



Newsflash Archive

February 2017 Newsflash

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What's Coming up:

Planned Parenthood in the Age of Political Polarity "All politics is Local"

Date: Thursday February 23, 2017
10:00 AM - 11:30 AM

Location: South Lake Union Discovery Center
101 Westlake Avenue North
Seattle, Washington 98109



In the past, that was the prevailing conventional political wisdom which dictated communications and outreach. But with the 24 hours news cycle and the proliferation of social media platforms, the American political landscape has never been this national - or this polarized.

Few organizations have had more first-hand experience of this phenomenon than Planned Parenthood. Subject to Congressional scorn as well as grassroots opposition, the organization juggles 650 health centers and hostile.

Regardless of which side of the political aisle you fall on, join us on February 23 for a candid, expansive discussion with Betty Cockrum - who is completing her 15th year as President and CEO of Planned Parenthood of Indiana and Kentucky (PPINK) - about the triumphs and challenges of communicating through the political polarization.

Betty will be in Seattle for a special fundraising event that evening, and we are thrilled she is joining us to share her insights and perspectives.

Does the abundance of communication tools at the organization's disposal amplify or distort their messaging? How does the organization navigate the pro-choice/pro-life debate without losing its core mission? And, what is next for the organization under Trump administration?

This program is underwritten by a generous grant from **PR Talent**.

Price: \$20 for PRSA members | \$25 for non-members

Price at the door: \$30 for PRSA members | \$35 for non-members

Call the PRSA office at 206-623-8632

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[Totem Awards Celebration - Join Us to Honor the Best!](#)



Date: Tuesday, March 7, 2017
Networking/Cocktail Hour 5:30 p.m.
Dinner 6:30 p.m.
Awards 7 p.m.

Location: Georgetown Ballroom
5623 Airport Way S
Seattle 98018

Don't miss the annual Totem Awards Celebration - honoring the best in PR in the Puget Sound! Join us as we shine a light on the PR gems of the Puget Sound! The Totem Awards honor the best PR programs and tactics executed over the past year. In addition to Totem Awards and Certificates of Excellence honoring the programs and tactics, we will also award the PR Professional of the Year Award (nomination period open until Feb. 5) and the Young PR Professional of the Year Award (based on winning submissions).

You need not be a Totem Award winner to attend! Join us to cheer on our fellow colleagues, network and mingle, and enjoy a delicious dinner!

Price: PRSA members \$100 | Non-members \$125 | Students \$75

Registration: **Register online** or call the PRSA office at 206-623-8632.

Meal Choices: Sicilian Gnocchi (vegetarian)
Pan Seared Halibut or
Braised Beef Short Ribs



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[PR Gives Back Returned \(Successfully\) to Seattle](#)

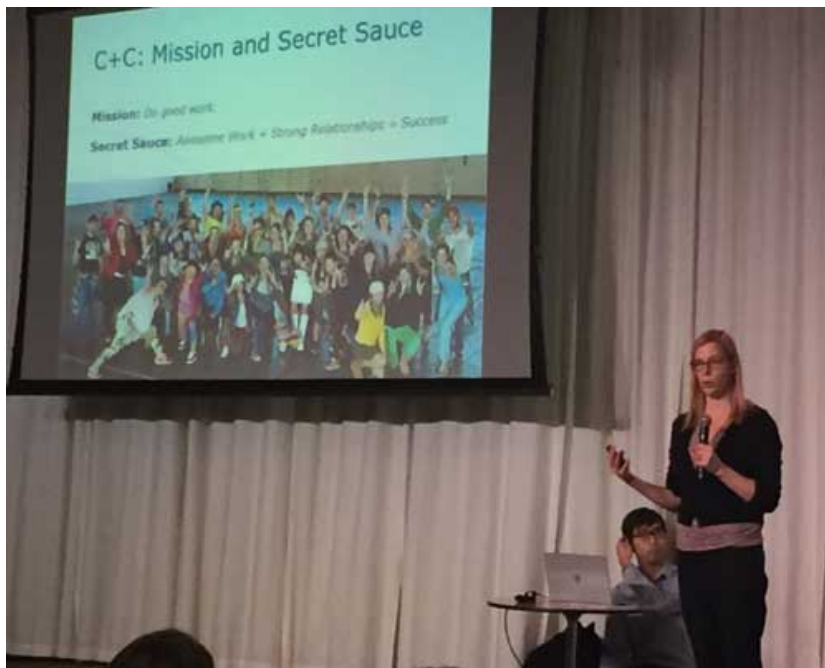
For a second year in a row, PRSA Puget Sound's Young Professional (YoPro) committee organized and hosted PR Gives Back, a philanthropy event that connects PR and communication professionals with Puget Sound area nonprofits for pro bono consulting services.

At the event, PRSA Puget Sound was able to connect over 15 local nonprofits with PR and communication experts. Working together in small groups to discuss communication challenges, attendees were able to help each other develop strategies and tactics to more effectively communicate messages and connect with core audiences. For many of the nonprofits in attendance, the event also provided the chance to connect with like-minded organizations with similar challenges and missions.

Many of the communication experts who attended to provide consulting services were thankful for the opportunity to partner with these organizations doing wonderful work throughout the region. A few even expressed interest in keeping the conversation going with new nonprofit partners after the event.

PR Gives Back took place on February 15th and was organized by Joshua Holland, Shouhei Senno, and Teresa Lane. Special thanks to the event's partners: Nonprofit Leader.org, Washington Nonprofits, and 415 Westlake. Also, a big THANK YOU to all of the PRSA members and friends who participated in the event!





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Chapter Member Spotlights

Getting to Know Your APR

Q&A with Sonja Hanson, APR

Public Affairs Officer

National Park Service Pacific West Region

Following Your Passion

Q&A with Rosalie Contreras

Vice President of Communications

Seattle Symphony

If you or any other member of the Chapter has been mentioned in the press or quoted in a blog, **please let us know.**

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So Many Ways to Participate

Join the PRSA and the Puget Sound Chapter

Now more than ever, networking is crucial. The communications industry is changing rapidly. The job market is flooded with talent. Everyone's looking for the competitive edge. The PRSA Puget Sound Chapter can help you establish a reputation in an increasingly competitive world.

Join the nearly 400 communications professionals in the Puget Sound area who have taken advantage of the resources of PRSA to better their careers and gain the recognition you deserve as a leader in the public relations industry.

Coming in March, take advantage of the Spring Break Promotion (Free Chapter). New members receive a free 1-year Puget Sound Chapter membership when they join PRSA as a Regular member. Please refer to <http://www.prsa.org/joinus/howtojoin> for details. Certain restrictions may apply: Not available for Associate member types and current or renewing members. Free Chapter, up to \$100 value.

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**, 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!

You can also support the PRSA Puget Sound scholarship fund when you shop at Amazon. In order to support the scholarship fund, **click through to Amazon** from the PRSA Puget Sound Chapter's site, and shop! A portion of your purchases will go to benefit our scholarship fund. Thank you!

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. Joining in December and January:

New Members

- Wayne Gillam - Center for Sensorimotor Neural Eng.
- Meghan Pembroke - City of Everett
- Emily Warden - Cambia Health Solutions
- Raymond Lapena
- Jennifer Morgan - Cambia Health Solutions
- Glenda Catron - Fresh Ideas Group
- Catharine Freel Gately - The Narrative Co.
- Laura McDonald - Foundations of MultiCare
- Tori Dahl

Renewing Members

- Victoria D. Lane
- Rachel Amaryah Lee - PRR, Inc.
- Angee L. Linsey - Linsey Careers
- David M. Marriott, APR - Allison+Partners

- Jocelyn Ann McCabe, APR - Jocelyn McCabe Public Relations, LLC
- Andrew J. Muntz - Mukilteo School District
- Courtney Purdin - Parametrix
- Kathryn M. Reith, APR
- Cameron J. Satterfield - King County Government
- Cynthia A. Sharpe, APR - Sharpe Public Relations, Inc.
- Chelsea Sheasley - Tacoma Public Schools
- Barbara A. Shelley
- Makaiya Liann Simmons - Central Washington University
- Katie Skipper
- Michelle E. Taylerson
- Michael Thompson - Metro Parks Tacoma
- Amy Turner, APR - EnviroIssues
- Dan Voelpel - Tacoma Public Schools
- Matt Wakefield - Travel Tacoma
- Jay A. Weisberger, APR - Skanska USA Inc.
- Karen Westing - YMCA of Greater Seattle
- Michelle Renee Wilmot
- Aaron Wyatt, APR - The Washington Student Achievement Council

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

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