



Vegas PR News

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Chapter adds "seminar" to monthly luncheon

To better reflect the chapter's desire to make the luncheon program an extension of its commitment to professional development, the **PRSA-LVVC Board of Directors** recently changed the monthly confab's name to "**Luncheon Seminar.**"

"The format will stay the same and the opportunities for networking will remain a key and appealing element of our luncheons," said chapter **President Pete Codella**. "We're simply adding the word 'seminar' to underscore the fact that the topics presented at our luncheons also serve as educational vehicles for our members and guests."

The chapter's Luncheon Committee is developing programs in the coming months featuring speakers and topics that will enlighten attendees on various facets of public relations and the media as well as recent developments in the communications industry, said committee **Chairman Tom Bradley**.

Don't forget! Join us Tuesday, May 24 at La Salsa at the District

Our first PRSA--Las Vegas Valley Chapter membership mixer of the year is right around the corner. Mark your calendars for Tuesday, **May 24** from 5-7 p.m. at **La Salsa Fresh Mexican Grill** at the District at Green Valley Ranch (2265 Village Walk, Suite #105). Members and guests will enjoy complimentary margaritas, soft drinks and light appetizers at this fun networking event. Special thanks to **Pamela Puppel**, who will share a brief overview of La Salsa's community relations strategies and tactics. No need to RSVP--we'll look forward to seeing you at this great event sponsored by La Salsa.

May Luncheon: "When Lines Blur: Ethics in Journalism and PR"

Despite their can't-live-without-the-other paradigm, PR and news organizations face staggering ramifications resulting from recent ethical lapses that blur the lines between the two professions: PR finds itself with a PR problem, while the media faces similar woes—a Harris Interactive Poll published in January found that an almost 3-to-1 majority of Americans do not trust "the press."

Join us at our **May 20** luncheon at **Lawry's The Prime Rib**, 4043 Howard Hughes Pkwy., for a panel discussion on what steps PR and the press can take to restore their credibility. Guest panelists to date include:

- **Dale Erquiaga**, vice president for strategic development with R&R Partners, Inc., whose 20-year career in public affairs and communications includes work in Nevada and Washington, D.C.;
- **Cathy Hanson**, professor of Mass Communications at UNLV and a former investigative reporter for both ABC and NBC-TV stations and Director of Communications for the City of Las Vegas; and
- **Tom Mitchell**, editor of the *Las Vegas Review-Journal* whose column in the paper's Sunday edition tackles journalistic ethics and First Amendment issues.

The cost is \$25 for PRSA/PRSSA members before noon on Tuesday, May 17; \$30 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door.

To RSVP, visit prsalasvegas.com.

Luncheon Raffle Prize Donation Sought

Those of you who are regular pre-payers for monthly chapter luncheons (and even those of you who aren't) now have an opportunity to earn podium mentions as a reward – by donating luncheon raffle items. If you, your company or your client(s) have way cool raffle-worthy stuff that would appeal to prize-seeking luncheon attendees, please contact our chapter President-Elect and monthly meeting program chair, **Tom Bradley**, at 822-8365 or via e-mail at tom.bradley@lvwd.com.

Online Dues Renewal – it's now LIVE! *

This service is now available for any member who is up for renewal and who has already received a first dues invoice. It's easy, fast, and it's 24x7. Online renewal is done at **MemberNet**, our secure, members-only web site, at <http://members.prsa.org>; click 'My Billing' on the menu. Don't remember your login and password? Click the option to have it emailed to you. Via this service members can also renew their Chapter dues (for Chapters that use National's billing service, and the LVVC does), Section and Affinity Group dues, and also add/change their options.

"Surviving Gotcha Journalism" Teleseminar/Brown Bag Lunch

Tired of dealing with aggressive journalists out for controversial headlines? Join us on **Thursday, June 16**, 2005, from 1:30 a.m. to 1 p.m. for a prerecorded teleseminar at the Clark County Government Center. Learn what it takes to survive and thrive in the changing media marketplace of attack-style reporting. Find out how to stand your ground and remain in control while answering loaded questions during confrontational interviews.

You will learn to:

- Avoid negative buzzwords and respond with your own key points
- Identify weak, ineffective speech patterns that lead to unclear messages
- Practice 10 ways to gain control in the middle of a crisis

Registration fees before the **June 10**, 5 p.m. deadline are \$25 for PRSA-LVVC members and \$30 for nonmembers. After the deadline fees are \$30 for members and \$35 for nonmembers. [RSVP today!](#)

Exclusive Member Benefit Coming in July

Job Bank free to members, paid subscription to all others

The PRSA Job Bank is a member benefit that gives you access to current public relations jobs in the Las Vegas market, as well as out-of-state opportunities that come our way. Currently, both members and non-members can subscribe to this free service.

Beginning in July 2005, non-members will need to pay a \$20 subscription to gain access to the Job Bank.

The Job Bank will continue to send job listings to Las Vegas Valley PRSA members as a free member service.

Employers can continue to post job listings through the PRSA website at no cost.

If you have any questions or comments about this policy change, please contact us at

jobbank@prsalasvegas.com.

Welcome to Our New Member

Craig Ruark
Director, Business & Marketing Development
Nevada By Design

The President's Report

With a successful Western District Conference behind us and the hot summer ahead of us, it's time to focus the chapter's energies on the Pinnacle Awards scheduled for November 3 at the Golden Nugget. Thanks to the Pinnacle Awards committee for securing responses to an online survey and outlining a plan to make this year's award program even better. Watch for a save-the-date card with important Pinnacle Awards deadlines and general information in your mailboxes this month.

We'll look forward to rubbing shoulders with many of you at this month's luncheon seminar on May 20 and at the membership mixer at La Salsa at The District on May 24.

Thank you for your continued support of PRSA and the Las Vegas Valley Chapter.

~Pete Codella
PRSA - Las Vegas Valley Chapter President
president@prsalasvegas.com

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