



Newsflash Archive

## October 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](#)

### Upcoming Events:

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#### PRSA Puget Sound 60th Anniversary Gala & 2017 Annual Meeting

Washington Athletic Club, starting at 5pm

**Thursday, November 30, 2017**

The Puget Sound Chapter of the Public Relations Society of America (PRSA) is pleased to announce a gala dinner in celebration of its 60th anniversary and proud to present the following awards:

- David Syferd - 2017 Jay Rockey Lifetime Achievement Award
- Peg Witham (posthumously) - 2017 Hugh Smith Community Service Award



Picture courtesy of Jenny Jimenez ([www.photoji.com](http://www.photoji.com)).

Held at the Washington Athletic Club in downtown Seattle, **this lively event will feature a special keynote by Lindy West** on the current of state media and communications in an era of social media and "fake news." Lindy is a contributing opinion writer for the New York Times whose work has also appeared in This American Life, The Guardian, Cosmopolitan, GQ, Vulture, Jezebel, The Stranger and others. She is the founder of *I Believe You, It's Not Your Fault*, an advice blog for teens. Her first book, a memoir titled *Shrill*, was released in 2016 by Hachette Books that Huffington Post called "hilarious, biting and wise" and a must-read.

Don't miss this inspiring event celebrating the public relations & communications profession in the Puget Sound.  
[Click here to buy your tickets now.](#)

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## Official Call for Nominations to Serve in PRSA Puget Sound Chapter in 2018

**Are you interested in serving in the PRSA Puget Sound Chapter in 2018? Please complete and return the nomination form by November 1.** Annual elections for officers, board members and assembly delegates will be held at the chapter annual meeting on November 30, 2017. Rather than relying solely on being nominated by fellow PRSA members, all members are encouraged to complete self-nominations as well. Please note that all nominees, whether self-nominated or otherwise, must be PRSA national and chapter members in good standing. **Please click here to download the nomination form that includes more details.**

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## The Totem Awards are Turning 40! Submissions are Now Being Accepted.

The very first submissions into the PRSA Puget Sound Chapter's Awards Program were accepted in the Fall of 1977, with a celebration event following in the early Winter of 1978. This Totem Awards Program marks the 40th year of recognizing excellence among Puget Sound public relations practitioners.

With 39 years under our belt and hundreds of awards bestowed, the Totem Award Program certainly has evolved over the years. We've expanded categories to keep with the times, we've added special awards to honor individuals, and we've had many memorable celebration events. But one thing has remained the same since the Totem Awards were born, and that's our purpose. The Totem Awards Program purpose is to encourage high levels of excellence and professionalism in public relations; to positively reinforce the credibility of our profession; and to recognize outstanding work in our industry.

In addition to honoring the best work in PR in our region, we will also be honoring the best PR practitioner as well. Please consider nominating a colleague for the PR Professional of the Year Award which will be presented at the Totem Awards Celebration.

Share your very best work from the past year with us!

Totem Award Online Portal: <https://prsapugetsound.secure-awards.com>

### 2017-18 Submission Fees:

PRSA Puget Sound Chapter Members: \$110

Non-chapter Members: \$150

### Submission Deadline:

Totem Awards Program: November 15, 2017.

PR Professional of the Year Award: December 31, 2017.

### Questions?

Contact Totem Awards Committee Chair Karla Slate, APR at [kslate@covingtonwa.gov](mailto:kslate@covingtonwa.gov) or 253.480.2402.

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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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## New and Renewing Members in August and September

### New Members

- Lynnel Bott, Marketing Communications Consultant
- Mary Kay Clunies-Ross, VP, Membership and Communications, Washington State Hospital Association
- Stella Marie Heekin
- Morgan Huether, Communications Manager, Washington Hospitality Association
- Katherine Bush
- Andrea McMakin, Communication Specialist, Pacific Northwest National Laboratory
- Lisa Copeland, Media Relations Manager, DSHS - Office of Communications
- Rachelle Cunningham, Public Information Officer, Officer Sound Transit
- Wendy Lopic Hall, Assoc. VP Effectiveness & College Relations, Lower Columbia College
- Melinda Fischer Lowe, Owner, Changing Places PNW
- Liz Mangini, Marketing Manager, Inviso Corp
- Sarah Markiewicz, Account Associate, Kiterocket LLC
- Kimberly M. Reason, Senior Public Information Officer, Sound Transit
- Zachary D. Shaner, Customer Communications Supervisor, Sound Transit

### Renewing Members

- Kaulani O. Robinson, PR Manager, Visit Seattle

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



[Sitemap](#)