



Newsflash Archive

October 2016 Newsflash



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PRSA Puget Sound Chapter Annual Meeting

Oct 20, 2016 - 11:00 AM - 1:00 PM

The annual meeting is one of utmost importance to our entire membership. In addition to an excellent program, we will vote to approve our new slate of board members and PRSA assembly delegates. We will also honor new APRs and provide an overview of the state of the chapter.

Don't miss this annual event that celebrates our profession and chapter!

The event will be highlighted by ***"State of Emergency: Communicators Rising to the Challenge of Homelessness"***.

All along the West Coast, cities are in a state of emergency about homelessness, even while (or maybe because) our economies are thriving. While it's distressing to see so many people literally living on the street - nearly 5,500 in King, Pierce and Snohomish counties that we know of - many communicators are working hard behind the scenes to change the way we approach homelessness.

Four speakers will demonstrate how effective communications strategies have helped compel community members to take positive action, persuaded even the most entrenched opposition and led to important policy changes at the state and local level.

Date: Thursday, October 20, 2016
Registration & lunch 11:00 am | Program 12:00 - 1:00 pm

Location: Foster Golf Links (Billy Baroo's Bar & Grill)
13500 Interurban Ave South, Tukwila, WA 98168

Price: \$50 PRSA members & students | \$65 Non-members
Prices at the door increase \$15 per person

Registration: **Register online** or call the PRSA office at 206-623-8632
Registration deadline is 10:00 am October 19, 2016
No refunds after the deadline.

Business Meeting Elect board members / assembly delegates to fill vacancies for 2017

Moderator: Anne Martens, Communications Officer, Bill & Melinda Gates Foundation

The Bill & Melinda Gates Foundation is known for global health and development, but in its home state the foundation invests in system-wide improvements to how our community handles youth, student and family homelessness. Anne works with local communications and advocacy grantees who are together making homelessness rare and brief. She previously worked on communications for numerous statewide social justice organizations and state government agencies in Washington and Oregon, as well as consulting on political campaigns.

Reiny Cohen, Director of Communications, Washington Low Income Housing Alliance

Nearly every Washington state housing and homelessness organization you can think of is a member of the Washington Low Income Housing Alliance - more than 1,400 strong. Every year WLIHA unites its members to push our lawmakers for important policy change. Reiny can address homelessness facts and figures, but more importantly, she can speak to its causes and solutions. Her longtime experience in radio news (most recently at KUOW) and in community organizing have helped her get through her first hectic year on the job, including around-the-clock work during the legislative session. WLIHA's activities include Housing & Homelessness Advocacy Day, which draws 600+ advocates from all over the state to Olympia every year; a statewide conference on homelessness; and a training program in which people with lived experience of homelessness learn to tell their stories and connect them to action.

C. Davida Ingram, Public Engagement Programs Manager, The Seattle Public Library

Davida is a brilliant poet, writer and activist who calls belonging to a community a "profound gift." A Stranger "Genius" award winner and Crosscut "Courage Award" finalist (awards are Oct. 14), Davida is a leading voice for engaging the community in social justice issues -- in her prior daytime gigs for Seattle Art Museum, the Bill & Melinda Gates Foundation and now at SPL, as well as in her after-hours career as an arts leader. In 2016 SPL has devoted itself to a year-long public exploration of homelessness, and Davida is in the midst of leading the "Streetwise Revisited" project, a six-week conversation about family and youth homelessness centering on the photography and filmmaking of acclaimed photographer Mary Ellen Mark and her husband, Martin Bell. Through it all, Davida reminds us of the importance of giving voice to marginalized people and confronting difficult truths together.

Denise Miller, Advocacy Manager, Firesteel/YWCA Seattle | King | Snohomish

Denise specializes in connecting stories to action, and is our trusted source for the latest communication technologies and tools for social justice. She runs Firesteel, the statewide advocacy platform of the YWCA, which is committed to ending homelessness through innovative advocacy. Denise's journalism and storytelling expertise have made her the perfect person to collaborate on the StoryCorps project, host podcasts and trainings on how to use communications and advocacy tools, and motivate people to take action based on Firesteel's content. Her communications victories include raising awareness about housing safety code violations then building partnerships that led to the new "Carl Haglund" tenant protection law in Seattle. She and her husband run a nonprofit that helps nonprofits around the world learn to use video to tell their stories.

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I-405: Launching a Successful Outreach Campaign

South Sound Group Program

Oct. 13, 2016 - 8:00 to 9:00 a.m.

Metro Parks Tacoma Headquarters

Drivers on I-405 experience some of the worst traffic in the state. The **Washington State Department of Transportation** opened express toll lanes on Sept. 27, 2015 to provide drivers the choice for faster and more predictable trip. The express toll lanes brought big changes for commuters, including new carpool requirements that change by time of day, pass requirements for carpools and a new type of tolled facility. Six months before the opening of express toll lanes, WSDOT launched an educational marketing campaign to prepare the commuters taking nearly 450,000 trips a day in the corridor. Learn about how WSDOT raised driver awareness, understanding of how to use the lanes and the benefits of express toll lanes.

Emily Pace, Manager of Communications and Marketing for the Washington State Department of Transportation Toll Division, joins the PRSA South Sound Group.

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 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.

Contact Victoria Lane, (317) 250-3154, with questions. No reservations necessary.

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PRSA YoPro Mixer, Thursday, October 13th

New school year? New job? Or just new goals? Usher in the fall with something new by joining PRSA YoPro for an upcoming mixer at The Fairmont's Terrace Lounge on Thursday, October 13.

Guests will be able to enjoy an extended happy hour courtesy of the Fairmont team. YoPro events are a great opportunity to raise your profile, develop new connections, and share knowledge with other professionals.

Start fall off right and Kick-start your professional growth this fall!

WHEN

Thursday, October 13, 2016 from 5:00 PM to 7:00 PM (PDT)

WHERE

Fairmont, Terrace Lounge - 700 3rd Avenue, Seattle, WA 98104

Facebook Event Page

www.facebook.com/events/1849118515321158

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Join Puget Sound PRSA at the Totem Awards!

Submission Deadline - Nov. 21, 2016

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.

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

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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**.

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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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Welcome New PRSA Puget Sound Chapter Members:

September 2016

Renewing Members:

- Callene Abernathy - Pierce County Public Works

- Lillian Allred - Pierce County Dept. of Communications
- Bob Bailey - Pierce County Public Works and Utilities
- Brian Brady Benedetti, MA - Pierce College
- Aaron Blank - The Fearey Group
- Christine L. Bridenbaugh - Bridenbaugh Communications
- Elizabeth G. Catalinich, APR - Pierce County
- William C. Dugovich, APR - Society of Professional Engineering Employees In Aerospace
- Flavia Garcia Hulsey - Western Regional Medical Command
- Erin Elizabeth-Babbo Hunter - Pierce County
- Mike Livingston-Halliday - Pierce County Public Works and Utilities
- Jo Meints - Kitsap Public Works: Roads Division
- Sara Moorehead - Washington State Council of Firefighters
- Tiffany Odell - Pierce County Public Works and Utilities
- Leah Olson - Kitsap Credit Union
- Anne Radford - Pierce County Public Works
- Carol A. Saynisch, APR - CAS Consultants
- Erika K. Schmidt, APR - Sappington
- Kyle Schmidtke - Pierce County Public Works and Utilities
- Diana R.I. Steeble - PRR
- Kayla Tippie - Wizards of the Coast
- Wendy Townsend, APR

New Members

- Alisa Carroll - Visit Seattle
- Susan M. Crawford - U.S. Department of Commerce
- Joshua A. Holland - Shiba Inu Studio LLC
- Nancee M. Long - Grays Harbor Community Hospital
- Lyn McKay

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