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Newsflash Archive

August 2016 Newsflash



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What's Coming up:

Charting the Course of Your Communications Career: A Panel Discussion

Bring your questions as our panelists, executives from the communications and recruiting industries, share their experiences and guidance on leading a successful professional career.

Date: Thursday, August 18

Time: 10:00 - 11:30am

Location: South Lake Union Discovery Center; 101 Westlake Ave N, Seattle, WA 98109

Price: \$20 for PRSA members | \$25 for non-members
At the door price: \$10 more per person

Registration: **Register online** or call the PRSA office at (206) 623-8623
Deadline is 10:00 AM August 17, 2016
No refunds after the deadline.

Sponsor: This program is underwritten by a generous grant from **PR Talent**.

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Hurry - Important Nomination Deadlines:

Jay Rockey Lifetime Achievement Award

This prestigious award was established in 2002 in honor of Jay Rockey's commitment to the public relations profession. This award recognizes the career achievements of a Puget Sound area public relations professional who has advanced the field of public relations and demonstrated outstanding professional ability and conduct throughout his or her career.

Nominees are nominated by a PRSA Puget Sound Chapter member and submitted in the form of a 300-500 word document outlining the nominee's merits based on the following criteria:

- Experience & Qualifications: Worked as a public relations practitioner or educator for a minimum of 20 years.
- Community Involvement: Specifically advanced the field of public relations in the Puget Sound area.
- Professional Excellence: Has demonstrated outstanding professional ability and conduct throughout his or her career.
- Leadership: Served as a leader in the public relations profession or in public relations education and has advanced the profession.

(Note: One additional letter of support may be submitted as part of the nomination.)

To nominate, complete the **Jay Rockey Lifetime Achievement Award** nomination form and email to prsa@asi-seattle.net. All nominations must be received by **August 25, 2016**.

Hugh Smith Community Service Award

Know an outstanding PR professional in the Puget Sound region who gives their time and expertise to important community issues and/or nonprofit causes? Let's recognize their efforts! Nominations are now open for the 2016 Hugh Smith Community Service Award that recognizes an outstanding professional who gives talent and time toward making a difference. Nominees do not have to be members of PRSA. You will find the nomination form **here**.

This year's recipient will be acknowledged at a luncheon event of their peers at **PRSA's Annual Meeting** in October.

Please take the time to nominate an individual you find deserving of this honor by filling out the **online nomination form**. Nominations are due no later than **August 25, 2016**.

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It's time to think Totems!

Think back to the work you've done over the past year. Think about the objectives you've accomplished, the reputation you repaired, or your social media campaign that went viral. Think about difficulties you've had to overcome, the fabulous event you planned, or your press release that got results.

Now think about how amazing it will feel when you are recognized for the innovative and effective work you've done.

Now that we've got you thinking, take a moment to think about what programs or tactics you want to enter into the annual Totem Awards program. Keep an eye out for our Call for Entries in the coming weeks for details and deadlines and don't hesitate to join your peers in seeking recognition and confirmation for your work!

If you think you would like to serve on the Totem Awards committee, please contact Karla Slate, APR at kslate@covingtonwa.gov.

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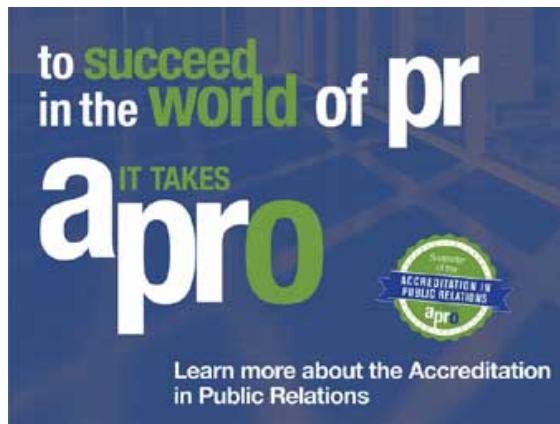
Welcome New APRs!

Congratulations, Sonja Hanson, APR

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To Succeed in the World of PR, it Takes a PRo

Mid-career public relations professionals know that their success depends on staying relevant, resourceful, and inspired. Recognized worldwide, the Accreditation in Public Relations (APR) integrates timeless communications principles with contemporary strategies and tactics, and distinguishes you as a leader in the field. Invest time now to position yourself for success.



The APR symbolizes distinction and demonstrates an experienced PR professional's mastery of strategic communications and their personal and professional commitment to lifelong learning and ethical standards.

A true offspring of the PR industry, the APR integrates timeless communications principles with contemporary strategies and tactics. You and the rest of the PR community can trust that the APR is an accurate representation of your present expertise and a true test of your potential to lead the field.

The APR:

- Asserts professional competence
- Communicates professional expertise, plus personal and professional dedication and values
- Reflects progressive PR industry practices and high standards

PRSA National launched the "It Takes a PRo" campaign earlier this year to drum up awareness on the APR credential. The campaign consists of a **toolkit available online** targeting current APRs to help get the word out to PR professionals who ready to next the next step in their careers.

Thinking about pursuing your APR? You can do it! Connect with Kelly Bray, APR Chair, at kelly@teamsapbox.com. She'll get you on your way.

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Get Accredited! Summer APR Workshop

Saturday, August 20, 8-3pm
Phinney Neighborhood Association, Room 32 (brick building)
6532 Phinney Ave N, Seattle

Every summer, PRSA Puget Sound hosts a workshop for individuals who are seriously considering pursuing their Accreditation in Public Relations. The day-long workshop consists of short, interactive presentations by current APRs covering the areas you will be tested on in the Computer Based Examination, as well as tips on how to submit and present a winning Readiness Review.

If you've ever thought about becoming accredited, now is the perfect time to make that dream a reality. By becoming an APR, you can significantly enhance your value as a public relations professional. The APR credential is a mark of distinction for professionals who demonstrate their commitment to the profession and to its ethical practice. Candidates earn accreditation based on broad knowledge, strategic perspective and sound professional judgment. Don't put this off any longer. Commit today by registering for this informative, fun workshop. Your APR is waiting.

Light breakfast and lunch included.

Cost: \$50 non-members \$40 members

[Register online](#) or call the PRSA office at (206) 623-8623

Deadline is 1:00 pm August 19, 2016

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APR Q&A: Getting to Know Randy Hurlow, APR, VP PR and Consumer Engagement, 206inc.



Tell us about your role and responsibilities.

I lead the 206inc.'s Seattle-based accounts, as well as the agency's media relations and social media practice. The bulk of my client work involves a combination of consumer engagement, community partnerships and strategic communications - with the support of a very talented team.

[Read Randy's complete Q&A](#)

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Volunteers Needed

We need volunteers interested in helping the Totem Awards, Membership and Communications committees. If you are interested, please contact [Janelle Guthrie](#), volunteer coordinator, to plug in where you can learn most.

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Special Benefit for PRSSA Graduating Seniors and Young Professionals: Join our Puget Sound Chapter for Free!

When you join PRSA National at the **low Associate Member rate**, you can apply to have your local PRSA Puget Sound Chapter dues of \$60 paid for you! This is through the generosity of a local champion for students and young professionals; longtime national PRSA leader and esteemed practitioner Bob Frause, APR, Fellow PRSA. View the **application form**.

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Have You Taken Advantage of PRSA Webinars?

A quick reminder that PRSA webinars are free to PRSA members. Take a look at the exciting line up **here**. From strengthening branded online newsrooms to turning lame quotes into killer sound bites, hear from the experts.

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Join PRSA Today with Summer Special

Do you have more than three years of experience in public relations?

Join as a Member (\$255 annual dues plus a one-time \$65 initiation fee). Receive a FREE Chapter membership with promo code **SUMMER16**. (**Certain restrictions apply.**) **Get started!**

Do you have two to three years of experience in public relations?

Join as an **Associate Member 3** (\$200 annual dues). Receive a FREE **New Professionals Section** membership with promo code **AM16**. **Get started!**

Do you have one to two years of experience in public relations?

Join as an **Associate Member 2** (\$155 annual dues). Receive a FREE **New Professionals Section** membership with promo code **AM16**. **Get started!**

Do you have less than one year of experience in public relations?

Join as an **Associate Member 1** (\$115 annual dues). Receive a **New Professionals Section** membership with promo code **AM16**. **Get started!**

Were you a PRSSA member? And did you graduate within the past two years?

Join as an **Associate Member, PRSSA Graduate** (\$60 annual dues). Receive a FREE **New Professionals Section** membership with promo code **AM16**. **Get started!**

Are you a full-time graduate student working toward a public relations degree?

Join as an **Associate Member, Graduate Student** (\$60 annual dues). Receive a FREE **New Professionals Section** membership with promo code **AM16**. **Get started!**

Are you a former member of PRSA?

Join as a **Reinstating Member** (\$255 annual dues plus a one-time \$35 reinstatement fee). **Get started!**

Are you part of an organization that has five (5) or more individuals interested in joining?

When you sign up your team of five or more members for the first time, receive a FREE Chapter or FREE Professional Interest Section membership. **Get started!**

Are you retired?

Members who have been in good standing for at least five years may qualify for retirement status (\$50 annual dues). You must be employed less than 50 percent of the time. Contact Membership at **memberservices@prsa.org** for more information.

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PRSA Membership Promotion

Dear Special Agent,

Your mission, if you choose to accept it, is to use your network of connections to help us locate the following individual(s):

- Public relations professional
- Passionate about PR

- Wants to learn and connect with PR peers
- Looking for opportunities and programs to better their organization and themselves

If you successfully complete this mission, you will receive a **\$25 e-gift certificate to Amazon** for every member that you refer. The person you refer to PRSA will receive the following when they join:

- Waived \$65 initiation fee
- 1 year free Section membership* (\$60 Value)

See details [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.prssa.org/career/internship, or contact prssainternships@prsa.org.

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Welcome New PRSA Puget Sound Chapter Members:

July 2016

Renewing Members

- Aubrey M. Abbott - NW Cooperation Fund-LECET
- Julie Anderson - Pierce County Auditor's Office
- James Canning
- Mary Dorsey - Seattle City Light
- Pam Folsom - SCJ Alliance
- Bob Frause, APR, Fellow PRSA - Frause
- Bonnie Ginsberg - Community Transit
- Lorraine S. Howell - Media Skills Training
- Amanda Kleber - City of University Place
- Katherine Mackinnon - Nyhus Communications
- Linda Seesz - City of University Place
- Linda J. Sellers, APR - Northwest Kidney Centers
- Callie Holland Turgeon - MSLGROUP
- Cyndi Mei Wilder - City of Seattle
- Scott Edmunds Wilson - Kitsap County Sheriff's Office

New Members

- Nathan Krohn - UnCruise Adventures
- Lucas Kyle Minor - Washington's Guaranteed Education Tuition Program
- Leah Traxel
- Cyndi Mei Wilder - City of Seattle

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

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

