



June 2013 Newsflash

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Message from the president

The PRSA message on Memorial Day said,

"...so as we commemorate Memorial Day, one of our nation's most solemn and revered holidays, let us keep in mind the true meaning of the day, which is a remembrance of the military men and women who have died in service to their country.

"... let us also find time to reflect on freedom's true cost and hold a thought for those who selflessly have gone before us, while protecting the freedoms and ideals that we all hold dear."

I wanted to acknowledge the importance of protecting our freedoms, including the Freedom of Speech that is so important to our profession. We don't take it lightly.

It was inspirational for me to hear the student PRSSA leaders from across the state discuss their plans at the annual PRSSA leadership retreat in Seattle in mid-May. This new generation of leaders is smart, social savvy and ready to join this fast-moving profession.

And we never stop learning! Please note upcoming programs on Google+ analytics (June 13) and Tourism PR onboard a cruise ship (June 15), and also mark your calendar for the Aug. 14 Ann Wylie ½ day workshop.

Have a great month!

Bev Holland, APR
Chapter president,
PRSA Puget Sound



Dave Marriott, principal, Gogerty Marriott, described his work with Amanda Knox's family and the media during one of the most grueling times in Knox's life—her trial—at the PRSA program May 14.

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Saturday, June 15

Join us onboard the ms Westerdam for ...

Tourism PR: promoting the destination, advocating the industry

Tourism is big business. Some 10 million visitors spend \$5.9 billion in Seattle and King County annually, contributing \$479 million in state and local tax revenues and supporting more than 50,000 jobs. Yet regional tourism PR practitioners work harder than ever to communicate tourism's importance and help sustain its funding. Case in point: Washington is now the only state in the nation without a state-supported tourism marketing budget. This PRSA program invites you to play tourist in your own city, aboard Holland America's ms Westerdam, while **David Blandford**, APR presents a communicator's perspective on our local, regional and state tourism industry.



David Blandford, APR is Vice President of Communications for Visit Seattle, where he oversees the public relations department and directs many aspects of organizational communications and public affairs. He has served in Seattle's tourism industry for more than 20 years. Previously, Blandford held communications positions in Seattle and in Washington, D.C.

He currently serves on the boards of directors for the Washington Tourism Alliance and Seafair, as well as the U.S. Travel Association Communications Committee.

Schedule: 10:15 am Check in (Cruise Ship Terminal 91)
10:30 am Embark ship
11:00 - 12:15 pm Luncheon
12:30 - 1:15 pm Program
1:15 pm Optional tour of the ship
2:00 pm Guests ashore

Cost: \$45 members/\$55 nonmembers

Registration: [Register online](#) or call the PRSA office at 206-623-8632

Deadline: June 10, 5:00 pm (For security clearances, no substitutions or registrations after deadline)

Parking: **Please read carefully! Parking is \$10.** The parking lot is the orange area at the top left corner **on this map**. A shuttle will take you from the parking lot to the terminal. It takes 5-10 minutes to get from the parking area to the check in location so plan to arrive early.

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June 13: Google Analytics for the Rest of Us South Sound Program (Tacoma)

If you have a firm grasp on your organization's website analytics, congratulations. For the rest of us, just looking at the Google Analytics dashboard can be overwhelming. Can we understand website traffic and trends without earning a Ph.D. in physics? Yes. Niquette Kelcher, Content Strategy Manager for the Office of the Superintendent

of Public Instruction, will take us on a ground-floor tour of the powerful Google Analytics program. Learn what Google Analytics is and isn't. Get tips on installation, key metrics, and reading the dashboard. Kelcher, who teaches a course for the UW Extension called the Web Savvy Editor, will help us think strategically about all that data.

Date: June 13

Time: 8-9 a.m. Doors open early for networking

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

Cost: \$5 PRSA members; \$10 nonmembers
No reservations needed.

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Social Media Writing Bootcamp with Ann Wylie

9 a.m. to Noon, Aug. 14

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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PRSSA Leaders Meet for Annual Retreat



Eighteen PRSSA officers met Saturday, May 18 for the sixth annual PRSA/PRSSA Leadership Retreat, hosted by the Student Outreach Committee. We welcomed current and incoming officers from chapters at **Central Washington University**, **Seattle University** and the **University of Washington**, plus the president of the soon-to-be chapter at Western Washington University. Students heard a keynote from PRSA Puget Sound president Bev Holland, APR; brainstormed fundraising ideas; and networked with each other to share leadership challenges and solutions.

Thanks to **Skanska** for hosting us. For more information, contact **Catherine Hinrichsen**, APR.

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Phoenix Copper Anvil Awards Needs Judges!

The Phoenix Chapter of PRSA has just launched their Copper Anvil Awards Call for Entries, which means our chapter will soon have a host of award entries to review and judge!

The perks of judging include helping PR industry colleagues 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. 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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May 11 APR Workshop a Success

As part of the Puget Sound Chapter's transition to a new abbreviated APR process, we hosted our first all-day intensive with an APR Workshop on Saturday, May 11. Six eager and committed candidates were coached by volunteers Jacque Coe, APR, Janelle Guthrie, APR, Karina Jennings, APR, Neil Neroutsos, APR, Kathryn Reith, APR and Catherine Sweeney, APR. Thanks to all who volunteered!

Several APR candidates are moving forward with their Readiness Review on June 29. The next APR preparation series will take place from September to November in Tacoma. Stay tuned for details.

For more information on the APR process and the Puget Sound Chapter's support, contact APR Chair Elle Warmuth, michellewarmuth@hotmail.com.

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Looking For Ways To Get Even MORE Out Of Your Membership?

We are always looking for eager members to help in a variety of ways as a volunteer. You can choose to be on a committee, or you can decide that a "term-limited" project suits you better. Whatever your interest, we can help you!

Right now, the following committees and events are looking for volunteers. Please reach out to the contact person.

June 15 Holland America event: Contact Tim Smith tim.smith@edelman.com

Young Professionals: Contact Jay Weisberger, jay.weisberger@skanska.com

Student Outreach: Contact Cathy Hinrichsen, chinrichsen@seanet.com

Totem Award Program: Contact Amy Turner, aturner@enviroissues.com

Holiday Gala & Scholarship Program: Contact Karla Slate, kslate@covingtonwa.gov

Ethics in Public Relations: Contact Suzanne Hartman, Suzanne.hartman@chelanpud.org

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It's easy to contribute to the Scholarship fund: just shop on Amazon

You can contribute to our Scholarship Fund each time you shop on Amazon.com **by clicking here**, or using the link at the bottom of the PRSA Puget Sound's homepage. Each time you use the link to shop, a percentage of the purchase will be directed back to our scholarship fund. This is an easy way to help grow our scholarships-increasing our ability to help students pursuing careers in Public Relations-at no cost to you. We recommend clicking through once and then saving the Amazon page in your bookmarks to make it more convenient to use each time you shop on Amazon.com.

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Two great end-of-May membership specials!!

Get a FREE Chapter membership when you join PRSA with code **MD13** by May 31. Through your local Chapter, connect with public relations practitioners in your region who are dedicated to exchanging insights and resources to help advance your communications programs and ultimately, your career. *Certain restrictions may apply.* **Through your National network of 21,000+ colleagues**, access exclusive resources, including:

- Strategic training in more than 50 member-benefit webinars and our on-demand learning library.
- Headlines impacting the industry through the Issues & Trends newsletter, delivered daily to your inbox.
- Our robust ethics program and advocacy initiatives on principles and practice guidelines that define professionalism and success.
- Peer-to-peer social media networks, forums and directories dedicated to engaging on issues and opportunities in real time.

For more information, please visit this **page** on the PRSA website.

Also, calling new professionals.....

New PRSSA graduates or those with less than 2yrs PR experience receive a free 1-yr New Professionals Section membership when they join National as an Associate member (\$60-\$155 annual dues.) Chapter and other Section dues are additional. *Chapter and other Section dues are additional. N/a for Regular and current members.* **Enter Code AM13**

Hurry, these specials end May 31!!!

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Welcome New Members in April!

- Keena Bean
- David Crowell, J.D., Seattle King County Realtors
- Tucker Slosburg, Smead Capital Management

Welcome Back Renewing Members

- Melanie Blair, Kimpton Hotels & Restaurants
- Corby Casler, Coca-Cola
- Linda E. Farmer, APR
- Michael G. Foley, APR
- Patricia-Aileen Cook Graesser, APR, United States Dep't of the Army
- Karina A. Jennings, APR, Providence Health & Services
- Andrew Lowe
- Betsy McFeely, Seattle Goodwill
- Rich Murphy, Ph.D., APR, Rich Murphy Consulting
- Neil S. Neroutsos, APR, Snohomish County Public Utility District
- Anne Radford, Pierce County PW&U
- Joe A. Rothrock, APR, Virginia Mason Medical Center
- Karla Slate, APR, City of Covington
- Scott Edward Thompson
- Michelle Renee Wilmot

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Earn a Certificate in Public Relations & Strategic Communications at UW

Learn more at a **free preview class on July 10 or August 19**,
Featuring instructor **Dan McConnell**.

Program Features:

- Full-day public relations crisis simulation event, including filmed role playing and feedback from professionals
- Practicum project to develop communications strategies for a real client
- Presentations by subject-matter experts, career and media panel discussions and a mock interview with professional reporters
- Portfolio development through assignments that demonstrate writing for a variety of platforms and audiences

Details:

- Class runs from October 2013-June 2014, Mon/Wed 6-8:30pm at UW
- Applications now being accepted

Program website: <http://www.pce.uw.edu/certificates/public-relations.html>

Free Preview:

Date: Wednesday, July 10; or Monday, August 19

Time: 6-7pm

Location: Edelman PR, 2301 Fifth Avenue, Seattle, WA 98121

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The Newsflash deadline is the 25th of the month.
Please submit your articles to **Bev Holland, APR**.