



September 2014 Newsflash

Summer's almost over, but our programs schedule is heating up!

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Ethics Month: A new era of authenticity

Native content, sponsored content, and social media create all kinds of ethical dilemmas for PR professionals. How can you keep yourself and your clients or organizations out of trouble?

September is **Ethics Month for PRSA**-and the PRSA Board of Ethics and Professional Standards has developed a variety of ways to increase your knowledge of the **PRSA Code of Ethics** and enhance your ethical behavior.pol

Watch the **PRSay Blog** for ethics content all month long, read the latest in Tactics, mark your calendar to join in on one of the following Tweet chats or grab some friends to watch the lunchtime webinar.

- **Sept. 18 at 6 pm Pacific:** Tweet Chat: PRSSA and New Pros re: disclosure and transparency #EthicsMonth
- **Sept. 23 at 10 am Pacific:** Tweet Chat: #SoloPR with @KellyeCrane #EthicsMonth
- **Sept. 23 at 5:30 pm:** An evening with Anne Bremner in Seattle
- **Sept. 24 at Noon Pacific:** Webinar: "**Ethics - The Silken Trap**"

While September is PRSA's designated "Ethics Month," we hope the information we share this month will help guide you all year long.

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[Totem Award Entry and Professional Award Nomination Period Opening Soon - ONLINE!](#)

Summer's almost over which means award season is almost here! We are excited to announce our Totem and Professional Award processes have moved to a new online format. This means entering the Totems and making an award nomination will be easier than ever! All entries and nominations will be submitted and accepted online, eliminating the need for submitting bulky binders.

The online program will be open for:

- Hugh Smith Community Service Award Nominations - due Oct. 1
- Jay Rockey Lifetime Achievement Award Nominations - due Oct. 1
- Totem Award Component and Program Entries - due Oct. 22
- PR Professional of the Year Award Nominations - due Oct. 22

The Official Call for Entries and Call for Nominations can be reviewed online at www.prsapugetsound.org. A link to the new online portal will be available soon.

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September 23: Communications Ethics: Hear it from High Prolife Attorney Anne Bremner

Anne Bremner has distinguished herself in Seattle as a trial lawyer and television commentator on high-profile cases such as Mary Kay Letourneau and Amanda Knox. She has appeared on CNN and national networks to discuss many cases including most recently, the shooting in Ferguson, Missouri.



**“I see legal commentary as valuable
in educating the public”**

Anne's work as a legal commentator puts her in a delicate ethical position between her work as an attorney and her on-air role. While public relations professionals also walk a narrow line when discussing legal issues, the similarity is trying to communicate fairly and accurately around a controversial issue.

Join Anne and your fellow PRSA members and friends for a lively discussion of how to apply ethics in our profession - and when it can make the difference in people's lives and livelihood.

Date: Tuesday, September 23, 2014

Time: 5:30 - 7:15 pm

5:30 Networking; hors d'oeuvres, no-host bar

6:15 Program begins

6:45 Q&A

7:15 Adjourn to networking

Location: Hotel Monaco

1101 Fourth Ave, Seattle, WA 98101

Parking The Hotel Monaco offers valet parking; there are also parking garages nearby.

Cost: PRSA Members & Students: \$30; Nonmembers: \$40

Late Registration and At the Door:

PRSA Members & Students: \$40; Nonmembers: \$50

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

Regular registration deadline is 2:00 pm September 19

Online registration closes 10:00 am September 23

No refunds after deadline.

Speaker Bio: Anne Bremner, PC

Anne Bremner is an on-air legal analyst and trial attorney with an emphasis on civil rights, catastrophic loss defense and criminal law. In her 29 years of practice, she has been lead counsel for many highly-publicized court cases.

Anne is a regular contributing analyst on network and cable TV, including CNN, Fox, CBS, NBC, MSNBC and BBC and local Seattle radio stations KIRO and KOMO.

Seattle magazine voted Anne one of Seattle's Top 25 most influential people. She has been honored with numerous distinctions over the years, including designation as a "Super Lawyer."

Anne served as a Deputy Prosecuting Attorney for the Criminal Division of the King County for a number of years, where she successfully tried over 200 cases. She has also worked to defend police department actions in a number of high-profile cases such as Mary Kay Letourneau.

Anne currently serves as special counsel to Frey Buck, a Seattle law firm, in addition to her legal analyst work.

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September 24: Nonprofit Seminar - Connecting For A Cause

What's happening in the world of nonprofit communications? Find out about how an organization can tell its story in this digital age, what it takes to pitch a story to diverse audiences, tips for crisis communications from those have been in the trenches ... and much more!

Speakers include:

- **Hanson Hosein**, Director, Communication Leadership graduate program, University of Washington
- **Tonya Mosely**, award winning broadcast journalist
- **Clay Holtzman**, Media Relations Manager, Swedish Medical Center
- **Shelby Barnes**, former Senior Vice President of Communications for Intellectual Ventures
- **Ha Na Park**, Account Supervisor/Creative Strategist, C+C
- **Steve Mallory**, Director of Ideation, Edelman US
- **Ross Reynolds**, Senior Host/Producer, KUOW

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

Location: New venue!
Seattle Public Library
Microsoft Auditorium
1000 4th Avenue, Seattle, WA 98104

Prices: Early bird registration - \$75 PRSA member; \$85 Nonmember until September 15
\$85 PRSA member; \$95 Nonmember after September 15
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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September 11: South Sound Event: Brand Camp - Five Tips to Spark Your Launch

Just as the new school year starts, so does the South Sound Group's new program year. Join us the second Thursday of most months for a casual networking and professional development experience.

Time: 7:30 am Networking
8-9 am Program

Location: Metro Parks Tacoma headquarters, 4702 S 19th St, Tacoma

Cost: \$5 members, \$10 non-members (cash or checks), no registration required

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Save The Date: Upcoming South Sound Events

Mark your calendars for these other South Sound Group programs for 2014. Stay tuned for details about the topics and speakers.

- Oct. 9: Transparency
- Nov. 13: Social Media Ads

- Dec. 11: PR Gives Back (special invitation-only event for PR professional to give advice to select non-profit organizations)

For questions about the South Sound Group, contact Chair **Jennifer Aalgaard**, (206) 291-7190.

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October 29: PRSA Puget Sound Annual Meeting - SAVE THE DATE

Mark your calendar for the chapter's annual meeting in October. Enjoy a great lunch catered by Billy Baroo's at the Foster Golf Links in Tukwila. The meeting will also include elections for 2015 board positions as well as a keynote speaker. Stay tuned for details!

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November 4: Effective Crisis Communications in a 24/7 World: the Essential Primer

Join your fellow PR practitioners in a hand-on, interactive custom with leading national crisis communications expert, Dr. Joseph V. Trahan, III. This session will focus on the hallmarks of navigating a crisis in today's visible media landscape, including tenets of Maximum Disclosure & Minimum Delay, Telling the Truth-Security, Accuracy, and Top Dog barks first-One. Dr. Joe is a frequent speaker at PRSA National conferences and groups across the country, and will be fresh from the 2014 PRSA National Conference. This session will help you to navigate traditional and social media, as well as deploy your own media to communicate with all of your key audiences with speed, transparency and authenticity to own the message and mitigate fallout. This workshop will also provide participants with an introduction or refresher for The Incident Command System (ICS), Joint Information System (JIS) and Joint Information Center (JIC).

Date: Tuesday, November 4, 2014

7:30 am Registration and networking

8:30 am - 12:30 pm Program

Location: Weber Shandwick

Conference Room, 2nd Floor

818 Stewart Street, Seattle, WA 98101

Cost: \$89 PRSA Members & Students - \$139 Nonmembers

Regular price deadline is October 31

Late Registration and At the Door

\$114 PRSA Members & Students - \$174 Nonmembers

Registration: **Register online** or call the office at 206-623-8632

Online registration deadline is 10:00 am Monday, November 3

No refunds after deadline

Included: Continental breakfast, snacks & beverages

Speaker



A New Orleans native, Dr. Joseph V. Trahan, III, has over thirty-two years of public relations/affairs experience in governmental, association, and educational and non-profit public relations.

Dr. Trahan is retired Lieutenant Colonel, United States Army Reserve (USAR), and a former Commander of the 314th Public Affairs Operations Center located in Birmingham, Alabama.

While in the armed forces, Dr. Trahan successfully operated four Joint Information Bureaus and one Joint Information Center from 1991-94. Some of his assignments were: Joint Logistics over the Shore -1992; the Presidential Task Force Andrew-1992; the National Boy Scout Jamboree -1993 and the 50th Anniversary of Operation Overlord (D-Day) - 1994.

Since 1998, Dr. Trahan has superbly trained more than 3,500 people yearly in media relations throughout almost all of the United States. England, Norway, France, Belgium, Paraguay, Mexico and the Netherlands. He is a graduate of Tulane University and holds a Master of Arts degree in Public Relations from Ball State University and a Ph.D. in Mass Communication with an emphasis in Public Relations and Advertising from The University of Southern Mississippi. An accredited member of Public Relations Society of America, Dr. Trahan is a former member of the

National PRSA Board of Directors and National PRSSA Faculty Advisor. Dr. Trahan is also a Fellow in Public Relations Society of America's College of Fellows.

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Membership

Welcome New Members

- Martha Isham Belden, Outerwall Inc.
- Ryan Betz, Washington's Guaranteed Education Tuition Program
- Marta Gronlund, WorkForce Central
- Kristine Josue, Wellspring EAP
- Jamie Kesselman
- Sarah Kurtzman, Treehouse
- Jocelyn Nystrom
- Joy Corrine Opsvig, Evado PR
- Barrett Joseph Pryce, Vivid Learning Systems
- Jenna Rahm
- Robin Rootenberg, 24 Hour Fitness
- Callie Holland Turgeon, MSLGROUP

Welcome Back Renewing Members!

- Lauren Anthony
- Sonja M. Bert
- Shane Carpenter
- Jacque A. Coe, APR
- Christina Joan Donegan, APR
- Jacqueline E. Goodwill, APR
- Lon Haber, Lon Haber & Co
- Lynnel A. Hampton
- Sonja Lucinda Hanson
- Bethany Hawley, Recreational Equipment, Inc.
- Jade Hooper
- Lorraine S. Howell, Media Skills Training
- Kristen Jaudon, APR, OSPI
- Jana Marie Koch
- Amalia Martino, Revel Creative
- Melissa Milburn
- Walter T. Neary, Comcast Corporation
- Toby S. Nelson, APR
- Rhonda R. Rosenberg, King County Housing Authority
- Carol A. Saynisch, APR, CAS2 Consulting
- Linda J. Sellers, APR, Northwest Kidney Centers
- Patti Spencer, Spencer Communications
- Diana R.I. Steeble, PRR
- Scott Edward Thompson
- Colleen Toomey, University of Washington
- Li-Shuan Linda Wang-Stewart, APR, WS Communications
- Derek Wing, Bastyr University

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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!

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

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