



## Vegas PR News

### ***Citizen Journalist on the Beat***

Volume 4, Issue 4  
April 12, 2007

Friday, April 27  
11:30 a.m. – 1 p.m.

prsalasvegas.com

Camera phones, YouTube, and infinite blogs and participatory websites have created a new breed of communicator: a "citizen journalist." At our April luncheon seminar, Charlotte-Anne Lucas, whose career as a journalist spans 30 years, will explore the opportunities and challenges for professional communicators as they tap into the emerging and extremely fluid media created by participatory journalism.

### **In This Issue...**

☐ **Citizen Journalist on the Beat**

Lucas was on a team of reporters who were finalists for the Pulitzer Prize, and the website she headed was named one of the top four news websites in the country by the Newspaper Association of America. Her work has been honored by the Associated Press and the Texas Associated Press Managing Editors, the American Bar Association, Editor & Publisher, the Online News Association and the Society of American Business Editors and Writers. She says the impact of citizen journalism has "great implications beyond traditional print media," including how it impacts public relations.

**Chapter Cancellation Policy Explained**

The luncheon will be held at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. Networking begins at 11:30 a.m. with lunch served by noon. The presentation will begin shortly thereafter and conclude at 1 p.m.

☐ **Job Bank Featured Opening**

The cost is \$28 for PRSA/PRSSA members before noon on Tuesday, April 24; \$33 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register online at:

<http://www.prsalasvegas.com/lunchdetail.php?id=82>

☐ **PRSA and the American Red Cross present the POWER of TWO**

*Cash, check and credit cards are accepted at the door.*

☐ **Presidents Report**

***Chapter Cancellation Policy Explained***  
**By: Amy Brooks, VP of Finance**

Have you had to miss a PRSA event due to an unexpected client meeting or project deadline? You're not alone. It's an inevitable challenge of the business. Unfortunately, when these unplanned events sometimes put our chapter's events in the red when folks make reservations and don't pay in advance, leaving us to foot the bill and taking away funds from other chapter events and programs. These no-shows are also keeping our chapter from meeting its financial goals. So, last year the chapter's Board of Directors adopted a cancellation policy to manage our response to no-shows and cancellations to ensure the chapter's financial future.

Consider this – in 2006, the chapter made \$1,218 from the monthly luncheon seminars. This excess was used to pay for administrative expenses such as free lunches for speakers, website hosting and development, regional chapter dues, bankcard fees, and to supplement other chapter activities such as professional development events and membership mixers.

Affordability of the chapter's events is a major concern for the board. Thus, each event has razor thin margins.

Regarding the monthly luncheons, the head count is due to the restaurant the Tuesday before the luncheon. This number is not negotiable after Tuesday and the chapter is liable for all meals regardless if someone is there to eat them or not.

Therefore, the chapter has instituted a policy to charge all no-shows for meals. Regarding cancellations, refunds will be given if submitted prior to the Tuesday deadline minus a \$5 administrative fee that is used to cover bankcard expenses. A gift certificate option is available, at no additional charge, for use at a future luncheon within the calendar year.

Please keep in mind; it is important to RSVP for the luncheons to ensure you'll have a seat and a meal. The restaurant only prepares 10% beyond our RSVP numbers.

**To read the full cancellation policy, visit our the next luncheon entry on website at:**  
[http://www.prsalasvegas.com/lunchdetail\\_next.php](http://www.prsalasvegas.com/lunchdetail_next.php).

## **Job Bank Featured Opening: Public Affairs Specialist, UNLV**

The UNLV Office of Public Affairs is accepting applications for the position of public affairs specialist. This is a full-time, 12-month professional position with benefits.

The position is responsible for promoting university programs, activities and subject matter experts through strategic communications vehicles, including specialty, local, regional and national news media; and, in coordination with other university units, community organizations and UNLV publications. Activities related to the nursing, public health and engineering programs are focus areas for this position.

Applicants must possess a bachelor's degree in communications, journalism or a related area, and a minimum of three years related professional experience. Candidates must also possess outstanding written and verbal communication skills, experience in media relations. Preference will be given to applicants with established contacts in the local and regional news media. Additionally, candidates must have experience in the production of materials such as news releases, briefing papers and advisories. Knowledge of Microsoft Office applications is required.

Application materials, including resume, detailed cover letter, and names, addresses and telephone numbers of three professional references should be submitted via on-line application at <https://hrsearch.unlv.edu>.

For assistance with the UNLV's on-line application system, please contact Jen Feldmann at (702) 283-4535 or e-mail at [hrsearch@unlv.edu](mailto:hrsearch@unlv.edu).

Salary is competitive and contingent on labor market. Review of applications will begin immediately and will continue until the position has been filled.

UNLV is an Affirmative Action/Equal Opportunity educator and employer committed to excellence through diversity.

## **Together Again In '07: PRSA and the American Red Cross present the POWER of TWO**

The PRSA Las Vegas Valley Chapter and the American Red Cross are working together again in 2007 to present the POWER OF TWO program on Thurs., April 19. The presentation will be held in a private meeting room generously provided by The Sporting House, 721 Mall Ring Circle in Henderson. Registration and breakfast begin at 8 a.m., and the training is from 8:30 a.m. to noon.

Thanks to Peter Macias, the local Red Cross communications, marketing and government affairs officer, and former CNN reporter John Aiken, who is currently the director of external media relations for the Red Cross, this four-hour media training course will be offered to educate communications professionals on how to assist the Red Cross with disaster response. Once members complete the training, they will join a national database of communications professionals ready to serve.

Enrollment is limited to 20 attendees, so don't wait. Sign up today! Like last year, it is free of charge and available to PRSA and PRSSA members only. You may register online under EVENTS on the PRSA ([www.prsalasvegas.com](http://www.prsalasvegas.com)) homepage.

If you have any questions, please contact any member of the Professional Development Committee: Diane Lancaster Gibes at [dgibes@kkbrf.com](mailto:dgibes@kkbrf.com), Carolyn Boyle at [cmb@co.clark.nv.us](mailto:cmb@co.clark.nv.us) or Alana Schofield at [alana@cayane.com](mailto:alana@cayane.com).

We look forward to seeing you there!

## **The President's Report**

Chances are you've probably heard some version of the old adage, "If you fail to plan, you should plan to fail." It certainly applies to public relations. Whether it's media relations, crisis response, or a marketing campaign, you need a solid understanding of the situation, its challenges, and opportunities along with clear objectives, solid strategy, and innovative tactics.

This isn't big news. We all know it, but most of us get the luxury of time and resources to research and plan effectively for our clients and organizations. We're thrown into the middle of a crisis, charged with achieving some unreasonable goal with a compressed timeline and probably half of the resources we need.

How do we make that bridge from responding to perpetual rapid responses to becoming true public relations counselors? How do we wedge in a seat at the management table for PR to have a voice in the decision-making process?

Keep an eye out for some of the great professional development opportunities coming up this summer. From strategic planning to management skills, our national organization and local chapter will be offering teleseminars and on-site events both locally and at cities across the country.

Nancy C. Syzdek, APR, President  
PRSA-Las Vegas Valley Chapter