



Newsflash Archive

## October 2013 Newsflash

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### President's message

The shorter, cooler days are definitely showing us that we are in fall. Contrast the colorful leaves with the prevalent rain - they are both signs of autumn in the Northwest. A bright spot this fall is the prevalence of stellar programs and events at PRSA. Beginning with a social and program in the South Sound, October is a chock full month.

At our Annual Luncheon Oct. 16, learn how media executives and editors plan for today and tomorrow, and where PR professionals fit into the landscape. In the South Sound, learn to prepare for a disaster, no matter the size or degree.

October also brings the PRSA International Conference - this year in Philadelphia Oct. 27-29 - after which attendees will bring back learnings to our members. APR Readiness reviews are this month, and you can also sign up for a morning with a man with a great pitching record - with media, that is - Michael Smart, Nov. 14.

Find it all here and on the [website](#). And get ready for a jam-packed fall!

Bev Holland, APR  
Chapter president, PRSA Puget Sound

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### Annual Luncheon Oct. 16

#### Moonscape or fertile ground? Media landscape 2023

What will the media landscape look like 5 to 10 years from now? Traditional news media have served as the connecting rods in U.S. communities for many years - print media for

more than 200 years in North America alone.

How are print and electronic media connecting people with the issues and important events in their communities today, and how will that change by 2020 and beyond? Our panel of media executives and editors talk about what keeps them up nights - how they are helping to shape the landscape as well as respond to the evolutionary changes in the way news is sent and received. How are they assuring that their medium exists and thrives in the future? What are the implications for public relations? Join executives from the region's major media outlets in this provocative discussion.

Our panelists:

- Jim Simon, assistant managing editor, Seattle Times
- George Erb, editor, Puget Sound Business Journal
- Jennifer King, Social Media producer, KING 5 TV
- David Zeeck, publisher, The News Tribune
- Moderator: John Kvasnosky, Communications director, Boeing Capital Corporation

Date: Wednesday, Oct. 16, 2013

11:30 a.m. Registration and networking

12:00 p.m. Annual business meeting and program

Place: Foster Golf Links event space

13500 Interurban Ave. S.

Tukwila, WA 98168

Cost: \$35 members/students; \$45 nonmembers

\$350 corporate tables of 8

**Register online** or call 206-623-8632

Notes: 10 am Oct. 14 - Registration deadline

\$10 more at the door

10 am Oct. 11 - Corporate table reservation deadline

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### **Oct 3 - South Sound PRSA social**

Most marketing campaigns start in the fall. So while your plate may already be full, consider eating something off a plate of a different kind and commiserating with friends at the South Sound PRSA group fall social Thursday, Oct. 3, from 5:30-7:30 p.m. at Katie Downs tavern and eatery, 3211 Ruston Way, Tacoma. Hors d'ouvres provided - and all media professionals are welcome!

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### **Oct. 10 program: Preparing for the unthinkable**

Hear current and former crisis management planners for The Boeing Co. discuss overcoming the "no time" and "it won't happen to us" excuses to create an enterprise-wide response plan that allows business to continue after disaster strikes. The plan is scalable to your organization.

The South Sound PRSA group will host the event Thursday, Oct. 10. Doors open at 7:30 a.m. at Metro Parks Tacoma headquarters, 4702 S. 19th St., Tacoma (Just off State Route 16). Free parking. Cost is \$5 for PRSA members; \$10 for non-members.

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### **Perfect pitch: Michael Smart workshop Nov. 14**

How to take advantage of the upheaval in the media industry

- 8 "story boosters" that turn ordinary news into stories journalists and bloggers crave
- The anatomy of a perfect phone and email pitch
- How pitching bloggers is similar to - and different from - pitching other media
- Proven formulas for winning email pitch subject lines

- And more!

Date: Thursday, November 14, 2013  
8:00 a.m. Registration, networking, Continental breakfast  
8:30 a.m. - 12:30 p.m. Program

Location: Weber Shandwick  
Conference Room, 2nd Floor  
818 Stewart St., Seattle, WA 98101

Cost: \$89 PRSA members & students - \$139 nonmembers  
Regular price deadline is 11:59 pm Nov. 7, 2013  
Late Registration and at the door:  
PRSA member \$114; Nonmember \$174

Registration: **Register online** or call 206-623-8632  
Registration deadline is 10 a.m. Tuesday Nov. 13.  
No refunds after deadline.



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### Totem motivation!

Have you been thinking about submitting a Totem Award entry, but just aren't sure? Get some motivation by taking a look at some of our 2013 Totem Award-winning entry summaries! Five of our most recent Totem Award winners are giving you insight into what it takes to write an award-winning entry summary. Browsing through the summaries might just give you the inspiration you need to submit an entry. View summaries [here](#).

So, what are you waiting for? Add a Totem Award to your list of accomplishments! Browse the 20+ categories in our Call for Entries and see where your work stands out. Entries are due no later than Friday, Oct. 11 by 5 p.m.

Electronic Entries: Before 9/27 Members are \$85 and Non-members are \$110  
After 9/27 Members \$110; Non-members \$135.

Print/Binder Entries: Before 9/27 Members are \$100 and Non-members are \$125  
After 9/27 Members \$125; Non-members \$150.

Not sure which category to enter? Have a question about electronic entries? Shoot an e-mail or make a call to Karla Slate with any questions at [kslate@covingtonwa.gov](mailto:kslate@covingtonwa.gov) or 253.480.2402.

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### Local PRSA Diversity Committee asks students to consider a PR career



On Sept. 19, more than 35 high school students took on the role of PR professionals, handling an imaginary crisis scenario of a fire breaking out at the Seattle Space Needle. The students were taking part in a PR workshop at the 2013 Journalism Day seminar at University of Washington.

Seattle veteran public relations and marketing consultants Bill Southern and Annie Kuo informed the students about the variety of careers PR offers and then guided them through the crisis scenario. Kuo and Southern commented that the enthusiasm and interest of the students was "impressive."

The Puget Sound PRSA Diversity Committee conducts outreach sessions with young people throughout the year, with the aim of encouraging culturally diverse students to join the profession-and PRSA. To learn more about the Diversity Committee or to volunteer to do presentations to youth, contact Shirley Skeel, media relations manager at University of Puget Sound at [sskeel@pugetsound.edu](mailto:sskeel@pugetsound.edu) or 253.879.2611.

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## Membership

This month, we crossed the threshold of 400 members, reaching 401. This gives us another vote with our national organization and opportunities for more people to learn and grow in their profession. Welcome, new members!

### New members

- Callene Abernathy, Pierce County Public Works and Utilities
- Kristina Almeda Travillot
- Bob Bailey, Pierce County Public Works and Utilities
- David L. Beil, Central Kitsap School District
- Mary Coughlin
- Niquette M. Kelcher
- Stephen Kirkman
- Tyson Eugene Lin, MPA, Seattle City Light
- Mike Livingston-Halliday, Pierce County Public Works and Utilities
- Kara Lundberg
- Tiffany Odell, Pierce County Public Works and Utilities
- Willie Painter, Franklin Pierce School District #402
- Jay M. Peters
- Todd Pietzsch
- Renee Quinn
- Sheryl Rhineheart, Pierce County Public Works and Utilities
- Kyle Schmidtke, Pierce County Public Works and Utilities
- John Nicholas Sheppard
- Kristin Tinsley, Pierce County Public Works and Utilities

### Renewing members

- Christopher Thomas Albert, Pacific Lutheran University
- Aaron Blank, The Fearey Group
- Julie Brand, King County Library System
- Melissa Cafiero, Outerwall
- Nora Doyle, Tacoma Public Utilities
- William C. Dugovich, APR, Society of Professional Engineering Employees In Aerospace
- Christopher Evan Guizlo, Merchant Risk Council
- Mark Hughes, Kitsap Credit Union
- Kristen Jaudon, OSPI
- Pamela Keyes, Bainbridge Island School District
- Elizabeth Greti Noagi, Bellevue School District
- Raffaella Oeler
- Leah Olson, Kitsap Credit Union
- Erika K. Schmidt, APR, Frause
- Sara Schwartz, Bellevue School District
- Drew M. Symonds, The Fearey Group
- Jill A. Vacek
- Jerry VanderWood, APR, AGC of Washington
- Kathleen T. White, Port of Olympia
- Rachael Woods, Northwest Educational Service District

- [Rachelle M. Alongi](#)
- [Christine L. Bridenbaugh, Bridenbaugh Communications](#)
- [Ty Cordova, State Farm](#)
- [Kate M. Curtis, Communication Tactics](#)
- [Maureen Greeley, Evergreen Council on Problem Gambling](#)
- [Joe Gura, Microsoft Corporation](#)
- [Alicia Lawver, Puget Sound Partnership](#)
- [Debbie Walkowski, F5 Networks](#)
- [April Zepeda, The Everett Clinic](#)

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



[Sitemap](#)