



Newsflash Archive

May 2014 Newsflash

What's happening in May?

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May 8 - South Sound Program: Behavioral Economics Made Me Do It!

People are faced with thousands of choices every day. Paper or plastic? How much should I give to my favorite charity? Do employees believe what we're saying about the increasing costs of health care benefits? What motivates people to make decisions is never as simple as it seems. Understanding some practical applications of Behavioral Economics can help communicators develop programs, incentives and choices that are meaningful to audiences.

This presentation will provide a high level overview of behavioral economics (hint: consumers are more irrational than rational!), plus some practical ways to put it to work in your organization.

- Kathleen Deakins, APR, President and Co-owner, JayRay
- Patrick Moody, Senior Advisor, JayRay

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.

More information:

- **Matthew Erlich**, (253) 651-8326, merlich2@yahoo.com
- **Liz Satterthwaite**, (253) 888-5544, satterliz@gmail.com

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May 8 - The Keys to Social Storytelling for PR

We know that engaging social audiences can significantly drive message awareness and campaign success. But how can PR pros make their messages REALLY stand out and, even more importantly, generate the crucial

interactions that drive both lasting online visibility and measurable business results? Join Sarah Skerik, VP of Content Marketing for PR Newswire, for an engaging and thought-provoking discussion that will give you new insights and tips to improve your social storytelling.

The session will give participants the knowledge and tools to:

- Dissect traditional messaging and understand how the social signals affect overall visibility
- Find new ways to surface brand stories effectively for digital audiences
- Rethink the possible outcomes PR can inspire

About the speaker



Sarah Skerik is the vice president of content marketing for PR Newswire, where she oversees all marketing content initiatives for the company with a focus on using varied content formats and platforms to acquire audience attention, build engagement and, ultimately, generate qualified leads, drive sales and improve customer retention. Prior roles with the company include social media, product management, channel development and sales.

Sarah also manages the **Beyond PR blog**, where she writes about digital PR, content marketing, social media and SEO, topics on which she also speaks frequently. She's the author of the free eBook "**Unlocking Social Media for PR**". A content distribution veteran, Sarah sold interactive content for Reuters and was the director of marketing for the City News Bureau of Chicago's commercial newswire subsidiary, PR News Service, prior to joining PR Newswire. She got her start in the content distribution business at age 13, as a paper girl for her hometown newspaper, and to this day claims that everything one needs to know about content distribution can be learned on a paper route.

A graduate of Miami University in Oxford OH, Sarah also earned an MBA from Notre Dame. You can follow her on Twitter: [@sarahskerik](https://twitter.com/sarahskerik).

Date: Thursday, May 8, 2014
7:30 – 8:00 a.m. Registration and networking
8:00 – 9:00 a.m. Program

Location: Microsoft Store (U Village)
2642 NE University Village Street
Seattle, WA

Cost: \$15 PRSA Members & Students - \$25 Non-members
Prices increase by \$10 per person at the door.

Registration: **Register online** or call 206-623-8632
Online registration deadline is noon Wednesday May 7.
No refunds after deadline.

Included: Continental breakfast

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Looking for a job, or to hire? Check out the Communicators and Marketers Jobline

As part of the PRSA Puget Sound chapter's services to its members, we participate with other local professional associations in administering the Communicators and Marketers Jobline: <http://cmjobline.org/>. The site is a comprehensive local resource for job openings in Communications/PR, digital/social media, marketing, advertising and graphic design -- from internships to senior-level positions. Browsing for jobs is free, as part of your PRSA membership. Employers pay a nominal fee to list positions.

If you have any suggestions for improving the jobline, please contact PRSA board member Troy Brown, tjbfam@earthlink.net.

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Membership Special for New Professionals

New PRSSA graduates or those with less than 2yrs PR experience receive a free 1-yr New Professionals Section membership when they join National as an Associate member (\$60-\$155 annual dues.) *Chapter and other Section dues are additional. Chapter and other Section dues are additional. N/a for Regular and current members. Please use Promo Code **AM13**.*

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Welcome New Members

- Lorraine Henry, Edelman
- Annie Gustafson, Allstate

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Thinking about volunteering?

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**.