



Vegas PR News

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The President's Report

January 2005

In This Issue...

▣ **The President's Report**

Do you have trouble writing 2005? Maybe it's just me but the years sure seem to whiz by lately. And with the arrival of 2005 I find myself humbly at your service as president of the Las Vegas Valley Chapter of PRSA.

▣ **Member survey yields varied results**

The public relations industry in Las Vegas is certainly interesting and full of unique challenges and opportunities. Working together this year, as in years past, the board plans to serve as a voice for the public relations industry in our community. We hope to help people understand what it is that we do and what motivates us.

▣ **January luncheon -- Lights! Camera! Vegas!**

We also hope to provide even better programming in the form of monthly luncheons and professional development opportunities, the most notable of which is the 2005 Western District Conference to be hosted by our chapter on April 8 at the Stardust. Check out prsalasvegas.com/wdc for the most recent information.

▣ **Western District Conference to help PR Pros Move from Information to Action**

With our chapter membership growing (we have more than 135 members now), the board has also identified newcomers and young practitioners as an area of focus for the upcoming year. Watch for special events and programming for this group.

▣ **Cut Through the Clutter at our next Teleseminar**

Also, we plan to host the first-ever PRSA-LVVC APR luncheon where the chapter will invite all its APRs out to lunch, on us. We're committed to advancing the professional and the profession and there's no better way to do that than through the accreditation process. We're proud of our 25+ members who are APRs and look forward to honoring them this year.

▣ **Welcome New Members**

Of course you can still look forward to the Pinnacle Awards in November and terrific monthly luncheons and professional development opportunities.

▣

A sincere thank you goes out to all the board and committee volunteers. Those of you who haven't yet volunteered to get involved, now's your chance. As we gear up for another fabulous year, we're looking for a few good men and women to help advance PR in Las Vegas.

Happy New Year to all of you! Let's make it a great one.

~Pete Codella

Member survey yields varied results

A desire for more senior-level practitioner programs and an enhanced role for the chapter as a voice of Las Vegas' PR community were some of the recommendations gleaned from the PRSA-Las Vegas Valley chapter's annual survey, conducted in early December.

Thirty-four members – less than a quarter of the chapter's membership – participated in the on-line survey, which the board of directors made available on SurveyMonkey.com.

Asked for recommendations on how to make the chapter better in 2005, one member suggested, "I'd like to see more senior level programs that I can learn from. Luncheons are purely social at this point, I'm not learning anything from your current speakers." Another recommended that the chapter should "be more of a voice for PR. Somehow we need to let the business community see the value of what we do. Even a small effort in this regard would make a big difference."

Another member questioned why the growth of the Las Vegas PR community seemingly is failing to keep pace with the local economic growth, while another suggested that the chapter should have "more community involvement, as well as have a greater presence in the business community."

"PR seems woefully undervalued in Las Vegas," stated another member. "Agency fees and salaries seem highly discounted compared to other parts of the country. Maybe we need a PR for PR's sake campaign."

In other findings, 56.4 percent of members responding to the survey indicated they have been PRSA members for 10 years or less, while 53 percent have lived in Southern Nevada for seven years or less. Also, 58.8 percent of respondents have worked in public relations for 10 years or less.

Grading the local chapter, 71 percent of respondents rated monthly luncheons as either good or excellent, while 77 percent gave those ratings to the chapter's Job Bank, 79 percent for the Pinnacle Awards, 73 percent for professional development seminars, 94 percent for the *Vegas PR News* e-newsletter, and 82 percent for the chapter website, prsalasvegas.com.

Meanwhile, survey respondents cited crisis communications, community relations, issues management, research and evaluation, and writing as topics they would most be interested in learning more about through a monthly luncheon or professional development seminar.

For full survey results, [visit the chapter website](#).

January luncheon: Lights, Camera, Vegas!

Turn on your TV or go to the movies, and odds are good that you'll see Las Vegas in one form or another. From *Casino* to *The Casino* to *American Casino*, from *Ocean's 11* (Frank, Dean and Sammy) to *Ocean's 11* (George, Brad and Julia), to *CSI, Las Vegas* and *dr. vegas*, Southern Nevada has evolved from a novelty setting to an exciting location of choice.

Our Jan. 28 luncheon speaker Jeanne Corcoran, production manager and public relations officer with the Nevada Film Office, will discuss what filmmaking of all kinds means to the press and publicity exposure of Las Vegas in particular, and the State of Nevada in general - and how we as PR practitioners can benefit our clients and ourselves from this exposure.

As always, the luncheon will be held at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. Lunch is \$25 for members before noon on January 25; \$30 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. To register on-line, visit the [PRSA-Las Vegas Valley Chapter website](#).

Western District Conference to help PR Pros Move from Information to Action

With the advent of new communications technology, PR practitioners compete for valuable space in the public's consciousness. We must develop effective messages and methods to reach beyond the psychological and physical barriers between our organizations and our target audiences. However, publicity alone is woefully inadequate. How do we go beyond increasing awareness and drive audiences to action?

Whether we're trying to start, stop, or change a behavior, PR needs to do and be more in order to maintain relevance. Plan to join us at PRSA's Western District Conference on April 8, 2005 at the Stardust Hotel & Casino. We'll feature speakers who'll share their real-life experience from research through evaluation in great presentations, case studies, and panel discussions.

Watch for program and registration information near the end of January.

Cut through the Clutter at the next Teleseminar

One survey of city editors found that 54% thought news releases were written "slovenly." Join us at this great "brown-bag" lunch on Thursday, February 15, and make every piece you write easier to read and understand. Whether you're a beginning writer or a pro, you'll walk away from this session with easy-to-apply tactics for crafting clearer and more concise copy.

At this prerecorded teleseminar, you'll learn:

- How to edit by the numbers: How long should your lead paragraph be? Your sentences? Your words?
- How to avoid an irritating practice that's become the biggest pet peeve of editors, readers and business people.
- A "funnel system" for editing copy that will make the process more efficient and effective.
- How to solve the "visual duration-sensing apparatus" problem.
- Why it's essential to write the way you speak ... and one easy way to make your copy more conversational.

Date: Tuesday, February 15, 2005 (**Please note that the date was changed from Wednesday, February 16 due to schedule conflicts at the location**)

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

Location: Las Vegas Chamber of Commerce, 3720 Howard Hughes Parkway, Las Vegas

Cost: \$25 for PRSA LVVC members before 5 p.m. on February 11; \$30 for nonmembers before the deadline. After the deadline: \$30 for members; \$35 for nonmembers (Note: chapter membership will be verified upon receipt of reservation.)

[Sign up today!](#)

Welcome New Members

The Las Vegas Valley Chapter is pleased to welcome the following new or reinstated members:

Justin Cruz
Annual Giving Coordinator
Opportunity Village

Shari Exber-Scheele
Director, Community Relations
Clark County Public Education Foundation

Molly Sullivan
Account Executive
Ballard Communications

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