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## September 2015 Newsflash

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# Crossroads of Global PR



### [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 journalists to fill you in on what they are looking for and how they work.

Come hear a panel of journalists representing media outlets that target a diversity of cultures, ethnicities and affinity groups, to help you better 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
- Marsha Montoya, Publisher, El Mundo

### Annual 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

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### 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).

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### Jay Rockey Lifetime Achievement Award - Nominations due Sept. 18th

Do you know a Puget Sound public relations professional who has helped advance the field of public relations and demonstrated outstanding professional ability and conduct throughout their career? He or she may be a good candidate for nomination for the Jay Rockey Lifetime Achievement Award from PRSA Puget Sound.

The Jay Rockey award was established in 2002 in honor of a consummate professional in the public relations profession. Consider nominating someone you know or admire.

Presented by the Puget Sound Chapter at the annual meeting in October, this award recognizes career achievements as well as advancing the profession and the practice.

You can find nomination guidelines on the PRSA website, linked [here](#). The nomination is submitted as a 300-500 word letter. Deadline for nominations is **Friday, Sept. 18, 2015**.

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### **Hugh Smith Community Service Award - Nominations due Oct. 1st**

Nominate an individual deserving of acknowledgement for their work giving back to the community. Nominations for the Hugh Smith Community Service Award are now being accepted through Oct 1. Nominating is quick and easy! Fill out the nomination form linked [here](#) and email it to **Debra Carnes**. Those nominated do not have to be PRSA members.

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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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### **If You've Been Thinking about Joining PRSA ... Now's the Time!**

There are many benefits to becoming a member of PRSA, the nation's leading professional association dedicated to advancing the public relations profession. And through **September 30**, new members can elect to receive a FREE one-year Puget Sound Chapter membership (a savings of \$52).

Why join PRSA Puget Sound? How about to become a more visibly-engaged member of the local public relations community and advance your career? Membership in our chapter provides a host of benefits, including opportunities to:

- Expand your circle of colleagues and contacts.
- Network at local meetings, luncheons, receptions and programs.
- Exchange knowledge with local experts.
- Earn recognition through industry awards.
- Step into leadership roles.
- Advocate for the profession.
- Learn about business development and job opportunities.

To join as a new member, visit the [PRSA National website](#). When prompted during your application, use promo code **CHAPT15** and be sure to select the Puget Sound Chapter.

If you are already a PRSA member, please pass word of this special offer to others who might benefit from membership.

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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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## September is Ethics Month: Let's Be Ethical Every Day

Often when PR professionals think of ethics, our minds automatically go into crisis prevention mode. How many of us have been thrust into the position of defending our clients, corporations or political leaders when their ethical compasses go astray? Ethics is so much more!

September is PRSA Ethics Month-and the PRSA Board of Ethics and Professional Standards encourages everyone to infuse ethics into their lives every day.

- Follow the PRSAY blog where PRSA leaders will be writing about ethics all month long.
- Participate in an Ethics Twitter Chat (#PREthics)-All times PDT
  - Sept. 15: 6 p.m. w. PR Student Chat (@PRStudChat)
  - Sept. 16: 6 p.m. w. PRSA New Pros (@PRSANewPros)
  - Sept. 17: 5 p.m. w. AEJMC-PR Division (@AEJMC\_PRD)
  - Sept. 24: 12 p.m. PRSA Ethics Month Chat (@PRSA)
  - Sept. 30: 12 p.m. PRSA & SPJ (@SPJ\_Tweets)
- Check out the new Ethical Standards Advisory on Ethics and Social Media.
- Catch the Ethics Month Webinar: Ethical Public Relations: Everyday Expectations live at noon on Sept. 24. Free for members and \$200 for non-members.
- Read 5 Ways to Make Ethics Part of your Daily Routine co-authored by past PRSA Puget Sound President and BEPS Chapter Outreach Co-Chair, Janelle Guthrie.

The PRSA Code of Ethics is a living document, guiding our practice. Even though Ethics Month comes just once a year, we hope you'll join us in living the Code of Ethics every day.

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## Welcome New PRSA Puget Sound Chapter Members:

### Joining in August:

#### New members

- Lillian Allred - Pierce County Dept. of Communications
- Randy Bolerjack - Washington State University North Puget Sound at Everett
- Kellen Coleman - Coleman Public Relations & Consulting
- Mary Dorsey - Seattle City Light
- Pam Folsom - SCJ Alliance
- Nathan Hambley
- Jordana Alexandra King - BDA, Inc.
- Amanda Kleber - City of University Place
- Julia Leitman - Edelman
- Lisa McCrummen
- Jordani Sarreal
- Jenny Weekes - West Pierce Fire & Rescue
- Amanda Winters - Assembly Media, Inc.

#### Renewing Members

- Callene Abernathy - Pierce County Public Works and Utilities
- Bob Bailey - Pierce County Public Works and Utilities
- David Beil - Central Kitsap School District
- Deborah Anastasi Black, MBA - Anastasi Black Public Relations
- Bryan Blackburn
- Aaron Blank - The Fearey Group

- Amy Blondin - Health Care Authority
- Debra Carnes - Washington State Bar Association
- Shane Carpenter
- Julie A. Colehour - Colehour+Cohen
- Erich Ebel - Pierce County Public Works and Utilities
- Robin Freedman, Waste Management
- Jennifer Hawton, APR
- Flavia Hulsey
- Kristen Jaudon, APR - OSPI
- Jan Kleszynski - Colehour+Cohen
- Mike Livingston-Halliday - Pierce County Public Works and Utilities
- Walter Neary - Comcast Corporation
- Tiffany Odell - Pierce County Public Works and Utilities
- Leah Olson - Kitsap Credit Union
- Anne Radford - Pierce County Public Works and Utilities
- Kyle Schmidtke - Pierce County Public Works and Utilities
- Linda Seesz - City of University Place
- Diana Steeble - PRR
- Kayla Tippie - Wizards of the Coast
- Realani Valaile
- Kathleen White - Port of Olympia
- Ann Woolman

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