



Newsflash Archive

March 2017 Newsflash

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Please follow us on Twitter at [@PRSA Puget Sound](#) and be part of the **social media conversation**.

What's Coming up:

Thanks for attending our headline-making Uber event

Last Thursday our "Driving Clear Communications: Lessons from Uber" event featuring Brooke Steger, the company's general manager in Seattle, included not only some public relations and communications best practices but also a few thought-provoking statements that generated headlines, such as **this one at GeekWire**. Thanks everyone for attending and please feel free to post your opinions on our Facebook and Twitter pages.

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Upcoming Events

April 13, Tacoma - Shift How You Approach Social Media Marketing

What if you started to see social media as a relationship tool rather than a broadcast tool? Social media, if you take an active approach, will generate brand awareness, website traffic and lead generation. Learn how to be assertive in your social media marketing.

Our speaker will be Robert Nissenbaum ([@rnissenbaum](#)). Robert is a South Sound-based consultant, speaker, and educator who provides common sense, practical, and actionable social media advice to small business owners

and entrepreneurs. Robert's unique approach to social media marketing, based on a decade of experience, has been key in helping small business owners shift their view of social media; to understand it is less about content and more about building relationships and networking.

The South Sound Group meets at 8 a.m. -- doors open early for networking -- for the one-hour programs in the first floor boardroom 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](#). If you have additional questions, please contact South Sound Group Chair Victoria Lane, at victorialane03@gmail.com or (317) 250-3154.

May 6, Seattle: Jumpstart 2017 - Call for Speakers!

Jumpstart 2017 will take place at Edelman Seattle on Saturday, May 6, 2017 from 9 a.m. to 3 p.m. The event is designed so that students and professionals looking to start a career in PR can get together, network, collaborate and learn more about the industry. Co-chairs Delaney Berreth and Kate Devaney are looking for speakers (like you) who are interested in being a part of a panel, a roundtable session, or who would like to be an individual presenter.

If you or someone you know would like to participate in this year's event, please email Kate Devaney at ktdevaney@gmail.com for additional details. In addition, please share the [registration link](#) with any one you know who may be interested in attending.

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Totem Awards Winners Announced!

Congratulations to all of the PR gems of the Puget Sound who earned Totem Awards! For a complete list of winners including Outstanding Young Professional, Presidents' Choice, Best in Show, and PR Professional of the Year award, [click here to visit the Totem Awards Winners page](#). Don't forget to [check the pictures from the Snap Bar](#).

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Last Days of PRSA Spring Promo

Become a new member of PRSA by March 31 and receive a free 1-year Chapter membership (up to \$100) when join National PRSA as a Regular member. Please refer to <https://www.prsa.org/membership/membership-categories> for details. Promo Code: **SPRING17**

Key PRSA National Benefits:

- 24/7 access to our new online community, MyPRSA, where you can share insights and ask questions of your fellow PR professionals.
- Member discount programs for a wide variety of goods and services
<https://www.prsa.org/membership/member-discount-program>
- Discounted registration to a wealth of training programs and webinars
- Access to the new PRSA Membership App that gives members access to the latest PRSA publications, including *Issues & Trends*, top-rated webinars, PRSA's online community and membership directory
- Tools designed to help advance your career development
- Access to the PRSA Jobcenter
- Opportunities to network with more than 21,000 communication and public relations professionals
- Subscriptions to industry-specific publications (*Public Relations Tactics* and *The Public Relations Strategist*)

More details in the links below:

- Membership App: <https://apps.prsa.org/JoinUs/membershipApplication>
- Why Join: <https://www.prsa.org/membership/why-join-prsa>
- Member Benefits: <https://www.prsa.org/membership/member-benefits>
- PRSA Chapters: <https://www.prsa.org/about/about-prsa/our-communities/chapters/>
- Find-a-Chapter: <https://apps.prsa.org/Network/Chapters/Find/index.html>

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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), 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.

Joining in February:

New Members

- Marina Calabrese
- Luke Jean
- Lisa Lau
- Franji Mayes
- Charlotte Starck

Renewing Members

- Megan J. Behrbaum, APR - REI
- Troy A. Brown, APR - Brandner Communications
- Ashley Comar - Seattle Southside Visitor Services
- Cassidy C. Davis - Conrac Solutions, LLC
- Leslie Diane Harris - City of Kenmore
- Logan Page Harris - King County Department of Natural Resources & Parks
- Catherine L. Hinrichsen, APR - Seattle University
- Christi Ball Loso - Susan G. Komen Puget Sound

- Michelle Katherine Ma
- Robin Reinhard - PR Newswire
- Catherine Laura Sweeney, APR - Premera
- Sarah Taydas - Darigold
- Heather M. Thomas - Snohomish Health District
- Lauren Thompson
- Dana Yaffee - Blue Sound Advisory
- Jackie Zils, APR - JayRay Ads & PR

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

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