



Newsflash Archive

February 2014 Newsflash

Hope to See You at the Totem Awards on Thursday!

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Be Social with PRSA Puget Sound

2013 was a good year for PRSA Puget Sound Chapter: we've continued to see growth in our online communities including Facebook, Twitter and LinkedIn. Members were actively tweeting and sharing photos during PRSA events, with more PR pros joining the conversation daily. Let's build on this momentum and continue to foster our local PR community together by increasing our engagement with each other even more this year -get involved and feel free to share, comment and discuss on PRSA Puget Sound's social media pages!

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Member Survey Is On Its Way - Give Your Input for a Chance to Win a Starbucks Gift Card

In an ongoing effort to provide value and remain relevant to our members, the Puget Sound chapter is launching a member survey, asking for member feedback and input on subjects ranging from dues to events programs and speakers, awards and APR, as well as what you want and need in the future. The survey is critical to provide the best value to you and other professionals. You'll receive the survey in your e-mail in the coming weeks. Please take a moment to take the full survey and enter to win a \$20 Starbuck gift card. Questions? Contact VP/Membership Jacque Coe, APR at thecoes@msn.com.

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February 11 - Insights from the 2014 Edelman Trust Barometer *Trust, Reputation and Leadership: The Role of CEO as "Chief Engagement Officer"*

For more than a dozen years, Edelman has surveyed global attitudes on trust. The 2014 Edelman Trust Barometer, just released at the World Economic Forum in Davos, shows the largest-ever gap between trust in business and government since the survey was launched in 2001. After a few difficult years, business is recovering its trust following demonstrated strides in transparency, supply chain and product quality - and is poised to ascend the "bully pulpit."

In the Northwest as elsewhere, these important trends and the continued evolution of the communications landscape are altering how people get their news, decide whom to trust, engage with and choose brands, as well as how companies and organizations need to communicate to build and sustain trust and reputation.

Join David Brain, President and CEO of Edelman's Asia Pacific, Middle East & Africa business for a presentation of this year's Edelman Trust Barometer and a discussion of what it means for business, government, media and NGOs in our rapidly-changing world.



Hanson Hosein, Director of the University of Washington's **Communication Leadership graduate program**, will introduce the speaker and moderate the evening's discussion.

Date: Tuesday, February 11, 2014
6:30 p.m. Registration and networking reception
7:30 p.m. Program

Location: University of Washington Faculty Club
NE Stevens Way, Seattle (UW Campus)
[Google map url](#) • [Parking directions pdf](#)

Cost: \$25 PRSA/IABC/NIRI Members; \$35 Nonmembers; \$15 Students

Registration: [Register online](#) or call 206-623-8632
Registration deadline is 10 am February 10, 2014.
No refunds after deadline.

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February 13 - South Sound Program: Social Media Tips from Top Programs

Learn how several award winning programs integrate social media into their overall communications to engage community and encourage action. MultiCare Health System uses storytelling and an award-winning blog to be an information resource and get the media's attention. Using social media tactics as part of a regional social marketing campaign, the Puget Sound Partnership encourages people to make small changes in their behavior to protect Puget Sound. The Washington State Department of Transportation shares traffic information, news, and crisis communications in real-time, connecting with people on a personal level.

- Cole Cosgrove, Senior Media Relations Coordinator, MultiCare Health System
- Alicia Lawver, Public Information Officer, Puget Sound Partnership
- Jeremy Bertrand, Web and Social Media Manager, Washington State Department of Transportation

The South Sound Group meets at 8 a.m.-doors open early for networking-in the first floor board room at Metro Parks Tacoma headquarters, 4702 S. 19th St. Cost is \$5 for PRSA members, \$10 for nonmembers. Please sign in at the door. Refreshments are included, no reservations necessary.

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February 26 - Plugged In: a Town Hall for PR Professionals

Join us at PRSA Town hall 2014 on Wednesday, February 26 at 5:30pm. It's a great opportunity to learn more about our organization and our latest plans and activities. You can:

- Learn about our various committees and volunteer opportunities
- Use the open microphone to share/discuss anything on your mind
- Network with other professionals
- Meet and chat with the 2014 board and committee chairs

What do you want from your professional association? This is your turn to ask questions and share ideas. We will also celebrate our volunteers from 2013! Hear from some of our most experienced professionals about why and

how they plugged into PRSA. Learn the best place for you to get involved, and meet the leaders of your PRSA! See you there!

Date: Wednesday, February 26, 2014
Time 5:30 pm Networking with wine and finger foods
6:00 pm Town Hall
Location: Edelman - 2301 Fifth Avenue, Seattle, WA 98121
Cost: \$15 PRSA Members & Students - \$25 Nonmembers
Prices increase by \$10 per person at the door.
Registration: **Register online** or call the PRSA office at 206-623-8632
Registration deadline is 10 am February 24, 2014.
No refunds after deadline.

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Michael Buschmohle's Communications Techniques in South Sound

Michael Buschmohle shared great tips to speak, write and meet at January's South Sound program, like "Open any presentation in 30 seconds with a greeting, question, and promise." **His handout is available here.** Because many people look for a new job with a new year, Michael also shares his **"Get That Job" interview booklet.**



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Volunteer with PRSA YoPro

Are you early in your PR career and looking for opportunities to volunteer and lead? We'd love to have you at the PRSA Young Professionals Chapter. We focus on opportunities to engage with young professionals in the field, from happy hours to meet and greets at PRSA events. Learn more at our **Facebook page**. Contact Cameron Bays to get involved: **cbays@waggeneredstrom.com**.

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Committee Volunteer Opportunities in 2014

Every committee is gearing up for 2014 and many are looking for more members. To plug in where you can learn the most, contact **Bev Holland**, past president and volunteer coordinator.

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Membership

Thank you to our new and renewing members.

Welcome new members!

- Aubrey M. Abbott, Central Washington University
- Katrina Beloof
- Kate Burrows, Pierce College
- Casey Calamusa
- Elizabeth Ray Glavish, Clover Park Technical College
- Anthony Gomes, Northwest Harvest
- Janet Jean Pech, Nintex

Renewing members

- Lauren Anthony
- Keena Bean
- Amy L. Boyd
- George N. Bukota, APR
- Kristi Clough, Firmani + Associates Inc.
- Mountfort A. Euston, APR, Fellow PRSA
- Walter B. Greenwood, APR, Greenwood Public Relations
- Leslie Diane Harris, City of Kenmore
- Cori E. Hartje, Microsoft
- Suzanne Hartman, APR, Chelan Public Utility
- Catherine L. Hinrichsen, APR, C & C Communications
- Lorraine S. Howell, Media Skills Training
- Anna Kim-Williams
- William E. Ludlam, Edelman Public Relations Worldwide
- Kathryn M. Reith, APR, Lake Washington School District
- Katie Roszbach, APR, Cascade Communication Associates
- Diane M. Schuirman-Hagedorn, Jayray
- James Sido, Downtown Seattle Association
- Melanie Skaggs
- Patti Spencer
- Jessica Sullivan
- Michelle E. Taylerson
- Doris Torres, Dental Health Services
- Jill A. Vacek
- Derek Wing, Bastyr University
- Aaron Wyatt, APR, The Washington Student Achievement Council

Reinstated members

- Mark Burfeind
- Maria L. McLeod, Western Washington University

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The Newsflash deadline is the 25th of each month.

Please submit articles for consideration to **Karla Slate, APR**.