



Newsflash Archive

## May 2013 Newsflash

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### Message from the president:

It's nice to see the daylight longer each day - although many times that translates to more work time! I hope you make time to catch the outstanding programming from PRSA this month: three regular programs and an intensive workshop for APR hopefuls.

You can also see what's coming: June 15 aboard a Holland America cruise ship, Aug. 14 writing workshop with Ann Wylie, and Nonprofit seminar Sept. 24. You will also want to save the date for Michael Smart, nationally-recognized speaker on media pitching, who will touch down in Seattle for a special PRSA program on Nov. 14. You heard it here first!

Enjoy the sunshine, and a little rain, this month and I'll see you at a program soon!

Bev

Bev Holland, APR  
Chapter President



Dan McConnell, president, McConnell Company, explains the complexities of selling a city before and during the Olympics.

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## Upcoming Programs

### "Content to Conversion: Is Your Content Driving The Right Path?"

Content has become the catalyst for audience engagement, and the role of earned media in driving organizational success has been strengthened as a result. However, in this rush to content being "king", we have begun to lose sight on what we want that content created to achieve. At the outset of any campaign one must ask; what is the conversion metric we hope to attain to build awareness and spark action. Be it views, shares, a sales; that metric is the key to any content marketing strategy. As your brand (whether B2C, B2B, or Non-profit) provides context around the conversation, we have to ask how your strong and compelling content is driving your desired outcomes.



*Michael Pranikoff, Global Director of Emerging Media at PR Newswire, is responsible for educating PR Newswire staff and customers about the role emerging media in marketing communications, and is also heavily involved in the development of products and services for the company. Michael joined PR Newswire in 1998 and immersed himself in the technology industry in and around the D.C. area. In 2003, Michael was named the National Technology Markets Specialist and eventually named PR Newswire's first Director of Emerging Media.*

*Michael maintains profiles across many social networks and social media outlets, connect with him at <http://about.me/michaelpranikoff>.*

Date: May 9, 2013  
7:30 a.m. Registration and networking  
8:00 a.m. Program

Location: Weber Shandwick  
818 Stewart Street  
Seattle, WA 98101

Cost: \$15 PRSA Members & Students - \$20 Nonmembers  
Prices increases by \$10 at the door

Registration: **Register online** or call the PRSA office at 206-623-8632  
Registration deadline is 10 a.m. May 8.  
No refunds after deadline.

### "The Amanda Knox Story: How did this happen and the role of the media"

In December 2009, an Italian court-backed by the international court of public opinion-convicted Seattle college student Amanda Knox of the heinous murder of her roommate. In 2011, her conviction was overturned, and in March of this year, Italy's Court of Cassation decided to return the appeal decision back to a lower court for review. Knox, whose book, "Waiting to be Heard" was just released, spent four years in prison, the victim of an overzealous, sensation-seeking media, police error and judicial failing. David Marriott, partner at Gogerty Marriott

who has worked with Amanda and her family since she was arrested, will present "The Amanda Knox Story: How did this happen and the role of the media" on Tuesday, May 14.



*David M. Marriott specializes in crisis management, crisis communication, labor communications, litigation support and media training. Marriott is a 35-year public relations professional, nationally accredited by the Public Relations Society of America, past president of PRSA Puget Sound and a member of the Counselors Academy. His career spans broadcast journalism, politics, corporate and agency public relations. He has been involved with product recalls, labor strife, corporate takeovers, environmental issues, airline disasters, numerous lawsuits and a variety of other highly visible issues; among them the crash of Alaska Airlines flight 261 and most recently, the case of Amanda Knox.*

Date: May 14, 2013  
7:30 a.m. Registration and networking  
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Location: Weber Shandwick  
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Cost: \$15 PRSA Members & Students - \$20 Nonmembers  
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### **South Sound Program:**

#### **Raise a glass to the South Sound's beer, wine and spirits industry**

Three award-winning South Sound businesses - Tacoma's first craft microbrewery, Gig Harbor's new craft distillery, and a wine bar voted one of the best in Western Washington -- will share their insights about marketing and communicating in the alcohol industry. Guest speakers include:

- Pat Nagle, owner of Harmon Brewing Company
- Justin Stiefel, owner of Heritage Distilling Company
- Nick Coughran, owner of Cork! A Wine Bar

Date: May 9  
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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### **June 15 program - special time and place - save the date!**

Seattle tourism at its best - aboard a Holland America Lines cruise ship. Watch the PRSA Puget Sound **website** for program details.

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### **Are you ready to earn your APR? Start the process May 11**

The Puget Sound Chapter is here to help candidates move through the APR process swiftly and successfully. The Chapter's new preparation process and timeline is designed with the candidate in mind who is serious about earning their APR within a year. Candidates must be a paid member in good standing of PRSA or a UAB participating organization and should have at least five years professional PR experience. Please note the requirements in advance of attending the May 11 APR Workshop.

Date: Saturday, May 11, 2013  
9 a.m.-5 p.m.

Location: Bellevue School District Education Service District, 12111 NE 1st Street

Cost (at time of registration; APR Workshop only):  
\$50 - PRSA members (active National & Puget Sound chapter)  
\$150 - Members of another participating Universal Accreditation Board organization (ARC, ARPPR, FPRA, MPRC, NSPRA, RCC, SPRF, TPRA)

Registration: **Register online** or call 206-623-8632  
Registration deadline is May 8.

Requirements in advance of attending the APR Workshop:

- Member in good standing of PRSA or UAB participating organization
- APR application accepted and approved by PRSA or UAB. Exam fees: \$385 - \$435 (application deadline: April 30)
- Cutlip and Center's Effective Public Relations textbook: as low as \$50 (9th or 10th edition, used on Amazon)

What is APR?

Accreditation in Public Relations (APR) is a certification program for public relations professionals. The designation signifies a high professional level of experience and competence, and is a mark of distinction for those who demonstrate their commitment to the profession and demonstrate broad knowledge, strategic perspective, and sound professional judgment.

Why earn my APR?

- APR designation demonstrates your knowledge, experience and ethical judgment in PR
- APR designation confers credibility and signifies commitment to the profession
- APR professionals typically earn about 15% more in salary than their non-accredited colleagues on average.
- APR Preferred job listings are increasing nationwide
- Accreditation is a satisfying personal achievement

For more information, contact Elle Warmuth, PRSA Puget Sound APR Chair, [elle.warmuth@cityoftacoma.org](mailto:elle.warmuth@cityoftacoma.org), (253) 591-2005.

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## **PRSA Jumpstart Springs to Life for 2013**

Jumpstart returned to Seattle this spring with a new location and fresh set of speakers. It attracted over 50 aspiring and working professionals from around Washington.

This year's event was keynoted by Whitney Keyes - author of **Propel: Five Ways to Amp-Up Your Marketing and Accelerate Business** and professor of Strategic Communications at Seattle University. Her presentation focused on the importance of being open to an evolving career path which may not be linear. Other speakers included Kyle Warnick - Microsoft, who spoke about the importance of personal branding and Mark Firmani - Firmani+Associates, who gave attendees practical advice on how to obtain their first job in PR. Other activities at Jumpstart included mock interviews, resume reviews, a media panel, and small roundtables featuring seasoned PR professionals from various fields.

Thanks to the Jumpstart planning committee for all of their hard work this year, including:

Amy Boyd  
Emily Nauseda  
Erin Applegate  
Dominique L'Eplattenier  
Joshua Holland  
Jay Peters  
Kate Hudson  
Shefali Sain  
Shelsea Rawson  
Stephen Odell

Interested in being a part of the Jumpstart 2014 planning committee? Contact Jay Weisberger at [Jay.Weisberger@skanska.com](mailto:Jay.Weisberger@skanska.com) with inquiries about opportunities. In the meantime, stay connected to Jumpstart by liking it on Facebook at **Puget Sound PRSA for Students** and following it on Twitter at **@PRJumpstartSEA**.



Seattle University PRSSA at Jumpstart



UW PRSSA at Jumpstart

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### Seminar for nonprofits coming this fall: "Connecting For A Cause"

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 skills. Speakers will continue to be added, so check the PRSA Puget Sound website regularly.

Date: Tuesday, September 24, 2013  
Time: 8:30 a.m. - 3:45 p.m. 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 in the Swedish Cultural Center lot.  
Registration: [Register online](#) or call the PRSA office at 206-623-8632

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### Contribute to the Scholarship fund just by shopping 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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### Volunteer Opportunity

**Crisis Clinic** is currently looking for a volunteer with PR experience to join our 50th Anniversary Planning Committee and help us develop a media plan for the coming year. Planning meetings are generally held on weekdays during the late afternoon in our Northgate office. For more information, please contact: Carrie McBride, Development & Community Relations Manager at: [cmcbride@crisisclinic.org](mailto:cmcbride@crisisclinic.org) or (206) 436-2978.

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### May is a Great Month for Membership to Welcome New Professionals

Our May membership special is a great entry for new professionals! New PRSSA graduates or those with less than two years of PR experience receive a free one-year New Professionals Section membership when they join National as an Associate member. Chapter and other Section dues are additional. Special is not applicable for Regular or current members. Please use Promo code **AM13**.

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### Welcome New Members in April!

- Bruce Carlson, AARP Washington
- Sara Garrettson, Washington Roundtable
- Kallie Hinton
- Leslie Holleran
- Ashley Grace Sytsma, Rick Steves' Europe
- Lindsay S. Walter, Pratt Fine Arts Center
- Jackie Zils, JayRay Ads & PR

### Welcome Back Renewing Members

- Brianna Kathryn Ahron
- Kelly W. Bray, APR, Lifelong AIDS Alliance
- Cheri L. Brennan, APR, Alliance Communications
- Kathy A. Budinick, APR, Plum Creek
- Kristi Clough, Firmani + Associates Inc.
- Judith Cushman, Judith Cushman & Associates
- Elizabeth (Biz) Dailey, The Dailey Company LLC
- Janelle M. Guthrie, APR, Washington State Attorney General's Office
- Lynnel A. Hampton
- Lori Hastings, The Legacy Group
- Erin Elizabeth-Babbo Hunter, Sound Transit
- Annie Kolb-Nelson
- Teresa Ann Loo, Port Blakely Tree Farms
- Gayle R. McIntosh, APR, University of Puget Sound
- Melissa Milburn
- Neil Parekh, United Way of Snohomish County
- Jeffrey S. Parietti, Kenworth Truck Company
- Mary Grace Roske, APR, The Seattle Foundation
- Gary Dale Sabol, APR, Clover Park School District
- Katherine M. Schubert-Knapp, City of Seattle
- Elise Groves Sheehan, Hill+Knowlton Strategies
- Jennifer A. Tice, Russell Investments
- Doris Torres
- Derek Wing, Bastyr University

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