



Newsflash Archive

## January 2016 Newsflash



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### South Sound Program January 14: Copyright Compliance:

#### Stay Compliant & Out of Trouble

Thursday, January 14, 8:00 - 9:00 a.m.,  
Metro Parks Tacoma Headquarters, 4702 S. 19th St., Tacoma

Are you sure it's OK to link to that YouTube video or post that article excerpt to your blog or media room? More and more organizations are tracking how their online content is used across the Web, and are finding infringers through media monitoring. In this PRSA webinar, you'll learn what is considered public domain; how to attribute others'

content safely; the ins and outs of copyright law, including the Software & Information Industry Association's anti-piracy efforts; and what you need to do in order to comply and still effectively do your job.

You'll also learn:

- The exclusive rights of copyright owners.
- How to avoid risks and damages.
- About fair use and attribution of online content.
- How to combat piracy.
- Best practices and examine case studies.

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.

South Sound Group Chair **Jennifer Aalgaard, APR** - (206) 495-2826.

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## **January 28 - Building a Brand People Trust**

### **Changing Public Opinion - How to Do the Impossible A conversation with Seattle Police Public Affairs**

In an era where breaking news hits Twitter before TV, controlling your message and building a brand people trust is increasingly difficult. Please join us, along with our guest, Sean Whitcomb, sergeant and public affairs director at Seattle Police Department, the morning of Thursday, Jan. 28 at Seattle Police Headquarters, 610 5th Ave. at 10 a.m. for coffee and conversation on the challenges of crisis communication, changing public perception and gaining public trust.

Sean Whitcomb has led the charge that has made the Seattle Police Department a media darling and a public favorite. In a time where it seems police are constantly in the headlines, the Seattle Police Department has gone outside the box and expertly navigated managing their brand, gaining public trust and has created a communication and brand model desired across the country.

Join Sean Whitcomb to learn how the Seattle Police Department rebranded themselves and the trials and tribulations along the way. Join a conversation on how to gauge what approaches work and what don't, the importance of transparency and how to build a brand people trust in the new media landscape. For registration and further information look [here](#).

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## **Message from our New PRSA Puget Sound President, Jay Weisberger**

At our 2015 annual meeting, I mentioned how this is an exciting time to be in PR. With more and more communications channels emerging and a larger-than-ever need to make sure businesses have transparent dialogue with their customers and communities, the job we do is gaining importance.

That said, the changes in the media market and even within corporations themselves require all of us to not only stay on top of our games, but also strive to continue learning. We have to learn not just the new types of tactics to add to our arsenals, but from one another. "Sharing war stories" has likely been a pastime for PR practitioners ever since our role was created. But that said, new challenges continue to appear and, fortunately, we have smart practitioners sorting them out.

What better way to connect ourselves to this knowledge base than PRSA? For me, this is my primary goal for our chapter in 2016: delivering the value you expect for your membership. We are already the primary PR networking group in the region. I want to make sure we're not only leveraging the power

of the network, but also tapping into the knowledge we have and using it to empower all practitioners to be the best they can be.

Your 2016 board of directors is committed to this. In return, I ask for your commitment to get the most of your membership. Attend programs – and speak up about topics and issues we need to cover. Volunteer for one of our committees; whether you've got a month or an hour to give, I imagine we'll be able to find a place for you to pitch in.

In coming weeks and months, I hope to meet many of you at events or even at some stops at local PR firms to hear about what PRSA can do for you. In the meantime, please don't hesitate to get in touch if you want to discuss what PRSA Puget Sound chapter hopes to offer.

Here's to a great year ahead!

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### **Promoting Good Causes and Work – February YoPro Mixer**

From local nonprofits to global nongovernmental organizations (NGOs), communicating about social impact and good is serious business. Join YoPro on February 9th at 6 PM for a discussion about giving a voice to good causes with experts from Pyramid Communications. They'll share insights about how they blend thoughtful strategy, compelling communications, and dynamic creative to advance the impact of good causes and organizations around the world.

For more information and to register, visit <http://bit.ly/sea-yopro-feb-2016>.

YoPro is a series of networking events held throughout the year. The events are designed to help professionals meet new connections, learn, and grow as a professional. YoPro events are open to the public; there is no age restriction. If you have any questions about the event, please contact **Joshua Holland**.

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### **PR Gives Back – 2016 Winter Edition - PR Gives Back is coming to Seattle February 24!**

This **FREE** event connects PR and marketing professionals with nonprofit organizations. During the event PR and marketing professionals in small groups work together with representatives from nonprofit organizations to discuss specific communication questions and potential solutions. Enabling participating nonprofits to walk away from the event with actionable suggestions.

PR Gives Back is a two hour commitment and participation qualifies for public service maintenance points for PRSA APRs.

You do not have to be a PRSA member to participate.

To sign up and learn more, follow the link below.

<https://www.eventbrite.com/e/pr-gives-back-2016-tickets-20295611721>

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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 [prssa.prsa.org/career/internships/](http://prssa.prsa.org/career/internships/), or contact [prssainternships@prsa.org](mailto:prssainternships@prsa.org).

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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:

### Joining in December:

#### New Members

- Rachel Martin - Benaroya Research Institute at Virginia Mason

#### Renewing

- Terri-Ann Betancourt, APR - Puget Sound Energy
- Dorothy C. Bracken, APR - Puget Sound Energy
- George N. Bukota,
- Elizabeth G. Catalinich, APR - JayRay
- Imelda Dulcich - Imelda Dulcich PR & Social Media
- Erik Elvejord - Holland America Line
- Heather Lynn Fernandez - The Fearey Group
- Marilyn E. Hawkins, APR - Hawkins & Company PR, LLC
- Kristi Herriott - Firmani + Associates Inc.
- Beverly J. Holland, APR - Boeing
- Randy Hurlow, APR - 206 Inc.
- Kelsey Nicole Lamon - Lane Powell PC
- Victoria D. Lane - Indiana University – Purdue University Indianapolis
- Megan M. Matthews
- Andrew J. Muntz - Mukilteo School District
- Jennifer Olegario - Washington State Bar Association
- Brittany Parker - Washington State University
- Cynthia A. Sharpe, APR - Sharpe Public Relations, Inc.
- James Sido - Downtown Seattle Association
- Sara Wysocki - Seattle Office of Sustainability & Environment

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## Your Opportunity, Your Backyard, Your District Conference

'Tis the season to use your budget before you lose your budget. And at early-bird pricing, the best bang for your buck will be the first PRSA North Pacific District conference in nearly a decade in the Biggest Little City: Reno, Nevada, June 23-25, 2016.

Two days of leadership training. Five keynote presentations. Twenty-four breakout sessions. One inaugural North Pacific District Practitioner of the Year award. Excursions through the districts and food scene that's putting the Reno-Tahoe area back on the map.

The 2016 #PRSANPDcon is your chance to enhance your skills, network with top talent and elevate your career. And there's plenty to look forward to:

- Keynote speakers including Michael Smart, communications and media relations trainer; Bonnie Harris, Wax Marketing founder and professor at West Virginia University; and Rob Biesenbach, corporate communicator, actor, author and speaker
- Sessions to spark your creativity like "8 Million Infographics Later, Here Are 24 Ideas for Your Inspiration" and "Unleash the Power of Storytelling: Build Trust, Win Hearts"
- Motivation for amplifying your productivity: "Act Like You Mean Business: Essential Communication Lessons from Stage and Screen" and "Why Counting Clips is Not Enough: How to Really Measure PR"
- Networking opportunities in Reno's burgeoning food and art scene (included in registration)

- Thursday night reception in the newly renovated Sky Room of the Nevada Museum of Art (included in registration)
- Friday night Reno Riverwalk Dine and Drink tour and hosted culinary experience (\$25 add-on ticket required, also available for plus-ones)

Check out the **current line-up** to see more about program sessions and presenters.

#### **Register Now for Early-Bird Pricing**

Save \$100 on your conference registration by **registering before Jan. 31**. Students save \$75. Enter promotional code EarlyBird or EarlyBirdStudent, respectively, to secure discount pricing.

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