



Newsflash Archive

February 2015 Newsflash

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February 18 - PRSA Town Hall 2015

Please join us for the Puget Sound PRSA Town Hall 2015 on Wednesday, February 18. It's a great chance to network and connect with fellow PRSA members and hear more about the organization. We'll be recognizing our 2014 volunteers, discussing various committees and sharing about general PRSA business.

- Learn about our committee and volunteer opportunities
- Network with other professionals
- Meet and chat with the 2015 board and committee chairs

This is your turn to ask questions and share ideas! Hear from some of our most experienced professionals about why and how they got plugged into PRSA.

Date: Wednesday, February 18
Time: 5:30pm networking with wine and appetizers
6:00pm Town Hall begins
Location: MSLGroup - 424 2nd Ave West, Seattle, 98119 -- [map](#)
Cost: \$15 PRSA Members & Students - \$25 Nonmembers
Price increases by \$10 at the door
Registration: [Register online](#) or call the PRSA office at 206-623-8632
Registration deadline is 10am on February 16
No refunds after deadline

We look forward to seeing you there!

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Thursday, February 12 - South Sound Group Meeting

Two-Way Conversation: Social Media Style

Social media has revolutionized the way businesses and organizations communicate. Social media tools are an integral part of virtually all public relations plans, but many are missing out on an incredibly powerful tool on social media: the two-way conversation. Melissa Laramie, communications manager with Puget Sound Educational Service District, and her team have mastered social media engagement and after this session, you will be on your way to your own mastery.

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 Sheree Trefry at (253) 305-1059 at least 48 hours in advance of the meeting.

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March 12 - South Sound Group Meeting - Save the date!

Tips and tools to ease the word-oriented PR pro's anxiety when using visuals

7:30 Networking, 8-9 a.m. program

Using visuals to communicate your brand or company's image has become an essential part of every public relations campaign. YouTube, Google and Facebook are anticipating that video and photography will become dominant methods for delivering content.

Casey Madison, a former journalist, photojournalist, picture editor, and director of photography, left the newsroom and entered the PR world in 2009, working as a visual communications contractor for one of the world's largest agribusiness companies. Casey joined Tacoma Public Schools in 2010.

Casey will help you think about new ways to use video and images and will discuss some of his favorite tools. Casey is passionate about using photos and videos to create emotional bonds between customers and brands. He will also share the importance of telling a story.

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Free Chapter Membership

New members receive a free 1-yr Chapter membership when they join National as a Regular member (\$255 annual dues +\$65 initiation fee). Use code "Feb15." Refer to <http://www.prsa.org/joinus/howtojoin> for details.

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March 25 - Totem Awards - Save the date!

This year's Totem Awards will be held on March 25 at the Museum of Flight from 5:30 to 8:30 p.m. Look for more information soon!

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FREE Webinars with your PRSA Membership

If you have some downtime this winter, don't forget about all of the great webinars that are free to access on the PRSA National website.



Here is a small selection of the free On-Demand Webinars offered to PRSA members. More On-Demand Webinars can be found here.

- **Bringing the Power of PR to Brand Marketing**
Marketing a brand and building equity requires more than just communicating product benefits to consumers.
- **Public Trust and Confidence**
Recent Study Results and Implications for Strategic Communications
- **Copyright Compliance**
Stay Compliant and Stay Out of Trouble
- **Getting Ready for the APR Computer-Based Examination**
Learn to Analyze Scenario-Based Questions to Increase Your Examination Success

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Upcoming Free Class - Basic Public Information Officer (PIO) (G-290) March 31-April 1 - Moses Lake

Time: 8:00 am - 5:00 pm

Cost: Free to confirmed applicants

Registration: Download and complete the **EMD State Training Application**

Submit completed application to: Fax: 253-512-7206 or Email: EMD.Training@mil.wa.gov

Prerequisite: **IS-29 Public Information Officer Awareness**

(include copy of completion certificate with application).

Confirmed applicants will receive additional information no later than one week prior to course.

For questions call:

Shelly Glenn, Course Manager 253-512-7048 // shelly.glenn@mil.wa.gov or

Lisa Johnson, E&T Program Assistance 253-512-7080 // lisa.johnson@mil.wa.gov

The objectives of the course are to:

- Develop and/or enhance basic skills in writing, public speaking, working with the media, and handling interviews, inquiries, and news conferences.
- Learn to clearly communicate life safety information to the public.
- Gain more confidence with the media.
- Develop working relationships with the media, co-workers, and superiors concerning public information activities.
- Develop and conduct awareness campaigns. **TARGET AUDIENCE** This course is designed for emergency management public information officers and public information officers in related fields of law enforcement, fire, public works, public health, EMS and emergency management.

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Scholarship Fund - There is still time to contribute!

Did you know that you can make a contribution to the Puget Sound PRSA Scholarship fund with one easy click when you register online for a chapter program? Right on the registration form there is a place for you to make a donation of any amount. The funds go to the Sally Heet Memorial Fund and the Horace and Susie Revels Cayton Fund. Each year our chapter awards two scholarships to students at a Washington state college going into either their junior or senior year. Each scholarship is \$3500. Our goal for the scholarship fund was to reach \$200,000 by Dec. 31, 2015. Currently, we are at about \$165,000. Your contribution matters and there is still time! Thank you. Volunteers help power our programs and committees!

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Membership

Welcome New PRSA Puget Sound Chapter Members:

- Janet Durnford, Global Credit Union
- Tara Lee, PATH
- Charla Neuman, Neuman Navigations
- Allan Warren, Pierce Conservation District
- Sara Wysocki, Seattle Office of Sustainability & Environment

Thank You to Renewing Members:

- Scott Iwata, Amazon
- Emily Nauseda, Allison+Partners
- Todd Nelson, Bechtel National Inc.
- Sheri Pollock, Avalara
- Heather Thomas, Snohomish Health District

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Volunteers help power our programs and committees!

If you are interested in volunteer opportunities, please contact chapter volunteer coordinator **Janelle Guthrie** or chapter President **Troy Brown** 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 **Brenda South**.