



## Vegas PR News

### February Luncheon Seminar: On Track with Good PR

Volume 4, Issue 2  
February 12, 2007

[prsalasvegas.com](http://prsalasvegas.com)

Join us for the Friday, Feb. 23, PRSA-Las Vegas Valley Chapter luncheon seminar featuring a case study of the upcoming Vegas Grand Prix. Vegas Grand Prix's PR Manager Jana Watt and George McCabe from Brown & Partners will profile the event's true horsepower: strategic public relations programming.

The Vegas Grand Prix, scheduled for April 6-8, is a three-day festival including concerts by superstar artists, extreme sports demonstrations, boxing matches and, of course, numerous automobile races. From public affairs with local residents and businesses to mobilizing more than 600 volunteers, PR strategy has helped shape planning, outreach, logistics and marketing for the season-opening event for the 2007 Champ Car World Series.

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.

#### In This Issue...

The cost is \$28 for PRSA/PRSSA members before noon on Tuesday, Feb. 20; \$33 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register online at <http://prsalasvegas.com>. Cash, check and credit cards are accepted at the door

☐ February Luncheon

#### Job Bank "Job Of The Month"

Preferred Public Relations & Marketing, Account Executive

☐ Job Bank "Job Of The Month"

Salary: 36-42 K

☐ Membership

Preferred Public Relations & Marketing, an award-winning Las Vegas-based public relations agency, is currently seeking passionate, dedicated Account Executives with strong leadership capabilities to represent a wide variety of clients in the hospitality, gaming, financial, entertainment, tour & travel and convention industries in a fun, dynamic environment.

☐ Presidents Report

Responsibilities include developing strategic campaigns and executing public relations tactics on a local, regional, national and international level. Candidates must have 3+ years experience in public relations, hold a degree in communications and have a flexible schedule. Salary and benefits are competitive.

Email resume to [gina@preferredpublicrelations.com](mailto:gina@preferredpublicrelations.com)

### From the VP of Membership

#### PRSA National Offers OUTSTANDING Promotion

If you've been waiting to join or reinstate your membership (after at least a year), there's no better time than right now! Join in February or March and save \$65!

PRSA member benefits include:

- Complimentary Subscriptions to Public Relations Tactics and The Strategist;
- Access to PRSA's Online Research Database - PRC Search
- Reduced Registration Rates on PRSA Seminars and Teleseminars
- Online Career Tools Service

When you join, be sure to indicate that you want to join the Las Vegas Valley Chapter, too! From the local chapter, you'll receive:

- Free Job Bank Access AND Posting
- Reduced Registration Rate for Monthly Luncheons

- A Program of Assistance for APR Preparation
- Reduced Registration Rate for Professional Development Seminars
- Online Member Directory
- Reduced Registration Rate for Pinnacle Awards Dinner
- Reduced Entry Fee for Pinnacle Awards Entries

To join using this special promotion, visit [www.prsa.org](http://www.prsa.org) and click on the 'Taste of PRSA' icon or contact [membership@prsalasvegas.com](mailto:membership@prsalasvegas.com) for an application.

---

### **PRSA Las Vegas Plans Mixers**

The PRSA Las Vegas Valley Membership Committee has identified four possible mixers for 2007. Now, we need places to host them!

If you have restaurant or bar clients that want to expose their business to new eyes, maybe they want to host a PRSA mixer. They'll get exposure to twenty to thirty public relations professionals. And, you know, we'll talk it up!

We hope to have one mixer per quarter and the restaurant usually provides meeting space and appetizers for sharing! Mixers are free to members and invited guests, and a cash bar is the norm.

(Members: Look here for more details about upcoming mixers!)

For membership information, visit [prsa.org](http://prsa.org) or contact Shaun Sewell at [shaun.sewell@unlv.edu](mailto:shaun.sewell@unlv.edu).

### **The President's Report**

The President's Perspective: It's About Relationships

What is PR? Is it spin? Is it image? Is it a press kit? I'm constantly amazed at the perceptions of what our industry is from those outside of the business, including the media. However, I can't say that I blame them since the answers I get from some people within PR are just as frightening, if not more so.

I recently received advance copy of a book by Peter Shankman entitled, "Can We Do That?" I'll admit that I haven't had time to read it, but I did skim through it to get the gist of the author's perspective. When I read Shankman's definition of PR, my blood ran cold, my stomach turned, and the hairs on the back of my neck stood on end. He writes:

"Quintessentially, good PR is taking some kind of story, either good or bad, putting your specific angle or 'spin' (although I hate that word) on it, and then convincing reporters, editors, producers, and the public, to talk about it."

Needless to say, I think this author grossly missed the mark on the most important thing we do in the PR business - build relationships between our organizations and the publics upon which their success or failure ultimately depends. We do that through a variety of means including community relations, government affairs and business-to-business marketing to name but just a few. Yes, media relations is an important sector of our industry, but sometimes I think it gets too much of the spotlight. Good PR is more than sending out press releases and getting "buzz" in industry publications. The best and brightest PR pros will use media relations as just one tool in their kits.

It all starts with a good product, whether that's a person, a company, or a tangible item for sale. If it doesn't deliver, all the PR in the world isn't going to fix it. However, if you've built solid relationships with your customer base, your employees, your press contacts, and other stakeholders, the times you do have the inevitable slip-ups are probably more easily forgiven. It's the honesty and transparency that will save you almost every time.

The relationships we help build last much longer than today's news. They build brand loyalty and get us through product recalls, the union strikes, and other crises.

So, the next time someone asks you what you do, don't be afraid to politely correct him or her when they call you a "Spin Doctor." You're a relationship-builder. That's something to be proud of.

Nancy C. Syzdek, APR, President  
PRSA-Las Vegas Valley Chapter  
[president@prsalasvegas.com](mailto:president@prsalasvegas.com)