



Newsflash Archive

## October 2015 Newsflash

### Table of Contents

- [October 27- Join us for the Annual Meeting and Media Feature program](#)
- [PRSA Puget Sound YoPro October Mixer - October 26th 6-8 PM](#)
- [Today's Journalism - Disarray or Revitalized?](#)
- [Proposed chapter bylaws amendments - up for vote at annual meeting](#)
- [Jay Rockey Award - Two lifetimes of achievement: 2015 winners are Art and Jeri McDonald](#)
- [Support the PRSA Puget Sound Scholarship Fund](#)
- [Volunteers Needed](#)
- [Chapter dues to increase \\$3 in 2016](#)
- [Welcome New PRSA Puget Sound Chapter Members](#)



### [October 27- Join us for the Annual Meeting and Media Feature program](#)

We've got a lot in store for you with the October 27th meeting combining a packed Annual Meeting agenda along with an interesting panel of journalist to fill you in on what they are looking for and how they work.

### [Jay Rockey Award winners Art and Jeri McDonald to be honored at the PRSA Annual Meeting](#)

Art and Jeri McDonald, a couple who made a tremendous impact on public relations in Seattle during their lifetimes, have been chosen as the Jay Rockey Lifetime Achievement award winners for 2015. There are two firsts with the award this year: first, it is a couple and second, they have both passed away - Jeri in March 2001 and Art in August 2015.

Join us as we celebrate these two remarkable individuals. Neil McReynolds, Art's manager at Puget Power and 2003 winner of the Jay Rockey Lifetime Achievement Award, and Bruce Pinkleton, Ph.D., Associate Dean and Professor, Edward R. Murrow College of Communication, WSU, will speak to their achievements. Art and Jeri's son, Scott McDonald, Operations Management instructor at the University of Idaho, will accept the award on their behalf.

### **Feature program - Crossroads of Global PR**

Panel of journalists representing media outlets that target a diversity of cultures, ethnicities and affinity groups, to help Puget Sound PR pros understand how to effectively communicate to these media outlets, what kind of news they consider for publication, and how they want information delivered to them.

- **Travis Quezon**, Editor-in-Chief, International Examiner
- **Chris Bennett**, Editor, Seattle Medium
- **Martha Montoya**, Publisher, El Mundo

### **Business meeting**

- Vote on proposed chapter bylaws amendments
- Elect board members / assembly delegates to fill vacancies for 2016
- Jay Rockey Lifetime Achievement Award
- Hugh Smith Community Service Award
- Honor new APRs earned during the past 12 months
- Presentation by PRSA national board member Jane Dvorak

**Date:** Tuesday, October 27 11:30 a.m. - 1:30 p.m.

**Location:** Foster Golf Links (Billy Baroo's Bar & Grill)  
13500 Interurban Ave South, Tukwila, WA 98168

**Price:** \$50 PRSA members; \$65 Non-members; \$350 Table of 8  
Prices at the door increase \$10 per person

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

**Back to top**

---

### **PRSA Puget Sound YoPro October Mixer – October 26th 6-8 PM**

Join **PRSA YoPro** and the **Student Outreach committee** for a complimentary special fireside chat with **Jane Dvorak, PRSA National Treasurer**. Jane will share her thoughts on why PRSA is such an irreplaceable asset for PR professionals and how it can play a large role in your career.

Jane Dvorak has driven communications programs for many large and well-known nonprofits. She brings 30 years of experience to help organizations gain new focus and direction through integrated communications with energy and creativity. Her skills span publication development to special events planning and crisis communications to organizational imaging.

This special opportunity for the October YoPro mixer is being hosted at the **Fearey Group** – one of Seattle's leading PR firms. Fearey recently went through a re-branding and remodeled the office, and attendees will have the chance to tour their beautiful space.

We look forward to seeing you there!

To register: [www.eventbrite.com/e/prsa-puget-sound-yopro-october-mixer-tickets-1888824984?mc\\_cid=3f6161f73d&mc\\_eid=6df92747bf](http://www.eventbrite.com/e/prsa-puget-sound-yopro-october-mixer-tickets-1888824984?mc_cid=3f6161f73d&mc_eid=6df92747bf)

### **About YoPro**

YoPro is a series of networking events held throughout the year. The events are designed to help professionals meet new connections, learn, and grow. YoPro events are open to the public; there is no age restriction.

**Back to top**

---

### **Today's Journalism - Disarray or Revitalized?**

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 **Thursday, Nov. 12 at Edelman Public Relations, 1601 5th Ave - 24th Floor** 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 Mark Briggs, director of digital media at KING 5. 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](http://www.prsapugetsound.org).

**[Back to top](#)**

---

### **Proposed chapter bylaws amendments - up for vote at annual meeting**

The Puget Sound PRSA chapter board of directors has been working for the past six months to update the chapter's bylaws to align with PRSA national. The last time changes to our bylaws were made was 2011. Since then, several changes have occurred in the national bylaws and we have been asked by the PRSA national board to review our bylaws and align them with national's bylaws.

The board voted at its July 2015 meeting to present proposed bylaws amendments to chapter members for voting on at the **Puget Sound chapter annual meeting on October 27**. Note: Deadline for comments is September 18th. Thank you!

There are significant proposed changes that you should be aware of, including changes to the process for electing board members, along with improving the board structure. For more information, please refer to the following documents on our chapter website:

- **[Proposed new bylaws](#)**
- **[Existing bylaws](#)**
- **[Q&A](#)**
- **[Summary matrix of the changes](#)**

Please direct any questions, comments or suggestions on the proposed bylaws changes to Cindy Sharpe, Bylaws Committee Chair, [csharpepr@gmail.com](mailto:csharpepr@gmail.com).

**[Back to top](#)**

---

### **Jay Rockey Award - Two lifetimes of achievement: 2015 winners are Art and Jeri McDonald**

Art and Jeri McDonald, a couple who made a tremendous impact on public relations in Seattle during their lifetimes, have been chosen as the Jay Rockey Lifetime Achievement award winners for 2015. There are two firsts with the award this year: first, it is a couple and second, they have both passed away - Jeri in March 2001 and Art in August 2015.

Both were graduates of Radio Broadcasting at the Edward R. Murrow School of Communications (now Murrow College of Communication), Washington State University (WSU), and each was selected the top student in 1954- Art the top male and Jeri the top female.

Although Art was often recognized for his time at KOMO, he had a full career in public relations, most notably, as Director of Corporate Communications for Puget Power, now Puget Sound Energy. Art used his skill in front and in back of a camera by bringing people together and helping the community heal after a contentious bid for a nuclear power plant in Skagit County.

**[Back to top](#)**

---

### **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!**

**Back to top**

---

### **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.

**Back to top**

---

### **Chapter dues to increase \$3 in 2016**

Even throughout the Great Recession, PRSA Puget Sound remained financially strong, while other professional organizations struggled. To help maintain a strong financial base and to continue to provide quality local PR events for chapter members, the board voted to increase dues from \$52 to \$55 starting on January 1, 2016. The \$3 increase (approximately 6%) is the first Puget Sound chapter dues increase in more than 10 years.

**Back to top**

---

### **Welcome New PRSA Puget Sound Chapter Members:**

#### **New Members - September**

- Michaela Baltasar
- Susan Gillin - Chelan County Public Utility District
- Veronica Lynn Jackson
- Susan Newer - Washington State Gambling Commission
- Jaime Vogt - Travel Tacoma + Pierce County
- Scott Edmunds Wilson - Kitsap County Sheriff's Office

#### **Renewing Members - September**

- Kristina Almeda Travailot - Kilpatrick Townsend
- Daniah Almidfa - Nyhus Communications
- Julie Anderson - Pierce County Auditor's Office
- Christine L. Bridenbaugh - Bridenbaugh Communications
- Elena Austen Caldwell
- Nora Doyle - Tacoma Public Utilities
- William C. Dugovich, APR - Society of Professional Engineering Employees In
- Aerospace
- Jacqueline E. Goodwill, APR - Debbie Macomber, Inc
- Kristi Herriott - Firmani + Associates Inc.
- Niquette M. Kelcher - Superintendent of Public Instruction (OSPI)

- Jennifer Keller - Western Washington University
- Stephen Kirkman
- Jana Marie Koch
- Mary G. Langholz - New Media Solutions
- Cody Malone - Promotion Holdings Global
- Robert M. Marshall - USAF 7 Summits Challenge
- Megan M. Matthews
- Sara Moorehead
- Laurie Myer - Myer Communications
- Brittany Parker - Washington State University
- Amy Nichole Parodi, APR - World Vision, United States
- Carol A. Saynisch, APR - CAS2 Consulting
- Erika K. Schmidt, APR - Sappington Lisa Marie Snyder-Stone - STAY Connected
- Resa V. Stephanson - Big Brothers Big Sisters of Puget Sound
- Scott Edward Thompson - CHI Franciscan Health

[Back to top](#)

---

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

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