



Las Vegas Valley Chapter

Newsletter – August/September 2008

September is PRSA Ethics Month

September's theme is keeping PRSA-LVVC Ethics Chair Shannon Hiller busy with posting different ethical scenarios that we may each encounter as PR practitioners. PRSA – National, meanwhile, has challenged the presidential candidates to "uphold the highest standards of ethical practice in every facet of their campaign communications." Visit the [chapter blog](#) for the latest scenarios and news. See the [PRSA – National ethics page](#) for the society's formal Code of Ethics.

The month's focus on ethics leads right into the topic for September's PRSA-LVVC luncheon:

Reputation management, corporate ethics and a bag of nuts -- The Southwest Airlines Experience

Date: Friday, September 26, 2008

Time: 11:30 a.m. to 1 p.m.

How can a company create a culture of employees who live by the Golden Rule and provide outstanding customer service? It is done by carefully managing their reputation in the media, providing ethical leadership in the business world, and by developing a workforce that cares immensely about the service they are providing.

Christi Day, spokesperson for Southwest Airlines, will explain why protecting your Company's reputation is everyone's job, not just the PR team. You will also learn what it takes to build a workforce and corporate culture that collaboratively works to shape your reputation, and how this helped the Texas-based airline become the only profitable major domestic carrier.

This luncheon is sponsored by [PR Newswire](#) and will be held at Lawry's The Prime Rib. [More Info](#) | [RSVP](#)

Pinnacle Entries Due



Created in 1996, the PRSA-LVVC Pinnacle Awards recognize the best public relations programs, tools and professionals in Southern Nevada, Northern Arizona and Southern Utah. The Pinnacle Awards are judged by out-of-market, accredited members of PRSA and are open to chapter members and nonmembers alike.

2008 entries will be accepted from September 15 to 29. Winners will be notified on October 27. You will pick up the obelisk for your winning entry at the Pinnacle Awards Ceremony on November 20 at the Las Vegas Springs Preserve. For complete details, visit the [Pinnacle Awards web site](#).

You can also support the Pinnacle Awards and local PR scholarships by sponsoring the awards on one of three levels, buying space in the program guide or donating items for the silent auction. See [Sponsorship](#).

Participate in Your Chapter

BY DIANE LANCASTER GIBES, PRESIDENT-ELECT

The PRSA Las Vegas Chapter's Nominating Committee will soon meet to make recommendations for officers for its 2009 Board of Directors. If you are interested in serving on the Board or leading or serving on a committee, please contact this year's President-Elect Diane Lancaster Gibes, who is chair of the nominating committee. She can be reached at dgibes@kkbrf.com, dianegibes@gmail.com or 702.286.3180. The 2009 Board will include the President, President-Elect, Vice President of Communications, Vice President of Finance, Vice President of Membership and the Vice President of Programs. The duties of each board member and committee chair are posted at www.prsalasvegas.com/bylaws.php.

The Chapter is also looking for interested members to serve on the following committees: Diversity Committee, Finance Committee, Ethics and Advocacy Committee, Internet Committee, Job Bank Committee, Newsletter Committee, Nominating Committee, Pinnacle Awards Committee, Professional Organization Liaison Committee (POLC), Professional Development Committee, Publicity Committee, Recruitment and Retention Committee, Scholarship Committee, Sponsorship Committee, and the Universal Accreditation Committee.

Sharpen your leadership skills and expand your networking and professional development opportunities through board or committee involvement in 2009! It's an extremely rewarding experience! Come on and join the fun!

Special Seminar – Opening the Doors to Effective Multicultural Communication October 10, 2008

Multicultural outreach, as many communications professionals will tell you, is more than simple translation and targeted placement. With 311 languages (including 162 indigenous and 149 immigrant languages), the United States is the fifth most linguistically diverse country in the world, according to the National Virtual Translation Center. And, if you Google "multicultural communications," you'll get more than 5.6 million results. So how do you navigate strategic planning, implementation and research while building meaningful relationships across cultures?

Don't miss this half-day seminar presented by the Las Vegas PRSA Chapter in conjunction with PR Newswire on Friday, Oct. 10 at the Springs Preserve,

333 S. Valley View Boulevard.

The day will begin with a continental breakfast and networking session. Manny Santos, Director, MultiVu Latino, a PR Newswire company, will open the seminar with a program entitled "From Media Relations to Measurement: Maximizing Your Multicultural Initiatives in 2008," which is traveling nationwide to various PRSA chapters. Santos will feature insights, tactics and tools for the execution and measurement of successful multicultural public relations programs with a concentration on media relations. An award-winning media professional with more than 15 years of experience in bilingual television and radio production, marketing and advertising, Santos has developed communications programs for a wide variety of Fortune 500 clients.

After Santo's presentation, local specialty marketing, public relations and language expert Maria Marinch, president of Language Sources, will conduct a workshop where participants will develop strategies to tackle real case studies dealing with multicultural communications and outreach. Marinch has more than 18 years of experience in languages, marketing, public relations and community outreach and has designed and implemented award-winning diversity campaigns for her clients.

At noon attendees will enjoy lunch by Wolfgang Puck Catering at the Springs Preserve while listening to a distinguished panel of local media, public relations and community leaders share their secrets for establishing effective links with diverse audiences.

8:15 a.m.	Continental breakfast and networking session
8:30 - 9:30 a.m.	Special presentation by MultiVu Latino Director Manny Santos "From Media Relations to Measurement: Maximizing Your Multicultural Initiatives in 2008"
10 - 11:45 a.m.	Workshop - "Tackling Multicultural Communications and Outreach" conducted by Language Sources President Maria Marinch
Noon - 1:30 p.m.	Panel presentation and luncheon "Secrets for Effectively Linking with Diverse Audiences"

Full session

Early registration: \$75 Members - \$85 Non-members
After-deadline/At the door: \$80 Members - \$90 Non-members
Includes continental breakfast, morning presentation, workshop and panel lunch.

Panel lunch only

Early registration: \$30 Members - \$35 Non-members
After-deadline/At the door: \$35 Members - \$40 Non-members

Reserve your seat today by visiting prsalasvegas.com. Seating is limited.

Job Bank Sponsorship Opportunity

BY AMY BROOKS, VP FINANCE

After much consideration, the board of directors has voted in favor of making the PRSA-LVVC Job Bank a **free** service on the chapter website once a sponsor(s) at the Annual Job Bank Backer level has been found.

This decision was based on member and nonmember feedback that at times it can be difficult to log-in to the job bank. The hope is that free access to the job bank will generate more web traffic. Perhaps those visitors will consider attending a chapter event and eventually become chapter members.

Currently, a six month subscription is \$20 for nonmembers and access is free to members. Once the change is made, subscriptions will be refunded on a prorated basis. Job postings will continue to be free.

About the Annual Job Bank Backer Sponsorship

Before this change can take place, the chapter needs sponsors to help defray the loss of income from the program. The package is not offered on an exclusive basis.

The sponsorship package includes:

- Recognition of sponsor at one luncheon per quarter. Sponsor will receive two comped tickets for each of the four luncheons per year.
- Your company logo on the job bank web page and all promotional emails related to the service
- Micro ad on home page (90 pixels by 120 pixels - size approximate)
- Newsletter article announcing sponsorship (1,000+ mailing list)
- One bylined article with an educational or informative theme twice per year in newsletter (subject to approval by PRSA-LVVC Board of Directors)
- Cost: \$1,100 for chapter members and \$1,500 for non-members

Want to learn more? Contact Amy Brooks, VP Finance at (702) 895-5587 or finance@prsalasvegas.com.



Member Agencies and Independents to be Listed on Chapter Site

BY SONYA RUFFIN, APR, VP COMMUNICATIONS

As an added member benefit, PRSA-LVVC is happy to announce the addition of a new section to our chapter web site that will introduce our member agencies and independent practitioners. As business leaders look for public relations counsel, they often seek out PRSA members and inquire about services available in the area. PRSALasVegas.com has increasingly become a resource for information about public relations resources.

Member agencies and independents will be able to display a logo or photo, contact information, and a brief introduction of services and/or specialty areas. Those listed must be members in good standing to remain on the list.

To be included in this chapter web feature, send your logo or photo, basic contact information (designating principal contact if desired), and 75 words

about your services and specialty areas to communications@prsalasvegas.com.

This feature promises to be a valuable benefit for both our members and those interested in public relations services.

[PRSA Las Vegas Web Site](#) | [Blog](#) | [PRSA National](#)