



Newsflash Archive

## September 2013 Newsflash

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### President's message

September marks the beginning of fall, the start of school, when energy gets a boost after the dog days of summer. PRSA is picking up the pace with programs and special events through the end of the year.

Starting with Connecting for a Cause and a South Sound program on the U.S. Open, September tees off with a lot of learning and great value. In October, we start by asking the deep questions and looking for answers with social media guru Rian Merrill of Edelman Oct. 1. Gear up for reconnecting with your colleagues and media execs for PRSA's Annual Meeting on October 16. What does the future look like for media and PR practitioners?

November 14 brings Michael Smart, renowned trainer on media pitching, to Puget Sound for a ½ day seminar. If you haven't heard him, you're in for a fast-paced, information-packed morning. And the Annual Holiday Gala and auction moves to a new venue this year - still under wraps, so watch the website for more to come. Individual awards are also presented at the Gala, including the Jay Rockey Lifetime Achievement Award. Nominations are open until Oct. 11.

And don't forget: Deadline for Totem Awards applications is Oct. 11 - there is an incentive for electronic entries this year.

So much to experience - start making plans! See you there.

Bev Holland, APR  
President, PRSA Puget Sound

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## U.S. Open: Preparing for a Major Success

For one week in June 2015, sports fans all over the world will watch golf's greatest players compete for the U.S. Open Championship at Chambers Bay. It will be the 115th U.S. Open, but just the first to be held in the Pacific Northwest.

How will the area handle 235,000 spectators? Where will they stay? How will they get to the course? How can people earn one of the coveted 4,000+ volunteer spots?

On Sept. 12, Hunter George, Pierce County Communications director and chairman of the U.S. Open Outreach Committee, will answer these questions and show what Pierce County is doing to ensure the U.S. Open comes back to Chambers Bay again.

Date: September 12

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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## Connecting for a Cause: Nonprofit Seminar Sept. 24

Hanson Hosein, director of the UW Communication Leadership Program, will keynote the 2013 Nonprofit Seminar, Connecting for a Cause, Sept. 24.

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. Speakers and presentations will be added on an ongoing basis.

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 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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## Ethics In A Virtual World - an Oxymoron?



### Online Marketing & PR Guru Rian Merrill from Edelman Digital Talks Borderline PR Practices Oct. 1

What's ethical or unethical? Disaster strikes, and a company posts a product image prominently beside condolence language. Another company pays a well-known celebrity to tweet positively about its service. Yet another makes a deal with a prominent news organization to place their branded content on the front page of their website. PRSA challenges you to ask the question, are these situations on the right side of online ethical behavior?

Communications practitioners are confronted daily with rapid-fire communication challenges in order to stay one step ahead of the competition. Today, we have the ability to reach more people quicker than ever before. Does ethics lag behind innovation? What do we do? Who should monitor online content - if anyone?

Join us for a provocative and interactive evening with Rian Merrill, Sr. Strategist with Edelman Digital to talk about these issues in a 24/7/365 digital world.

Date: Tuesday, Oct. 1  
Time: 6:30 - 8:00 pm  
Place: Spitfire Grill - 2219 4th Ave., Seattle 98121  
Cost: \$25 PRSA members/students; \$30 non-members  
At the door: \$30 PRSA members/students; \$35 non-members  
Light food included. No-host liquid refreshments.  
Registration: [Register online](#) or call 206-623-8632  
Registration deadline is 10 am September 30

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## What will the media landscape look like 5 to 10 years from now? October 16: PRSA Puget Sound Annual Luncheon

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.

Date: Wednesday, Oct. 16, 2013  
Time: 11:30 a.m. Registration and networking  
11:45 a.m. Lunch buffet begins  
12:00 p.m. Annual business meeting  
12:15-1:15 Program  
Place: Foster Golf Links event space  
13500 Interurban Ave. S.  
Tukwila, WA 98168  
Cost: \$35 members/students; \$45 nonmembers  
\$10 more at the door  
Registration: Coming soon...

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## Coming in November: Michael Smart!

Nov. 14: Save the date: Michael Smart, guru of media pitching, will present his dynamic ½-day workshop on media pitching here in Seattle.

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## Calling all PR Superstars - Submit professional award nominations by Oct. 11

Four different awards offer a variety of ways to celebrate the accomplishments of PR professionals in the Puget Sound area. It's time to recognize your colleagues that are going above and beyond. Please consider nominating them for the following awards:

- **Jay Rockey Lifetime Achievement Award**
- **PR Professional of the Year**
- **Outstanding New Member of the Year**
- **Hugh Smith Community Service Award**

Descriptions of the qualifying characteristics for each award, as well as the nominating form, can be found online [here](#). Nominations due **October 11, 2013**. Award winners are celebrated at the chapter's annual Holiday Gala in December.

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## 140 Turn Out for Social Media Bootcamp

Ann Wylie's Social Media Bootcamp attracted a record 140 eager social converts to the Museum of Glass in Tacoma on Aug. 15. Wylie, who is a summer staple in the South Sound, didn't disappoint. She told attendees in no uncertain terms that "me-forming" is out. With social media, it's all about "in-forming" your audience. The organizations (including government) that had the most interaction did it by using news or how-to's.

Here are the sharing/retweet percentages of those organizations:

- News: 78%
- How-to's: 58%
- Entertainment: 53%
- Opinion: 50%
- Products: 45%
- Small talk: 12%

Didn't have a chance to attend? Wylie will be back again next summer.

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## Are you ready to earn your APR? Start the process Sept. 14 in Tacoma

The Puget Sound Chapter is here to help candidates move through the APR process swiftly and successfully. Start the process with a daylong workshop packed full of test topic overviews, tips and personal experiences from current APRs. The workshop will give you a jump-start on the accreditation process and supplement your self-study for the computer exam. APR 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.

Registration deadline is Sept. 10. Please note the requirements in advance of attending the APR Workshop and sign up on the PRSA [website](#).

Saturday, Sept. 14, 2013 -- 8 a.m.-5 p.m.

**JayRay Ads & PR**, Tacoma

For more information, contact APR Chair **Elle Warmuth**, APR, (253) 571-1019.

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## The Totem Awards submission period is now open!

Add a Totem Award to your list of accomplishments! The annual PRSA Puget Sound Totem Awards honor outstanding achievement in public relations around the region and the competition is open to all organizations, PRSA members and non-members.

Why enter the Totem Awards?

- Get a competitive edge in today's tough market!
- Help your company stand out among others!
- Add a success to your professional portfolio!
- Demonstrate to clients that you produce award-winning, results-oriented campaigns!



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., but if you're an early bird there is a discount for entering by Friday, Sept. 27! Questions? Contact Karla Slate, APR at [kslate@covingtonwa.gov](mailto:kslate@covingtonwa.gov) or call (253) 480-2402.

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## Membership

### Referred a colleague to PRSA?

Check out and participate in the PRSA Winning National Network **Campaign**, now through Sept. 30, which features the opportunity to share PRSA success stories and enter a sweepstakes for prizes, such as an all-expense-paid trip to the PRSA International Conference. Prizes include an all-expense-paid International Conference Package (registration, airfare, accommodations and meals); an iPad® Mini (16GB, Wi-Fi only); or a \$100 Visa® or MasterCard® gift card. No purchase necessary.

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## New and renewing members

### Welcome new members!

- Bobbie Egan
- Joseph Gillard
- Bonnie Ginsberg
- Kara Lundberg
- Willie Painter
- Renee Quinn
- Colleen Toomey
- Staci A. West

### Glad You're With Us--Renewing Members

- Brianna Kathryn Ahron
- Lauren Anthony
- Amanda Susan Bedell
- Kimberlee Lyn Beers
- Aaron Blank
- Jacque A. Coe
- Julie A. Colehour
- Jessica Dash
- Samantha Rachel Eisen
- Matthew Jonathan Erlich
- Linda E. Farmer
- Roger Flessing
- Susanne C. Gillespie
- Patricia-Aileen Cook Graesser
- Marion A. Haithcox
- Christina Hallock
- Lori Hastings
- Bethany Hawley
- Catherine Hudson
- Karina A. Jennings
- Julie Ann Kettman
- Pamela Keyes
- Karen Kirby
- Alexandra Laing
- Andrew Lowe
- Kacie McKinney
- Anthony James Miller
- Colleen M. Moffitt

- Rich Murphy
- Walter T. Neary
- Neil S. Neroutsos
- Dean R. Owen
- Anne Radford
- Rhonda R. Rosenberg
- Erika K. Schmidt
- Karla Slate
- Patti Spencer
- Diana R.I. Steeble
- Drew M. Symonds
- Scott Edward Thompson
- Jennifer A. Tice
- Colleen Wadden
- Kathleen T. White

### Welcome Back Reinstated Members!

- Ty Cordova
- Alicia Lawver
- Lauren Brooke Lytle
- Yasmeen Sands

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