



Newsflash Archive

## March 2015 Newsflash

### Table of Contents

- [What Are Your Customers Reading?](#)
- [Trust In Innovation](#)
- [PRSA Totem Awards Celebration](#)
- [Volunteer Spotlight](#)
- [Save-the-Date - March 12 - South Sound Group Meeting](#)
- [Coming up: PR Career Jumpstart](#)
- [PRSA Chapter Scholarship Applications Now Available](#)
- [Volunteers Needed](#)
- [Membership](#)

---

### What Are Your Customers Reading?

Do you get the feeling that somehow your customers or audiences just aren't getting the message? Could it be your communication channels aren't the right ones?

Join us, Thursday, March 12 from 10:00 - 11:30 am at The Center for Wooden Boat's boathouse, 1010 Valley Street, Seattle, WA 98109 to hear from **GeekWire** guru and online "publisher" John Cook. He will have you thinking about the power of Single Topic Online Publications (STOP) and how you can make it work for you. GeekWire is reinventing how consumers get their information.

\$10 for PRSA members | \$15 for non-members - nearby, low-cost parking.

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

**Back to top**

---

## TRUST

MORE THAN HALF OF THE INFORMED PUBLIC GLOBALLY BELIEVES THE PACE OF INNOVATION IS DRIVEN BY GREED, RATHER THAN THE DESIRE TO IMPROVE PEOPLE'S LIVES.

Join Richard Edelman and a panel of local leaders for a discussion about Seattle as a leading innovation hub and the growing importance of trust, including the presentation of key data and findings of the 15th Annual Edelman Trust Barometer.

### Trust In Innovation

Thursday, March 12, 2015  
Palace Ballroom  
2100 5th Avenue, Seattle  
7:30 – 8:00 am - Registration and networking  
8:00 – 9:30 am - Program (light breakfast served)

#### Panel:

Richard Edelman, President and CEO, Edelman  
The Honorable Ed Murray, Mayor, City of Seattle  
Frank Blethen, Publisher and CEO, The Seattle Times  
Matt Ehrlichman, CEO, Porch  
Vikram Jandhyala, Vice Provost for Innovation,  
University of Washington

Space is limited and filling fast, RSVP to **Jennifer Walters**.

[Back to top](#)

---

## PRSA Totem Awards Celebration

Join us to congratulate all of the PRSA Puget Sound Totem Awards winners at the Museum of Flight on March 25. Not only do we get the pleasure of honoring the best, this event is a great opportunity for anyone in the industry to see what it takes to make an award-winning PR program.

Sponsored by  **BusinessWire**

Date: Wednesday, March 25, 2015  
Time: 5:30 p.m. - Cocktails and Networking  
6:00 p.m. - Welcome and Dinner Service Begins  
6:30 p.m. - Program/Awards  
Location: The Museum of Flight, 9404 East Marginal Way South, Seattle, WA 98108  
Price: Until March 10  
PRSA Members \$95; Nonmembers \$115; Students \$50  
After March 10 or at the door  
PRSA Members \$115; Nonmembers \$135; Students \$50  
Note: Young professionals with less than 3 years of experience may register at the \$50 students rate  
Tables: Table reservations can save you up to \$200! Reserve a table for eight and receive member pricing for everyone sitting at your table whether they are a PRSA member or not.  
Until March 10- Table of 8 \$760; After March 10 - Table of 8 \$920  
(Table reservations after March 10 cannot be guaranteed.)  
Registration: **Register online** or call the PRSA office at 206-623-8632  
Menu: Fish, Meat, or Vegetarian provided by McCormick & Schmick's  
Questions: Contact Abigail Elliott, [abigail.elliott@pse.com](mailto:abigail.elliott@pse.com), (425) 462-3795

[Back to top](#)

---

## Volunteer Spotlight

**2014 New Member of the Year Award winner: Kate Devaney**



Congratulations to Kate Devaney, recipient of the PRSA Puget Sound 2014 New Member of the Year Award presented at our volunteer recognition event February 18.

Kate has volunteered at chapter events, been involved in PRSSA and has worked to raise the profile of that group of PR students. She is currently involved in the PRSA mentor program and is a visible and enthusiastic advocate for PRSA.

"As a recent graduate of the University of Washington and the former UW PRSSA chapter president, I wanted to take on a leadership role within the Puget Sound chapter of PRSA to provide students with the kind of support I received while I was at UW," Kate said. "As an active member on PRSA's Student Outreach Committee, I aim to ensure that students feel a strong connection to their parent chapter, that they are receiving sufficient and significant guidance, and that they understand the benefits of transitioning into the Puget Sound PRSA chapter after graduation.

[Back to top](#)

---

## Save-the-Date - March 12 - South Sound Group Meeting

### March 12 PRSA South Sound Group: "Picture this: Visual tips and tools for PR pros"

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. Where does that leave us word-nerd PR pros?

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. He will help you think about new ways to use video and images and will discuss some of his favorite tools to create emotional bonds between customers and brands through storytelling.

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.

[Back to top](#)

---

## Coming up:

### PR Career Jumpstart

Join us Saturday, April 25 at the Seattle Times from 8:00 AM - 5:00 PM for a day-long professional career workshop and networking conference for aspiring PR professionals. Attendees are given a behind the scenes look at public relations as well as valuable tips and advice from local award-winning agencies and professionals around Western Washington. Reserve your seat today!

Registration: [Register online](#) or call the office at 206-623-8632

Online registration deadline is 10 AM April 24.

No refunds after deadline.

Contact: For event questions or to learn more about sponsorship opportunities contact Emily Nauseda - Jumpstart chair, at [enauseda@allisonpr.com](mailto:enauseda@allisonpr.com).

[Back to top](#)

---

## PRSA Chapter Scholarship Applications Now Available

Do you know a college student seeking a scholarship? Applications are now being accepted for PRSA Puget Sound's two scholarship funds. The Sally Heet Memorial Scholarship and the Horace and Susie Revels Cayton

Scholarship are awarded annually - each \$3,500 - to students who are entering their junior or senior years at a Washington State four-year college and are pursuing careers in public relations.

Encourage eligible students to apply! And if you're talking with potential interns, keep in mind that they also may be eligible for PRSA scholarships. Applications are available under the "Students" section of the PRSA Puget Sound (link) website. Since both scholarship applications require transcripts, students should allow one to two weeks to complete all of the requirements by the April 17, 2015, deadline.

To support PRSA scholarships, visit the "Support the Scholarship Fund" section on our website. You also can make a contribution with one easy click when you register for a chapter program. Your contribution matters. Thank you!

**Back to top**

---

## Volunteers Needed

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!

**Back to top**

---

## Membership

### Welcome New PRSA Puget Sound Chapter Members:

- Casey Banks, Fairmont Hotels
- Ann Cook
- David Isaac
- Emily Kaseberg
- Daniel Mason Losk
- Cody Malone, Promotion Holdings Global
- Lisa Marie Snyder-Stone, STAY Connected
- Laura Stevenson, Regence BlueCross BlueShield of Oregon
- Colleen Temple, YMCA of Snohomish County
- Brandon Ceehin Yu

### Thank you Renewing Members:

- Mary Ann Gillis, APF
- Lindsay S. Walter, Pratt Fine Arts Center

**Back to top**

---

The Newsflash deadline is the 25th of each month.

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