



Vegas PR News

Volume 3, Issue 1
January 10, 2006

prsalasvegas.com

The President's Report

It was none other than Oprah Winfrey who once said, "Cheers to a new year and another chance for us to get it right." With apologies to the esteemed Ms. Winfrey, I would like to amend that statement to read, "Cheers to a new year and another chance for us to continue getting it right!" as the Las Vegas PR community enters 2006.

In This Issue...

As I humbly (and nervously) assume the duties of president of the Las Vegas Valley Chapter of PRSA, I join you in looking ahead to a year holding myriad challenges and boundless opportunities for local public relations professionals, and for our chapter.

This year as in years past, your board of directors will serve as the industry's voice and strive to help the community understand exactly what it is that we do and why we do it.

▣ The President's Report

For 2006, we plan to build on the informative programming presented at our monthly luncheon seminars and professional development sessions, to better help you stay informed about current industry trends and issues.

▣ APR exam

As our chapter has grown to more than 150 members, we will continue working with newcomers and young professionals alike to welcome them into our ever-expanding Las Vegas PR family. Stay tuned for announcements of special events and programming for these professionals.

▣ January lunch seminar focuses on legal issues

And once again, the Tri-State Pinnacle Awards in November will provide you with a chance to show off your best work—and maybe take home a well-earned award in recognition of your efforts.

▣ 2006 PRSA-LVVC Board of Directors

This year, there will again be opportunities for members to play an active role in the chapter by becoming involved with volunteer committees for the Pinnacle Awards, professional development, and luncheon seminars. More information on these and other opportunities will be published soon in the Vegas PR News and on prsalasvegas.com.

▣ Job Bank policy

In advance, I would like to extend my deepest appreciation to my fellow board members and those members who give selflessly of their time to help the chapter continue its work. It is indeed a privilege to serve you, and with all of us coming together, we can make 2006 a terrific year for PR in Las Vegas.

~ Tom Bradley Jr.
PRSA-Las Vegas Valley Chapter President
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New Year's Resolution: Pass APR Exam

Make 2006 the year you pass your APR exam. It is never too late (or too early) in your career to make such a move. Study groups will soon be forming and study sessions scheduled so make the commitment and get started! The oral readiness review will be offered three times during the year as the need arises (tentatively in March, July and October).

For those of you who already have "APR" on your business cards, there is an opportunity to earn maintenance points while helping others learn. You can volunteer to help facilitate ("teach") one or more study sessions. Think of your areas of proficiency—you have a lot to offer!

Interested in sitting for the exam or helping with study sessions? Make that call now! Contact Debby Ackerman, 229-6276 or Gael Hancock, 614.5320, APR Committee co-chairs.

"Open the Doors and Let the Sun Shine in: Legal issues affecting PR"

Tackling legal issues is an important part of any PR pro's job description. Check out local and national news and it's not hard to find a landmark case that's likely to impact how you do your job. Some of the headlines include:

- Journalists going to jail to protect their sources
- Bloggers seeking media status to gain access to meetings and records
- High school seizes newspapers with controversial content

Join us for the January 27 luncheon seminar and hear from some of the area's leading voices in legal issues affecting media relations, government affairs, and community relations. Our panel will feature:

- Mark Hinueber, Vice President and General Counsel of Stephens Media Group
- Allen Lichtenstein, attorney for the American Civil Liberties Union of Nevada

The luncheon will be held at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. The cost is \$25 for PRSA/PRSSA members before the deadline; \$30 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register on-line at www.prsalasvegas.com.

2006 PRSA-LVVC Board of Directors elected

In recently completed voting, the members of the PRSA-Las Vegas Valley Chapter elected a new Board of Directors for 2006. New board members are:

- Tom Bradley Jr., president
- Nancy Syzdek, APR, president-elect
- Pete Codella, APR, past-president
- Melody Cannon, vice president of administration
- Shaun Sewell, vice president of finance
- Jack Chappell, vice president of membership
- Regina Bacolas, vice president of professional development
- Debby Ackerman, APR, universal accreditation co-chair
- Gael Hancock, APR, universal accreditation co-chair
- Lori Bachand, APR, assembly delegate
- Kirsten Cannon, APR, assembly delegate
- Catherine Levy, director-at-large, ethics
- Fred deSousa, APR., director-at-large, Internet
- Kassi Belz, director-at-large, job bank
- Diane Lancaster-Gibes, director-at-large, Pinnacle Awards
- Patricia Galas, PRSSA/ASC president
- John Naccarato, PRSSA/ASC Faculty Liaison

In early 2006, the board will begin forming committees for the Pinnacle Awards, monthly luncheon seminars, and professional development, among other topics. Stay tuned to the Vegas PR News and your e-mail for these and other volunteer opportunities throughout the year.

Job Bank Policy Reminder

As a member benefit, Las Vegas Valley Chapter members may subscribe to the Job Bank free of charge. This member benefit is only available to LVVC members, regardless of PRSA membership.

Each January and July the Job Bank email notification list is purged. Therefore, to continue to receive email notices each time an employment opportunity is posted, you'll need to re-subscribe this month. However, regardless of email notification, the online Job Bank is accessible at any time.

If you have questions about this policy, please contact the Job Bank director at jobbank@prsalasvegas.com.