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November 2015 Newsflash



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[\(A joint meeting with IABC\)](#)

Registration deadline November 10, sign up now!

First-rate journalism in Seattle is alive and well, and it comes fast, in new forms, and from all directions, at all times of the day and night. Hear from Puget Sound print, online and electronic journalists on their take of the news scene in our area. Please join us, along with our select local media panelists the evening of **Thursday, Nov. 12 at Edelman Public Relations, 1601 5th Ave – 24th floor**, at 6 p.m. for great food and conversation on the changing journalism landscape in Seattle.

The Puget Sound area journalism scene is more varied than ever. Enterprise operations like The Seattle Times, KING 5 and KUOW – even The Stranger – are re-tooling in order to meet the challenges of new media sources such as Crosscut, InvestigateWest, the West Seattle Blog, GeekWire and others head on. These operations are finding new ways of running — and financing — a news organization. First-rate journalism can still be found – but it's taking on new formats and new ways of delivering the news to meet today's market. But the news business still faces some monumental challenges ahead.

Join us for a provocative discussion of today's media – and share your own thoughts and observations. Panelists include Kathy Best, editor of the Seattle Times, and KING's social media manager, Evonne Benedict.

The panel will be moderated by Berit Anderson, former managing editor at Crosscut and CEO of Scout, a soon-to-be-launched news site covering the intersection of tech, economics, and morality via science-fiction and investigative reporting. For more details and registration, visit www.prsapugetsound.org.

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South Sound Program: November 12th

Yes, We're Open: Crisis Communications Planning for Your Business

Of course, we hope you never have to deal with a crisis, but if you do, having a response plan is critical. Time spent being reactive is money lost; Be proactive and plan ahead for any potential situation. On Thursday, Nov 12 we welcome Stacey Burke, Vice President of Communications for TrueBlue, to share her crisis communications plan evolution, how she assembled a response team, identified what constitutes a "crisis" and how her planning ensures the business keeps running.

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.

If you'd like more information about the benefits of PRSA membership and how to apply, please check out Puget Sound PRSA's [website](#). If you have additional questions, please contact South Sound Group Chair Jennifer Aalgaard, APR, at j.aalgaard@hotmail.com or (206) 495-2826.

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Totem Awards Call for Entries



The Puget Sound's premier awards program honors the best public relations/communications work in the region with the annual Totem Awards. Choose from 20 categories that cover everything from digital communications to investor relations. The Totems are open to all PR and marketing professionals in the region. Both PRSA members and non-members are encouraged to enter.

The deadline for submission for the 2016 Totem Awards is November 20, 2015.

Get more information, or [enter online here](#).

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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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Support the PRSA Puget Sound Scholarship Fund

Give a boost to the PR profession! For nearly 30 years, our members and friends have contributed to the success of the public relations profession through the chapter's scholarship fund. In that time, we've helped 53 students at colleges and universities throughout Washington. The **Sally Heet Memorial Scholarship** and the **Horace & Susie Revels Cayton Scholarship** give a much needed boost to students who have demonstrated academic achievement and are in need of financial assistance.

Our 2015 campaign is off to a great start with several \$1,000 leadership pledges. Help us hit a \$200,000 scholarship fund balance!

Make a tax-deductible donation to:

PRSA Puget Sound
PO Box 58530
Seattle, WA 98138-1530

Or give via PayPal at **PRSA Puget Sound**

Thanks for your support!

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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 - October

- Melanie Coon - Premera Blue Cross
- Bobbi L. Cussins - Association of Washington Business
- Kellie Essig - Washington FIRST Robotics
- Rebecca Grossman
- Rachel Amaryah Lee - PRR, Inc.

Renewing Members - October

- Jennifer Leigh Aalgaard
- Christopher T. Barron
- Jay M. Becker, APR - Community Consultants
- David Blandford, APR - Seattle's Convention and Visitors Bureau
- Kelly W. Bray, APR - Team Soapbox
- Jennifer L. Cook - AAA Washington
- Kathleen G. Deakins, APR - JayRay
- Marla A. Ellis - March of Dimes
- Heather M Griesbach
- Lynnel A. Hampton-Bott
- Jean M. Hayes - University of Washington
- Lorraine S. Howell - Media Skills Training
- Mark Hughes - Kitsap Regional Library
- Scott Toshiro Iwata - Amazon

- Edith M. Jeffers - Tacoma-Pierce County Health Department
- John Kvasnosky, APR
- Tara A. Mattina
- Brooke C. Mattox - Washington Education Association
- Amber Moak
- Rebecca Lynn Holmes Mosley - Duo Public Relations
- Martin Munguia - Community Transit
- Susan Newer - Washington State Gambling Commission
- Roger F. Nyhus - Nyhus Communications LLC
- Caitlin Ratzloff
- Jay Rockey, APR, Fellow PRSA - Hill+Knowlton Strategies
- Melissa R. Rohlfs
- Shirley Skeel - University of Puget Sound
- Patti Spencer - Spencer Communications
- Wendy Townsend, APR
- Jo C. Tu - Marlo marketing
- Elle C. Warmuth, APR - Tacoma Public Schools
- Aaron Miller Wolfe - King County Economic Development Council
- Rachael Woods - Northwest Educational Service District

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

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