



Newsflash Archive

September 2016 Newsflash



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[Popping Through the Screen - Media Training Tips and Tactics with Julie Francavilla](#)

As professional communicators, we try to influence the narrative through the media all the time. We organize interviews so the public hears our side of the story, and work tirelessly to craft the perfect sentences and messaging to be broadcast to the masses.

But writing the script is just half the battle.

Julie Francavilla, media training coach and former KIRO 7 and KING 5 anchor, joins us September 15th to discuss how to make the most of a media appearance. You may know the talking points, but if you don't know how to deliver them or all the potential pitfalls that come with each medium, your messaging may well be lost in transmission.

Armed with experience from working on both sides of the screen, Julie will provide attendees with provide insights on topics including:

- How you talk: Like, um, cutting out all those filler words.
- How you look: Should you sit or stand? What clothes look most presentable on screen? How do you apply telegenic makeup? (Yes, gentlemen, you especially)
- How you act: Lips puckered? Shoulders slouched? Julie explains tips on becoming aware of your facial and physical expressions and channeling them effectively.
- How you Skype: Whether you're giving a remote television interview or dialing into a corporate conference call, internet video is rapidly growing more prevalent for media communications; learn how to leverage it.

Afterwards, attendees will get to see these tactics put into action and ask questions, as Julie shares her own experiences and acumen on mastering messaging in media.

The event will take place from 10:00 to 11:30 am on September 15th at the South Lake Union Discovery Center: 101 Westlake Avenue North, Seattle, Washington 98109.

(Note: This program is underwritten by a generous grant from PR Talent.)

Price: \$20 for PRSA members | \$25 for non-members | \$15 for students
At the door price: \$10 more per person

Register online or call the PRSA office at (206) 623-8623
Registration deadline is 10:00 am September 14, 2016
No refunds after the deadline.

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Interstate 405 Express Toll Lanes from Bellevue to Lynnwood: Launching a Successful Outreach Campaign

October 13, 2016

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 have additional questions, please contact South Sound Group Chair Victoria Lane, at victorialane03@gmail.com or (317) 250-3154.

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2016 PRSA Scholarships Awarded

PRSA Puget Sound has awarded two \$3,500 scholarships to students studying communications at Washington universities. **Stephanie Cheng**, an Asian American entering her senior year at Western Washington University, is the recipient of the Horace & Susie Revels Cayton Scholarship. **Audrey Klackner**, a senior at the University of Washington this fall, was awarded the Sally Heet Memorial Scholarship. The support will help ease the financial burden of tuition for the students and allow them to focus more on their final year of study and public relations internships. You can make a tax-deductible contribution to the PRSA Scholarship fund by mailing it to the PRSA Puget Sound office or through PayPal at www.prsapugetsound.org.

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Getting to Know Amy Turner, APR Associate at EnviroIssues

APR Q&A:

Tell us about your role and responsibilities.

I am an Associate at EnviroIssues, a local company specializing in strategic communications, public involvement and facilitation. Day-to-day, I am co-located at the Washington State Department of Transportation's project office as the Communications Manager for the Alaskan Way Viaduct Replacement Program.



I have the privilege of overseeing and working with a great group of people who do government relations, media relations, community relations and storytelling to connect taxpayers to a more-than \$3 billion public infrastructure program.

How did you get started in PR?

I went to school at Washington State University and graduated with a communications degree from the Edward R. Murrow School of Communication. While there, I developed a strong interest in community issues and found that I wanted to be in a position to help inform community discussions. After graduating, I worked in the non-profit sector, moved to the public sector and now work for a public entity in the private sector. The variety of tasks and professional paths within the field of public relations is a huge draw for those of us who choose this as a profession.

What are you working on right now?

Right now, we're developing new ways to highlight upcoming milestones on the SR 99 Tunnel Project. We're also focused on producing videos that give viewers a rare glimpse inside a five-story-tall tunneling machine, and coordinating tours so people can view construction activities first-hand. Shameless plug - you can sign up for a free tour that visits a closed section of the lower deck of the Alaskan Way Viaduct.

Why did you pursue your APR?

I pursued my APR because I wanted a challenge and a new learning opportunity after more than a decade in the field. I was encouraged by colleagues and decided to follow their advice.

What value has it brought you?

It expanded my professional network via the classes and colleagues I encountered along the way. Going through the process also encourages you to reflect on and refine your practice. The focus on ethics and the rigorous planning process is invaluable.

What PR strategy is really working for you?

Mutually beneficial relationships are the cornerstone of public relations. In my work, we have a no surprises

philosophy and work hard to keep people informed about news whether it's good or bad. This commitment translates to credibility and trust and that serves everyone well.

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

I like reading the Skimm. It's a great example of clever writing, gives you a daily digest of important national and international news and informs you about what is dominating the news cycle.

Where do you find inspiration?

My colleagues. They are a great group of people.

What excites you about PR these days?

The myriad channels you can use to communicate your message. That can be challenging because audiences are fragmented and attention spans appear to be waning, but we also have options, and that's a good thing.

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

Usually in a local park playing with my husband and two-year-old son, hanging out at the Queen Anne Farmers Market with friends or hiking a local trail. This fall, you'll find me in Pullman cheering on the Cougars. If we could carve out more time, you'd find me working on remodeling projects, traveling, writing old-fashioned letters and reading.

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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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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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Welcome New PRSA Puget Sound Chapter Members:

August 2016

Renewing Members:

- David L. Beil - Central Kitsap School District
- Kelly W. Bray, APR - Team Soapbox
- Julie A. Colehour - Colehour + Cohen
- Bobbi L. Cussins - Association of Washington Business
- Christina Joan Donegan, APR - Puget Sound Energy
- Susanne C. Gillespie
- Susan Gillin - Chelan County Public Utility District
- Nathan Hambley
- Bethany Hawley - Recreational Equipment, Inc.
- Kristen Jaudon, APR - Capital Region ESD 113
- Jan A. Kleszynski - Colehour + Cohen
- Audrey LaDell Lockwood, MBA
- RaelLani Valaile
- Jaime Vogt - Travel Tacoma + Pierce County

New Members

- Brenda Arline
- Michael W. Kenfield
- Melissa Laramie - Puget Sound Educational Service District
- Jayna A'jane Smith - Seattle Goodwill

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

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