



Newsflash Archive

December 2015 Newsflash



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[Join PSAMA and Edelman on 12/9 on the Power of the Earned Brand](#)

Join PSAMA and Edelman for an exciting new presentation on Innovation and the Earned Brand; a global study of consumer attitudes toward brand innovation. New disrupters like Uber, Airbnb, and other businesses have fundamentally changed the way we consume products and services even beyond their own sectors. What is their secret?

As marketers and communicators, learn what disruptive businesses and brands have done to reimagine categories, products, and services. This presentation will uncover the findings of Edelman's unique study, exploring consumer's real feelings about innovation and new relationships with brands. The presentation takes a deep dive into consumer concerns, reveals four Earned Brand behaviors to address needs around innovation, and proposes a new model of marketing based on action, not messaging. Successful brands that innovate well aren't what they used to be; they create human relationships, they have many living qualities - they are the Earned Brands. Don't miss the premier of Edelman's first ever Innovation and Earned Brand Study in Seattle!

www.psama.org/event/the-power-of-the-earned-brand.

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South Sound Program January 14: Copyright Compliance: Stay Compliant & Out of Trouble

Thursday, January 14, 8:00 - 9:00 a.m.

Metro Parks Tacoma Headquarters

4702 S. 19th St., Tacoma

You'll also learn:

- The exclusive rights of copyright owners.
- How to avoid risks and damages.
- About fair use and attribution of online content.
- How to combat piracy.
- Best practices and examine case studies.

The South Sound Group meets at 8 a.m. -- doors open early for networking -- for the one-hour programs 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.

Directions: From I-5 north or south, take SR-16 toward Gig Harbor. Take the 19th Street East exit toward Cheney Stadium, turn right on 19th, and then right into the Metro Parks Tacoma parking lot. Note: please leave the customer-designated parking open for Metro Parks. If you require special accommodations for a disability, please contact Jennifer Aalgaard at least 48 hours in advance of the meeting.

South Sound Group Chair **Jennifer Aalgaard, APR** - (206) 495-2826.

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Triple Play Promotion - Deadline December 11

New members receive a triple bonus: free 1-yr Chapter (up to \$100 value) + free 1-yr Section (up to \$60 value) + waived initiation fee (up to \$65 value) when they join National as a Regular member (\$255 annual dues). National will reimburse Chapter and Sections for their dues. Chapters whose dues are more than \$100 will only be reimbursed up to \$100 and balance will be collected from member.



RESTRICTIONS: *n/a for Associate member types (\$155 or less annual dues) and current/renewing members.*

Refer to <http://www.prsa.org/joinus/howtojoin> for details.

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Be a Mentor!

We need about 10-15 more chapter members to mentor PRSSA students from Central Washington University, Seattle University, UW and our newest chapter, Western Washington University. We expect the largest student turnout ever for this year's Mentors Program, which begins Jan. 1. As a mentor, you provide ongoing guidance and coaching to one student for a year, for as little as one hour per month. Mentors should be PRSA members with at least one year of PR experience. Please contact Catherine Hinrichsen, APR, by Dec. 20 at chinrichsen@seanet.com.



Jacquie Coe, APR and Julia Leitman, met up at the PRSA Puget Sound Annual Meeting. Jacquie was Julia's mentor when Julia was a senior at Seattle University two years ago. Julia now works at Edelman.

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Announcing PRSA Puget Sound 2016 Board

We're excited for the year ahead! Welcome to our new and returning board members:

- President-Elect: Jay Weisberger
- Secretary: Courtney Gearhart
- Treasurer: Erik Elvejord
- IPP/Ethics: Troy Brown
- VP Membership: Tim Smith
- VP Education/APR: Kelly Bray
- VP Programs: Mark Firmani
- SOC/Youth Programs: Amy Boyd
- South Sound: Tara Mattina
- Masters: Libby Catalinich
- Comms/Web site: Brenda South
- Scholarships/Gala/Awards: Christina Donegan
- Nominations/Bylaws/Non-profit: Cindy Sharpe
- Jobline: Tara Matina, Fernando Costantino, Karla Slate, Melissa Rohlfis
- Volunteer Coordinator: Janelle Guthrie
- Delegates: Terry Labrue, Bev Holland, Joe Rothrock

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Post Your Internship at the National PRSSA Internship Center

Get connected to hundreds of qualified internship seekers through the PRSSA Internship Center, a service of the PRSSA national office that's available to students and employers nationwide. This service offers employers and members a streamlined interface for job posting and job searching. Submit your request at www.prsa.prsa.org/career/internship, or contact prssainternships@prsa.org.

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Volunteers Needed

We need volunteers interested in helping the Totem Awards Committee and the PRSA gala committees and Communications committee. If you are interested, please contact **Janelle Guthrie**, volunteer coordinator, to plug in where you can learn most.

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Welcome New PRSA Puget Sound Chapter Members:

New Members - November

- Tamyra JS Howser - Tacoma Community College
- Symone Littlefield - Washington State Fair
- Therese Downey Murphy - Washington State Council of Firefighters

Renewing Members - October

- Aubrey M. Abbott - NW Cooperation Fund-LECET
- Deborah Anastasi Black, MBA - Anastasi Black Public Relations
- Bryan Dwayne Blackburn
- Shane Carpenter
- Barbara A. Clements - UW Medicine
- Susanne C. Gillespie - Allison+Partners
- Christine Goetz - ProQuest
- Flavia Garcia Hulsey - Western Regional Medical Command
- Lois D. Maag - Department of Neighborhoods, City of Seattle
- Erin Kathleen Moyer - Laird Norton Wealth Management
- Todd A. Nelson - Bechtel National Inc.
- Joan Pliego - City of Snoqualmie
- Katie Rossbach, APR - Cascade Communication Associates
- Brenda Bennett South - VitaminLife
- Michael Thompson
- Raelani Valaile

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The **Newsflash** deadline is the 25th of each month.

Please submit articles for consideration to **Brenda South**.