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## August 2014 Newsflash

**Don't Miss Ann Wylie, the APR Workshop or Awards Planning in August!**

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### Totem/Professional Award Committee Volunteers Needed

Join the committee responsible for organizing the chapter's awards programs. Members of this committee work on nomination and submission processes, event planning, and the judging program. Help us honor the all stars in our industry by joining the committee.

Please contact PRSA Board Members Debra Carnes at [debrac@wsba.org](mailto:debrac@wsba.org) or Christina Donegan at [christina.donegan@pse.com](mailto:christina.donegan@pse.com) if you are interested or would like more information. Planning will be starting quickly!

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### August 20 - Ann Wylie Workshop: Organize your ideas, then lift them off the screen

9 a.m. to Noon

Museum of Glass in Tacoma

Did you know that 60 percent of your audience isn't reading your copy? Want to learn how to change that? Ann Wylie will teach you how at a half-day workshop Aug. 20 in Tacoma. From a dollar bill to a three-step test, you'll learn tips and tricks to make your copy 47 percent more usable. **Register** today!



#### TAKE-AWAYS:

##### **Go Beyond the Inverted Pyramid: Mastering the feature-style story structure**

- How to organize your message to grab readers' attention, keep it for the long haul and leave a lasting impression
- Three elements of a great lead - and five leads to avoid
- How to stop bewildering your readers by leaving out an essential paragraph. (Many communicators forget it)

- Five ways to avoid the "muddle in the middle"
- A three-step test for ending with a bang

**Rev Up Readership: Lift your ideas off the page or screen with display copy**

- Reach "readers" who spend only three minutes - or even just 30 seconds - with your piece
- Reach audience members with the piece of display copy that 95 percent of people read - but that many communicators drop

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**August 23 - Are you ready to earn your APR? Start the process Aug. 23**

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 Aug. 23 APR Workshop.



Saturday, Aug.23  
 8 a.m.-5 p.m.  
 Federal Way

Cost (at time of registration; APR Workshop only):  
 \$50 - PRSA members (active National & Puget Sound chapter)  
 \$100 - Members of another participating Universal Accreditation Board organization (ARC, ARPPR, FPRA, MPRC, NSPRA, RCC, SPRF, TPRA)

**Register online** or call 206-623-8632  
 Registration deadline is Aug. 18, 2014

**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
- Cutlip and Center's Effective Public Relations textbook: as low as \$50 (9th or 10th edition, used on Amazon)

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

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**Coming Soon - PRSA Nonprofit Seminar: Connecting for a Cause on 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.

Date: Wednesday, September 24, 2014  
 8:30 am - 3:45 pm

Location: Seattle Public Library - new venue!  
 (Microsoft Auditorium)  
 1000 4th Avenue, Seattle, WA 98104

Cost: \$75 PRSA member; \$85 Nonmember until August 29  
 \$85 PRSA member; \$95 Nonmember after August 29  
 Includes continental breakfast and lunch  
 Parking at the Seattle Public Library

Registration: **Register online** or call 206-623-8632  
 Online registration closes 10:00 am September 23, 2014

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## Membership

### Welcome New Members

- Jocelyn Nystrom
- Robin Rootenberg, 24 Hour Fitness
- Marta Gronlund, Workforce Central
- Jamie Kesselman
- Sarah Kurtzman, Treehouse
- Jenna Rahm

### Welcome back Reinstated members

- Amalia Martino, Revel Creative

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### Join us as a volunteer!

If you are interested in volunteer opportunities, please contact **Bev Holland**, past president and volunteer coordinator, to plug in where you can learn most. Committees include: membership, communications, Totem Awards, diversity, programs, Non-Profit Seminar, and more!

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The Newsflash deadline is the 25th of each month.  
Please submit articles for consideration to **Karla Slate, APR**.