



Vegas PR News

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July luncheon seminar School's out for summer. Or is it?

Students may be on summer break, but the public relations staff at the Clark County School District has been hard at work. They're already ramping up for a tough sell – a new school bond. How are they making their case and building support?

Join us at this month's luncheon seminar where we'll hear from Joyce Haldeman, the district's executive director of community and government relations' about her team's challenges and plans.

If you're a PR pro with jaded, skeptical, or just plain difficult target audiences, you won't want to miss out on this intriguing case study.

The luncheon will be held **Friday, July 28** at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. The cost is \$28 for PRSA/PRSSA members before the deadline; \$33 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.

Welcome new members!

The PRSA--Las Vegas Valley Chapter is pleased to welcome these new members who have joined us last month.

Isabelle Beaumont-Frenette
Government Affairs Manager
Greater Las Vegas Association of Realtors

Stephanie Penner
Marketing Specialist
UNLV

Jacqueline Ann Peterson
Senior Corporate Manager, Strategic Communications
Harrah's Entertainment

Grace Russell
Strategic Communications Manager
UNLV

Save the date! August networking event at Le Cordon Bleu

PRSA-Las Vegas Valley Chapter is pleased to be working with the student-run, fine dining restaurant, **Cafe Bleu at Le Cordon Bleu College of Culinary Arts Las Vegas** to host a social networking event Tues., Aug. 29. Watch your in-box for complete details about our fun evening event at this terrific Summerlin venue.

Lead an APR competency workshop

It takes a village to help a fellow member attain his/her APR status. You are part of that village. We have several chapter members who are interested in taking the APR exam. Help your fellow members prepare for the exam.

There are 10 competencies that need to be addressed when studying for the exam and readiness review. These are shown below with percent of questions for that topic on the written exam.

- Researching, Planning, Implementing & Evaluating Programs (30 percent)

- Ethics and Law (15 percent)
- Communication Models and Theories (15 percent)
- Business Literacy (10 percent)
- Management Skills & Issues (10 percent)
- Crisis Communication Management (10 percent)
- Media Relations (5 percent)
- Using Information Technology Efficiently (2 percent)
- History of and Current Issues in Public Relations (2 percent)
- Advanced Communication Skills (1 percent)

If you believe you have a special skill or talent in any of these areas and would be interested in leading a workshop/discussion on the topic, please call Debby Ackerman (229.6581) or Gael Hancock (614.5320), APR co-chairs.

Workshops will be scheduled once a week for 10 weeks. You do not need to be an APR to lead a discussion. Team teaching is encouraged. Chapter members can work together to present one of the topics. For more detail on the competencies visit www.praccreditation.org/become_an_apr/competencies.asp.

Classes will meet at the offices of Craig Ruark, Nevada by Design, 3515 East Harmon Avenue, beginning at 5:30 p.m. Specific days and times will be scheduled around instructor's and candidates' schedules as much as possible.

Once the class schedule is developed, we encourage all members to come to any or all of the study sessions to brush up on a topic, share expertise or learn more about the APR exam process.

This is an excellent opportunity to help fellow chapter members and delve deeper into important areas of our discipline. Please call if you have any questions or just to discuss the possibility of leading one of the planned workshops.

Find your next challenge through the Job Bank

Members and nonmembers alike can find the latest job postings on the PRSA Las Vegas Job Bank. Members access the job bank for free, and nonmembers pay an access fee of \$20 every six months. Check out the [job bank page](#) on our website for all the details.

Chapter Q & A

Is there something you want to know about the chapter or the Vegas PR community? Please send your questions to president@prsalasvegas.com. We'll select a question and provide a response in Vegas PR News to answer some of the common questions asked of Board members. Identities will be kept anonymous unless otherwise requested.

The President's report

During a recent visit to Walt Disney World in Florida, my family and I had our picture taken with Mickey Mouse and Goofy at Epcot. For the silent "cast members" inside the animated characters' costumes, we were just another set of tourists mugging for the camera, while they tried to withstand the stifling summer heat in what undoubtedly are terribly uncomfortable costumes.

Looking now at the picture taken that day, I see Mickey and Goofy smiling right along with us and wonder, what thoughts were running through the minds of the people wearing those costumes? What did Mickey think when I lamely asked how Minnie was doing and equally lamely referred to him as "Mick"? And, how many times had Mickey endured similarly cheesy comments from umpteen other tourists on that sweltering day?

Yet Mickey continued wearing the same smile he has displayed for decades, delighting throngs of visitors and helping them take home lasting memories of their visits. In his own way, this particular Mickey exemplified the dedication to customer service and positive, on-the-ground, front-line public relations that is a Disney hallmark. It also is similar to what we as PR professionals experience almost daily. Certainly, there are times when we're uncomfortable with what we have to do or may not even be in the mood to do it. In fact, depending on what type of PR we practice or if we work in an agency environment, we may not even agree philosophically with assignments given us by employers or clients. Still, the majority of us put on our best outward Mickey and do our jobs to the utmost of our ability, in the name of quality client/customer service.

Some may argue that this is disingenuous, that PR professionals sign a pact with the devil and compromise their principals for the sake of a paycheck. However, any ethical PR professional knows that doing his or her job is not much different than any other person doing their job in most any other profession. Do it forthrightly, honestly, with earnestness and care for accuracy and integrity, and the rewards far outweigh any cynicism the naysayer may have for our craft and us. Even when the heat is on and in the face of what could be considered lame comments from clients and customers.

Just ask Mickey and Goofy, next time you see them. They'll no doubt agree.

~ Tom Bradley Jr.
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