



Newsflash Archive

## November 2016 Newsflashvo



### Table of Contents

- **Nov 8 – PRSA South Sound - Navigating the Political Season and Beyond**
- **Nov 21 – Totem Awards Submission Deadline**
- **Congratulations to chapter leaders elected for 2017**
- **Dec 8 – Give the Gift of Guidance at PR Gives Back 2016**
- **Calling all Committee Chairs and Volunteers - Anyone You'd Like to Recognize?**
- **Welcome New PRSA Puget Sound Chapter Members**
- **PRSA Delegate Assembly Update**
- **National PRSA Update**
- **Be a Mentor!**
- **Mar 30 Save the Date – PRSA is holding a Virtual Career Fair next year**

---

### PRSA South Sound – November 10, 2016 - 8:00 - 9:00 AM

#### Communicators and News Professionals: Navigating the Political Season and Beyond

As communicators, many of us are finding it increasingly difficult to reach people with facts. People are curating their own information sources on social media, with a tendency to get info from sources that validate their beliefs, whether they're true or not. They're not listening to dissenting opinions or fact-checking. While it feels amplified during the political season, it has ramifications for everyday communications as well. How did this impact the election cycle? What impact will it have further down the road? What do we need to prepare for as communicators?

The meeting will be a panel format and we've got several broadcast news and print news professionals joining us, including (barring any breaking morning news) **Keith Eldridge of KOMO News**.

Doors open early for networking – first floor board room  
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 Victoria Lane at least 48 hours in advance of the meeting.

If you'd like more information about the benefits of PRSA membership and how to apply, please check out Puget Sound PRSA's website. If you have additional questions, please contact South Sound Group Chair Victoria Lane, at [victorialane03@gmail.com](mailto:victorialane03@gmail.com) or (317) 250-3154.

**Back to top**

---



**It's Not Too Late!**

### **Enter Puget Sound PRSA Totem Awards - Submission Deadline - Nov. 21, 2016**

You've accomplished great work this year. Think back to what you've done, the objectives you've accomplished, reputations repaired, or the social media campaign that went viral.

Now - think about how it will feel to be recognized for your innovative and effective work.

Hurry and enter the annual Totem Awards Program by November 21st!

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

**Back to top**

---

### **Congratulations to chapter leaders elected for 2017**

At the October 20 annual chapter meeting, PRSA Puget Sound members elected five people to fill vacant leadership roles for 2017.

Congratulations go to:

- Jennifer Aalgaard, APR - President-elect (serving as President in 2018)
- Erik Elvejord - Treasurer
- Courtney Gearhart - Secretary
- Aaron Blank - Board of Directors Member-at-large
- Cindy Sharpe, APR - Leadership Assembly Delegate

(If you're interested in serving on the board in 2018, watch for the call for nominees in mid-2017.)

**Back to top**



---

## Give the Gift of Guidance at PR Gives Back 2016

Will you please give just two hours of your time and your expertise to help deserving nonprofits that serve our communities?

PRSA Puget Sound/South Sound Group is holding our third PR Gives Back event on Thursday, Dec. 8, from 8 a.m. to 10 a.m. at the STAR Center, 3873 S. 66th Street, Tacoma. We invite 20 nonprofit groups to attend individualized counseling sessions with local public relations and marketing professionals — that's you!

You'll work with other professionals in a small group, listening to a nonprofit's needs and specific communications questions, then as a group you'll discuss strategy and provide the nonprofit with actionable solutions for success.

We need 40 professionals to make this event a success, so we need you. By helping a nonprofit, you'll receive:

- A professional development opportunity by learning from and working with other PR and marketing professionals in a collaborative, strategic group discussion. Trust us, it is fun!
- APRs can receive credit toward accreditation maintenance
- Free continental breakfast and free parking
- You will be a part of this public service initiative sponsored by PRSA, which has helped 60 Puget Sound nonprofits since 2013

Please join us and invite your PR coworkers and communications friends.

**(You don't need to be a PRSA member to participate. It's open to any communications professional. And it's FREE)**

Please RSVP that you'll join us to [prsa.south.sound@gmail.com](mailto:prsa.south.sound@gmail.com) or for more information, contact Cindy Sharpe, APR, Sharpe Public Relations, (813) 244-2883

P.S. - We have 20 slots available for any PR/Marketing student who would like to attend and learn, especially students who may be interested in finding an internship with a nonprofit. Please RSVP and let us know that you're a student.

P.P.S - If you are a nonprofit, please send us an email if you would like to attend. **(Note: We can only accept 20 nonprofits, so RSVP ASAP!)**

**Back to top**

---

## Calling all Committee Chairs and Volunteers - Anyone You'd Like to Recognize?

Is there anyone this year that you feel has gone over and above to do excellent work to help our Chapter? Someone you feel we should recognize at the upcoming Annual Meeting? We'd like to hear from you! Please contact **Janelle Guthrie**.

**Back to top**

---

## Welcome New PRSA Puget Sound Chapter Members:

### September 2016

### Renewing Members:

- David Blandford, APR - Seattle's Convention and Visitors Bureau
- Kate Burrows - Pierce College
- Frank Clouser - Allstate Insurance
- Jennifer L. Cook - AAA Washington

- Melanie Coon - Premera Blue Cross
- Fernando Costantino - NTT Communications
- Kathleen G. Deakins, APR - JayRay
- Nora Doyle - Tacoma Public Utilities
- Janet Durnford - Global Credit Union
- Marla A. Ellis - March of Dimes
- Kellie Essig - Washington FIRST Robotics
- Jacqueline E. Goodwill, APR - Peninsula Strategic
- Heather M Griesbach
- Janelle M. Guthrie, APR - Washington State Employment Security Department
- Jennifer D. Hawton, APR
- Lorraine S. Howell - Media Skills Training
- Randy Hurlow, APR - 206Agency
- Jennifer Keller - Western Washington University
- Tom Layson - New Media Solutions
- Katherine Mackinnon - Nyhus Communications
- Tara A. Mattina - Washington Education Association
- Derek Moscato - Western Washington University
- Martin Munguia - Community Transit
- Laurie Myer - Myer Communications
- William J. Seil, APR
- Shirley Skeel - University of Puget Sound
- Nikki Stetzler
- Scott Edward Thompson - CHI Franciscan Health
- Elle C. Warmuth, APR - Sumner School District
- Lenka Wright - City of Bellevue, WA

### **New Members**

- Jennifer D. Hawton, APR
- Derek Moscato - Western Washington University
- Nikki Stetzler

### **Back to top**

---

### **PRSA Delegate Assembly Update**

Your 2016 delegates converged upon Indianapolis for Leadership Assembly this year with one thing in mind: Preserve the voice of chapters in the governance of PRSA. The PRSA Leadership Assembly is responsible for identifying, discussing and addressing issues of concern to the public relations profession, and for serving as a liaison between the PRSA Board and its Chapters, Districts, Sections and membership. It is comprised of delegates elected by their peers.

After discussing with the PRSA Puget Sound Board, assembly delegates Karla Slate, APR, and Janelle Guthrie, APR, voted on three by-law amendments - all of which we were concerned could undermine the ability for chapter voices to be heard-and in the end, our views prevailed in only one case.

- The amendment to allow the delegate assembly annual meeting to be held remotely if needed was approved. We rejected it because we believe it is important for chapter engagement to have assembly delegates meet in person.
- The amendment to allow the board to nominate fellow officers rather than the nominating committee also passed-despite our worries that having the board nominate officers would concentrate too much power at the board level.
- Finally, the amendment to allow the national board to make bylaws amendments was rejected. We opposed allowing the national board to have this power because again, we were concerned about chapter engagement if this power was taken away from the delegates.

Serving as a chapter delegate to the PRSA National Leadership Assembly was a tremendous honor and we were grateful to serve, despite the outcome.

### **Back to top**

---

## National PRSA Update

The PRSA Board and the staff at the PRSA headquarters are keeping the chapters in mind as they developed their strategic plan and unveiled new offerings for chapters at this year's PRSA Leadership Assembly--thanks in good part to our own North Pacific District Representative, Ronele Dotson, who served on the strategic planning committee.

- PRSA Easy Sites - Customized website templates consistent with the PRSA brand for chapters to update to fit their needs.
- dPRSA Storefront - Easy access to customize, print and purchase membership, events and awards collateral.
- A new web site coming soon that will integrate with Linked In and provide more opportunities to network with peers.

PRSA national CEO, Joseph Truncala also reminded us about member value to date:

- Network of more than 21,000 PR pros;
- 39 free webinars available live and on-demand for members;
- 14 special interest sections;
- PRSA's Job Center
- PRSA Savings Center - variety of member discount programs for all members.

(If you haven't logged in to PRSA's web site lately, it's worth a visit.)

**Back to top**

---

## Be a Mentor!

We need about 10-15 more chapter members to mentor PRSSA students from Central Washington University, Seattle U, UW and our newest chapter, Western Washington University. We expect the largest student turnout ever for this year's Mentors Program, which begins Jan. 1, 2017.

As a mentor, you provide ongoing guidance and coaching to one student for a year, for as little as one hour per month. Mentors should be PRSA members with at least one year of PR experience. Please contact Catherine Hinrichsen, APR, by Nov. 20 at [chinrichsen@seanet.com](mailto:chinrichsen@seanet.com).

**Back to top**

---



## Save the Date — PRSA is holding a Virtual Career Fair next year, on March 30, 2017. And admission is free!

Registration will open in January, and will be a quick, easy process. Once you create an account and upload your resume, you can log in from anywhere on the day of the Virtual Career Fair.

During the event, being held from 1–4 p.m. EDT, you can choose which employers you want to interact with and then engage in a one-on-one chat directly with a recruiter at those organizations. You can share your background, highlight your certifications and experience, discuss your resume, and ask questions.

Following your chat interview, you'll be able to go back to the Event Lobby and select additional recruiters to contact from other participating companies.

Check back with the **Jobcenter** for updates!



**Back to top**

---

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

---

[facebook](#)

[Linked in](#)

[twitter](#)

[Sitemap](#)