board member Jeff Idler. This provider of physical, emotional and socialization services to adults living with traumatic brain injuries, dementia, MS and age-related diseases, is seeking pro bono public relations help to change that perception. If you are interested, please contact **Jeff Idler**, board member of Full Life Care.

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### [UW Grads: register on Alumni list](#)

The U. of Washington PRSSA chapter is starting a register of UW grads in the PR field. If you are a UW grad, please register at this Facebook [page](#) to receive news, updates from the UW PRSSA team.

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### [Call a colleague for National membership, and you both benefit!](#)

Many colleagues join local and National PRSA when they see and hear about all the great benefits. During June and July, there could be even more benefits for you if you recruit your colleagues to join. Current members who recruit at least three new members to join PRSA National are entered in a raffle drawing to win various prizes. The more members you recruit, the more chances you have of winning. Just ask your joining colleagues to mention your name. Meanwhile, welcome new, renewing and reinstated members in the month of June!

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### [New and Renewing Members](#)

#### **New Members**

- Julie Anderson, Pierce County Auditor's Office
- Lauren Anthony
- Kimberlee Craig, Chelan County PUD
- Mariko Julia Helm, Weber Shandwick
- Megan M. Matthews
- Raffaella Oeler
- Nikanne Peery
- Kristene Sarmiento
- Christy Shearer, Chelan County PUD

#### **Renewing Members**

- Jacque A. Coe, APR
- Julie A. Colehour, Colehour+Cohen
- Jason Hagey, Association of Washington Business
- Marion A. Haithcox, APR
- Catherine Hudson, Frause
- Julie Ann Kettman, YWCA Seattle | King | Snohomish
- Lesley Ann McMillen, APR, Providence Regional Medical Center
- Colleen M. Moffitt, Communique PR
- Robin Moore
- Rhonda R. Rosenberg, King County Housing Authority
- David Harold Sandler
- Patti Spencer

#### **Reinstated Members**

- Mary G. Langholz

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The Newsflash deadline is the 25th of the month.  
Please submit your articles to [Bev Holland, APR](#).

