



Newsflash Archive

July 2016 Newsflash



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What's Coming up:

[July meeting - David Postman, Gov. Inslee's chief of staff](#) [Shaping the political scene, from both sides of the curtain](#)

Come and hear David Postman discuss the state of political communications from his viewpoint as current chief of staff for Washington governor Jay Inslee and a former political reporter for the Seattle Times.

Date: Thursday, July 14
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
Registration deadline is 10:00 am July 13, 2016
No refunds after the deadline.
Sponsor: This program is underwritten by a generous grant from **PR Talent**.

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Congratulations to PRSA North Pacific District's 2016 PR Practitioner of the year, Cindy Sharpe, APR

The North Pacific District of the Public Relations Society of America named Cindy Sharpe, APR, as its inaugural Public Relations Practitioner of the Year at the district conference held in Reno, Nevada. This new award will be given annually to a PRSA member in the district who has worked full-time in public relations for more than five years and demonstrated excellence in public relations knowledge, skills and abilities. The award is designed to honor those who have excelled professionally and given back to the industry through volunteer contributions to PRSA. Congratulations Cindy!



Cindy Sharpe, APR, accepts the inaugural North Pacific District PR Practitioner of the Year Award. (Photo by Bauseman Group)

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APR Q&A: Getting to Know David Blandford, APR, VP Communications at Visit Seattle

Tell us about your role and responsibilities at Visit Seattle?

I oversee corporate communications, public relations and public affairs at Visit Seattle - the private nonprofit destination marketing organization for Seattle. We're in business to promote the region across domestic and global markets and, increasingly, are involved in local, state and national public policy and industry issues. That makes for a wide spread of departmental duties - from global travel/features media relations to industry advocacy, issues and reputation management, crisis communications and corporate social responsibility.

How did you get started in PR?

At the UW, I was a double-major in journalism and political science and not completely sure what I wanted to do. I realized by the time I graduated that the sum of each part offered a career in PR. My first job was in Washington, D.C. in the communications department at the United Service Organizations (USO). My boss was Chuck Hagel, who went on to serve in the Senate and eventually became U.S. Secretary of Defense. I got to be a part of some big media pitches, wrote a lot, learned a ton and had fun living in our nation's capital. That experience immediately confirmed my path at the confluence of writing and politics, issues and advocacy - and it's taken me to some amazing places in my career so far. Funny, maybe I knew what I wanted to do all along.

What are you working on right now?

Big projects include an update to our industry crisis communications plan, public affairs work for the much-needed expansion of the Washington State Convention Center and advocacy work on national travel issues related to security and transportation infrastructure needs. Also, as an active board member of the Washington Tourism Alliance, I'm working in tandem with tourism leaders across the state to establish a long-term, sustainable tourism funding plan for our state. Since the legislature's closure of the state tourism office during the dark days of the recession, we've been working on an industry led and funded plan. The next iteration goes to Olympia in January. My role is statewide advocacy and communications through the fall and into the session.

Why did you pursue your APR?

I wanted to go to a higher level in the profession and to test myself. And, it was a hard test. I recall beads of sweat. And I wondered whether I'd be able to finish on time. But I did, and I passed. And I've often drawn on the experience since then. I tell myself, "If you can pass the APR, you can handle this challenge." Invariably, I re-focus and push forward.

What value has it brought you?

The Nisqually earthquake happened right as I was preparing for the test and I found TV cameras and microphones in my face for several days after. The APR prep really helped me communicate during a major crisis situation in the city, and it's served me in many ways and on many occasions since.

Accreditation is a source of great pride and accomplishment for me and I'm always pleased to answer the question, "What does APR stand for?" It facilitates a broader conversation on the value of public relations.

But, the highest value of accreditation for me has been the sense of community it fosters. I think of so many good APR friends who studied along with me and who continue to draw from the lessons. We've bonded along a special path.

What PR strategy is really working for you?

The law of attraction. Like attracts like. A good story is a good story - even if it's not yours. I try to share ideas, leads and opportunities. Maybe they'll come back to me, maybe they won't. But I cultivate relationships and glean insights along the way.

What is the best tool, app, website, book, or other resource that other PR pros MUST check out?

Well, the AP Style Guide, of course!

Where do you find inspiration?

On the road. There's something about removing yourself from routine that calls forth great thoughts and epiphanies. These days, it's easy to plug in on a plane, but I try to resist. That space in the clouds has always been sacred to me. And on the ground in a new city, breaking from the schedule or the crowd to explore - get lost even - offers the same payoff. I've often been amazed at the power of travel in my life - as a chosen career and a source of personal development.

What excites you about PR these days?

PR practitioners. I love the way they think. Global in understanding, but sharp-shooters when they need to be. Ethical, committed, often the last to leave the office and the first to hit the remote server in the morning. I can spot a PR pro before I catch the job title. And when I need info or insight at another organization, they're the ones I approach first. PR is evolving in some good ways, and some ways that challenge us - but, I have faith that we'll figure it all out.

When you're not working, where can we find you?

Hanging on the beach at Alki, where I live. Walking my dog in the woods. Jogging, kayaking, back-country camping. Cooking at home or trying to keep up with so many amazing new restaurants in our city. We live in such an amazing place.

Note:

A hearty PRSA thanks goes to David, who has been a tireless supporter for PRSA Puget Sound over the years, a past President and consistent volunteer on numerous committees.

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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 (APR). 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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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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Special Benefit for PRSA Graduating Seniors and Young Professionals: Join our Puget Sound Chapter for Free!

When you join PRSA National at **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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Certificate in Public Relations & Strategic Communications from UW Professional & Continuing Education

Overview

In this [certificate program](#), learn to persuade audiences with clear and engaging content that is strategically distributed across a variety of channels, including traditional and digital media, social networks, corporate communications and speaking engagements. Develop the ability to build relationships with journalists and other key influencers. Explore how to work with specialized audiences such as legislators, investors, donors, community members and employees. Gain the skills needed to respond to a crisis and plan, execute and evaluate an effective communications strategy.

Get Hands-on Experience

- Participate in a full-day PR crisis simulation event, including a recorded press conference and feedback from professionals
- Develop a communications strategy for a local organization that addresses a real-life public relations problem
- Take part in a mock interview with a professional reporter and get constructive feedback

- Build a portfolio of writing pieces in a variety of PR forms

Who Should Enroll

- Professionals in the early stages of their career in public relations and strategic communications
- Individuals wanting to enter the strategic communications field
- Media or niche communications professionals who want exposure to the broader field of communications and experience with diverse tools and techniques

PROGRAM TIMING: Mondays & Wednesdays, 6-8:30 pm, September 2016-May 2017

FORMAT: Classroom

LOCATION: Downtown Seattle

INFO SESSION: June 26, July 28 - sign up on website

APPLY NOW: www.keeplearning.uw.edu

CONTACT: info@pce.uw.edu, 206-685-8936 or 888-469-6499, www.keeplearning.uw.edu

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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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Welcome New PRSA Puget Sound Chapter Members:

June 2016

Renewing

- Kate Buska - Provenance Hotels
- Jaimie Carde - Projectline Services
- Lee Granados -
- Claude Iosso, APR - City of Bellevue, Washington
- Steven Y.H. Kam
- Karen Kirby - Bloodworks Northwest
- Julia Rose Leitman - Edelman
- Jack Martin, APR - University of Washington
- Amber Moak
- Dean R. Owen - Institute for Health Metrics and Evaluation
- Neil Parekh - United Way of Snohomish County
- Paul E. Pitre - Washington State University North Puget Sound at Everett
- Rhonda R. Rosenberg - King County Housing Authority
- Erika K. Schmidt, APR - Sappington
- Kayla Tippie - Wizards of the Coast
- Katie Whittier Trefry - City of Burien
- Jenny Weekes - West Pierce Fire & Rescue
- Hilary Young - Pioneer Human Services

New Members

- Christian Cordero
- Lee Granados - University of Alaska, Anchorage
- Kelie Kahler - Washington State Board of Health
- Emily Willeman

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

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