



Newsflash Archive

## August 2017 Newsflash

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### Join our Chapter on social media:

- Please follow us on Twitter at [@PRSAPugetSound](#) and be part of the conversation
- Like our page on [Facebook](#)
- Join the group on [LinkedIn](#)

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#### Upcoming Events:

#### PRSA Scholarship Fund Luncheon

**Aboard the Holland America ms Amsterdam cruise ship docked at the Port of Seattle  
Aug 14, 2017 - 10:00 AM - 2:00 PM**



**Please join us for this special end of summer Chapter event benefiting the PRSA Scholarship Fund** aboard the Holland America ms Amsterdam docked at Pier 91 of the Port of Seattle. You will enjoy a world class meal on a world class cruise ship, courtesy of Holland America Lines. After the luncheon, you are free to wander around to see the amenities provided on such a grand ship. Or you can just sit and relax for a while with your fellow PR professionals. Best of all, the proceeds will go to our Scholarship Fund.

For more details and to register, [please click here](#).  
Registration deadline is August 10, 10:00 am PT.

### **By Land, Air and Sea: Charting a Course for Complex Communications**

**A Conversation with Kathy Roeder, Director of Communications - Port of Seattle  
South Lake Union Discovery Center, Seattle  
Aug 24, 2017 - 10:00 AM - 11:30 AM**

Heading up a communications team for an organization with 47 million airport passengers, one million cruise passengers, cargo shipping terminals, commercial fishing terminals, recreational boat marinas and waterfront parks is a full-time job for even the most capable communications pro. Now, add to the mix that the public agency is a veritable hydra in its organizational structure, with its leadership comprised of five publicly elected commissioners and an executive director. Its constituencies run the gamut from international ocean-going shippers to vacation travelers heading to Disneyland, from chowder-serving restaurateurs to angry political protestors intent on making a statement about the Trump administration.

**Welcome to a day in the life of Kathy Roeder**, the communications director for the Port of Seattle. **Join us for a free-wheeling conversation with Kathy**, a PR pro, WagEd alum and former communications consultant for the current president of Afghanistan, Ashraf Ghani - talk about the challenges and opportunities she faces in representing the communications interests of the Port of Seattle.

For more details and to register [please click here](#).

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### **PRSA Welcomes 11 Fellows in 2017, including our Colleague Janelle Guthrie, APR**

A few days ago the Public Relations Society of America (PRSA) announced the election of 11 new members into the organization's prestigious College of Fellows, an honorary organization within PRSA comprised of more than 350 senior practitioners and educators, each of whom has left a significant footprint on the public relations profession.

**Janelle Guthrie, APR, a member of our Chapter** and the Communications Director at the Washington Employment Security Department, **is among the 2017 College of Fellows inductees**, who will be welcomed officially on Oct. 7, in Boston, at a special ceremony and dinner. [Please click here](#) to read the official announcement.

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### **PRSA "Back to School" Promotion:**

Join PRSA now and take advantage of our Back to School Promotion. New members who join PRSA by Sept. 30 will be given a coupon code to unlock ONE module of the Learning Module System (LMS)/e-learning course.

Please note that certain restrictions apply.

Please refer to <http://www.prsa.org/joinus/howtojoin> for details.

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## Take Advantage of the Training Opportunities Included in your PRSA Membership



The screenshot shows the MyPRSA Learning website. At the top left is the MyPRSA Learning logo. To the right are 'Contact Us' and 'Login' buttons. Below the logo is a dark blue navigation bar with links: MyPRSA Home, Communities, Directory, Learning, Publications, and Account Settings. Underneath is a search bar with options: Search All Training, Browse by Date, Browse by Category, Conferences, Workshops, Webinars, Webinar Recordings, and Online Courses. The main content area is titled 'Upcoming Public Relations Training Events'. There is a 'View by Month' button and a search filter for 'media' with dropdown menus for '[All Categories]' and '[All Available Media]'. A featured event is listed: 'New Rules for Media Pitching in 2017 – What's Working and What's Not in Rapidly Shifting Media Landscape' on Aug. 10, 2017. The event description includes categories like Communication Strategy, Emerging Trends, Media Relations, Social Media, Techniques & Tactics, and a note that it is included with PRSA Membership. A 'Register' button is visible next to the event title.

**PRSA members receive access to a number of learning programs**, including a library of **FREE live webinars** and **on-demand webinars**, as well as discounted registration for **in-person seminars** and **conferences**.

One of the live webinars coming this week (Aug. 10) FREE for PRSA Members focuses on "New Rules for Media Pitching in 2017 - What's Working and What's Not in Rapidly Shifting Media Landscape." For details and to register **please click here**.

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## So Many Ways to Participate

### Volunteer for the PRSA Puget Sound YoPro Committee

Looking for a way to give back and help shape the future of the PR Industry? Join the PRSA Puget Sound YoPro committee. This group helps organize and plan quarterly events for young professionals in the Seattle area. Past events have been held at Edelman, Fearey, Safeco, and a number of other locations throughout the region. The committee offers the opportunity to connect with different businesses and leaders in the Puget Sound area. Past volunteers have helped search and secure venues, develop programming, and execute marketing strategies to attract attendees.

If you're interested in joining or have questions, please contact Joshua Holland ([jholland218@gmail.com](mailto:jholland218@gmail.com)), YoPro committee lead.

### Support the Scholarship Fund

Make a contribution to the PRSA Puget Sound scholarship fund and support future public relations practitioners.

**Donate here!**

### Take Advantage of PRSA Jobcenter



PRSA Jobcenter is a targeted source of public relations, communications and integrated marketing communications jobs, for job seekers and employers alike.

Job seekers have access to more than 2,000 jobs in the communications industry.

As an employer, whether you are posting jobs for PR, community relations, corporate communications, public affairs or health communications; PRSA Jobcenter connects you to a niche market with more than 83,000 potential employees, including 22,000 PRSA members and nearly 12,000 PRSSA students.

Start using the PRSA Jobcenter now: <http://jobs.prsa.org/>.

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## Welcome New PRSA Puget Sound Chapter Members (July):

### New Members

- Jesse Colman
- Ashley Hahn - Administrative Assistant, Nussbaum Group
- Holly Janenko
- Jamison Murphy - Communications Consultant, Washington State Archives
- Anne Pogson - Sr. Administrative Assistant, Cascadia College
- Scott Norman Shaub

### Renewing Members

- Debra Carnes - Director, Strategic Communications & Engagement, PeaceHealth
- Christina Joan Donegan, APR - Manager, Strategic Communications, Puget Sound Energy
- Mary Dorsey - Communications Manager, Seattle City Light
- Eleanor Englund - Marketing Coordinator, Clark Nuber
- Susanne C. Gillespie
- Jan A. Kleszynski - Manager, Colehour Cohen
- Audrey LaDell Lockwood
- Heather Lynne Mueller - Communications Manager
- Leah Traxel
- Evan Ziebell - Midwestern Pet Food
- Alison Koop

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

Please submit articles for consideration to **Fernando Costantino**.

