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Newsflash Archive

June 2015 Newsflash

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[Drones, Doritos, and Digital Storytelling - Seattle PD's Transparent Approach to the Public](#)

By now it's no mystery that recent national events have created tension between the general public and law enforcement - yet some police departments have been able to maintain healthy relationships with the public, including Seattle's own.

How has Seattle PD been able to combat the public's shifting image of our community's protectors? You guessed it - through proactive and transparent communication.

Join Sgt. Sean Whitcomb, Public Affairs Director at the Seattle Police Department, in a PRSA discussion of Seattle PD's recognition of the need for a strategic communications plan as a tool to rebuild trust within the community and the processes involved to implement it.

Sgt. Whitcomb will discuss, among other things:

- Brand building through digital engagement
- The power of sounding "human"

- Transparency in storytelling - telling both the good and the bad

The discussion will take place from 10 a.m. - 11 a.m. on Thursday, June 18, at the South Lake Union Visitor's Center: 101 Westlake Ave N, Seattle, WA 98109.

Price: \$10 for PRSA members | \$15 for non-members

Low-cost parking nearby!

Register online or call the PRSA office at 206-623-8632.

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Are you ready to be a leader? We might be looking for someone just like you!

In October, we will be electing three new members to the PRSA Puget Sound Board of Directors. If you've been an active PRSA member, or would like to become more active, you should consider a spot at the table! If we've piqued your interest, take a look at the board position descriptions [here](#) and review considerations and requirements for becoming a board member. Board members meet for monthly required board meetings, typically on the first Wednesday of each month from 7:30-9:00 a.m. in varying locations.

If you are interested, fill out the nomination form here and send it to: Nomination Committee Chair Karla Slate, APR k slate@covingtonwa.gov by June 30, 2015.

Thanks for taking the time to consider your role in PRSA Puget Sound.



(Pictured left to right: Jocelyn Nystrom, Kristene Sarmiento, Abigail Elliott (chair), Debra Carnes (board liaison), Toby Nelson, Jennifer Olegario)

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Kudos to the 2015 Totem Awards Committee

Thanks to the hard work of a small group of dedicated PR professionals, this year's Totem Awards welcomed 100 guests to the Museum of Flight on March 26 for a night of celebration and recognition of the best work and brightest PR professionals in the Pacific Northwest. PRSA is solely run by volunteers and there are always opportunities. Below, our Totem Awards volunteers share a little about their experience.

Meet Toby Nelson, Hunter Public Relations

What was the highlight of your volunteer experience? Working with, and learning from, a great group of people with a diverse background of PR experiences.

Meet Jennifer Olegario, Communications Manager, Washington State Bar Association

What compelled you to volunteer for Totems? - I find the hands-on, detail-oriented, multi-tasking nature of event planning to be very energizing.

Meet Jocelyn Nystrom, recently Community Outreach Director at a Health & Wellness Clinic

What was the highlight of your volunteer experience? The opportunity to meet skilled professionals in the Puget Sound area, see all the behind the scenes details come to life, and watch the award winners delight when they received their beautifully designed awards.

Meet Abigail Elliott, Puget Sound Energy

What was the highlight of your volunteer experience? It was seeing so many people attend this year's event and hearing their positive feedback. I made new connections with PRSA members, and had fun putting together a well-received event.

Meet Kristene Sarmiento, University of Washington, Department of Ophthalmology

What compelled you to volunteer for Totems? - As an aspiring marketing and public relations professional, I seek opportunities to get to know the industry as well as the important players in it. I also enjoy and have passion for event organization. I thought it was a great opportunity to be a part of and be more involved with PRSA.

If you are interested in volunteering for the 2015 Totem Awards Committee, please contact Debra Carnes, debrac@wsba.org.

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APR Workshop

Are you ready to earn your APR? Start the process June 27

The Puget Sound Chapter is here to help candidates move through the APR process swiftly and successfully. The Chapter's new preparation process and timeline is designed with the candidate in mind who is serious about earning their APR within a year. Candidates must be a paid member in good standing of PRSA or a UAB participating organization with at least five years professional PR experience. Please note the requirements in advance of attending the June 27 APR Workshop.

Date: Saturday, June 27, 2015
8:00 AM to 5:00 PM

Location: TBD

Cost: (at time of registration; APR Workshop only):
\$50 - PRSA members (active National & Puget Sound chapter)
\$100 - Members of another participating Universal Accreditation Board organization (ARC, ARPPR, FPRA, MPRC, NSPRA, RCC, SPRF, TPRA)

Registration: **Register online** or call 206-623-8632
Registration deadline is June 22, 2015

Requirements in advance of attending the APR Workshop:

- Member in good standing of PRSA or UAB participating organization
- APR application accepted and approved by PRSA or UAB. Exam fees: \$385 - \$435
- Cutlip and Center's Effective Public Relations textbook: as low as \$50 (9th or 10th edition, used on Amazon)

For more information, contact APR Chair **Elle Warmuth**, APR, (253) 571-1019

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Volunteers Needed

If you are interested in volunteer opportunities, please contact **Janelle Guthrie**, 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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Welcome New PRSA Puget Sound Chapter Members:

Joining in May:

- Deborah Anastasi Black, MBA - Anastasi Public Relations
- Barbara Clements - UW Medicine
- Flavia Garcia Hulsey
- Zach Hyder - Quinn Thomas
- Kristine Josue - Wellspring EAP
- Dean Owen - World Vision
- Greg Pershall
- Karla Slate, APR - City of Covington
- Kayla Tipple - Wizards of the Coast
- Janet Upegi - PSF Mechanical, Inc.
- Raelani Valaile
- Aaron Miller Wolfe - King County Economic Development Council

Renewing Members

- Delaney A. Berreth
- Jessica Dally
- Alison Eldridge - Washington Student Achievement Council
- Tom Ramsay - NW Cascade Inc.

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YoPro "The Future of PR" Summer Mixer - June 30

No one can predict the future but smart and informed professionals can make educated guesses about what's on the horizon. Join the YoPro group on June 30 for a fun and educational mixer at Edelman about the "Future of the PR Industry." A panel of seasoned PR professionals will share their point of view on trends they're noticing and thoughts on what's next for the PR industry. To register for the event, visit <http://bit.ly/sea-yopro-jun-15>.

YoPro events are an excellent place to meet new connections, learn, and grow as a PR professional. The event is open to all; there is no age restrictions. If you have any questions about the event, please contact Josh Holland at jholland218@gmail.com.

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SAVE THE DATE - AUGUST 19 - Shel Holtz and Ann Wylie - Communications, Writing & Technology Professional Development Seminar

Back by popular demand is Ann Wylie with her exceptional writing communication workshop. Joining Ann in August is Shel Holtz, technology communication guru. Join communicators from around the Northwest in this sure-to-be-sold-out event on Wednesday, August 19. Registration information will be coming soon. This full-day event is must-do professional development session. The program is co-sponsored by the Seattle International Association of Business Communicators (IABC) and the Greater Spokane area PRSA Chapter.



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The **Newsflash** deadline is the 25th of each month.
Please submit articles for consideration to **Brenda South**.

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