



Vegas PR News

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Accreditation online training helps prepare APR candidates

PRSA national offers an online study course for professionals planning to take the universal accreditation exam. [The 10-module training session](#) costs \$195 and includes self-directed discussion groups and quizzes.

The Las Vegas Valley Chapter will reimburse the first four APR candidates and local chapter members who use the online study course and who take the examination.

If studying online seems too impersonal, the chapter offers a study group session led by accredited professionals. The next session will begin in the fall.

Contact Colleen Curran, APR, at 821-8046 or Lisa Story, APR, at 822-8379 if you are interested in the online study course reimbursement or joining the fall study session.

June 16 Teleseminar Surviving Gotcha Journalism

For PR professionals, 24-hour news cycles and online news outlets challenge traditional media relations practices. Reporters want headlines and controversies that help them rise above the competition. Develop the media and professional prowess you need to survive and thrive in these tension-filled interactions.

In this pre-recorded teleseminar sponsored by the Las Vegas Valley Chapter of PRSA, you'll hear from **Susan Peterson**, former CBS News correspondent and professional media coach. You'll 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.

When: Thursday, June 16, 2005, 11:30 a.m. - 1:30 p.m.

Where: Clark County Government Center, ODC Training Room #3, 500 S. Grand Central Parkway, Las Vegas, NV

Cost: PRSA LVVC members can participate for only \$25 if they register by June 10 at 5 p.m. Non-member registration is \$30 before the deadline. After the deadline, fees are \$30 for members and \$35 for non-members. Please note that chapter membership will be verified upon receipt of reservation.

Note: Bring your own lunch or pick something up at the Government Center cafeteria near the meeting room.

How to sign up: Register online today at www.prsalasvegas.com.

Clark County Recruiting Volunteers for Anti-Bioterrorism Exercise

Clark County is participating in a historic, statewide exercise, Rotunda Thunda 2005 (RT '05), on July 11-14 2005. The exercise will involve a number of disaster scenarios, including the deliberate release of a biological agent and an explosive device detonated at a public venue. The purpose of the exercise is to test our local, state and federal response agencies, including **Clark County, the Clark County Health District, Clark County Fire Department, City of Las Vegas Office of Emergency Management, Las Vegas Metropolitan Police Department, FBI** and others, ability to respond to a community-wide emergency using federal guidelines outlined under the National Response Plan and the **National Incident Management System (NIMS)**.

In order to fully test our county's capabilities, it is recruiting volunteers to play the role of reporters and/or the general public during the exercise. Volunteers will either participate at the Clark County Government Center where key decision makers from state and local agencies will be staffing an Emergency Operations Center (EOC) or at the Las Vegas Convention and Visitors Authority where a mock triage center will be set up and actors will be playing the role of casualties, the worried well etc. In their role as reporters, volunteers will be asked to make phone inquiries and participate in mock news conferences. As members of the public, volunteers will be asked to pose as the "worried well" and place phone calls to rumor control lines.

In order to prepare for the exercise volunteers will be asked to attend an informational meeting for an overview of the exercise and the requirements. The meeting will be scheduled to meet the time constraints of the volunteers. The exercise will involve several 12-hour operational periods and the schedule will be as follows:

| Shifts | Start Time | End Time |
|---------|--------------------------|--------------------------|
| Shift 1 | 6 am, Monday, July 11 | 6 pm, Monday, July 11 |
| Shift 2 | 6 pm, Monday, July 11 | 6 am, Tuesday, July 12 |
| Shift 3 | 6 am, Tuesday, July 12 | 6 pm, Tuesday, July 12 |
| Shift 4 | 6 pm, Tuesday, July 12 | 6 am, Wednesday, July 13 |
| Shift 5 | 6 am, Wednesday, July 13 | 6pm, Wednesday, July 13 |
| Shift 6 | 6 pm, Wednesday, July 13 | 6 am, Thursday, July 14 |

If you are interested in volunteering for this exercise, please contact **Susan Eiselt** of the Clark County Health District at 702-759-1390. If you have any questions regarding the exercise, please contact **Samantha Charles**, Clark County Public Communications Office at 702-455-5534 or **Jennifer Sizemore**, Clark County Health District Public Information Office, at 702-759-1225.

June luncheon seminar: Welcome to the Blogosphere

After decades of dealing with such traditional media as newspapers, TV and radio - and that newfangled invention, the Internet - PR professionals the world over now are encountering a newer, far-ranging communications vehicle: The blog.

But, what exactly is a blog? Who writes them and who reads them? And, what do PR pros need to know to deal with blogs and how they may affect the public's perception of their clients?

Join us at our June luncheon seminar for a discussion on blogs (panelists TBD). The luncheon will be held **Friday, June 24** at **Lawry's The Prime Rib**, 4043 Howard Hughes Pkwy. with check-in beginning at 11:30 a.m. Lunch will be served at noon and our presentation will begin shortly afterward.

For more information, visit prsalasvegas.com, or contact Tom Bradley at 822-8365.

Attention Job Bank Subscribers

Currently, both PRSA members and non-members can subscribe to the PRSA-Las Vegas

Valley Chapter Job Bank as a free service. The Job Bank provides access to current public relations employment opportunities in the Las Vegas market, as well as some out-of-state opportunities.

However, to access the Job Bank as of July 1, 2005, chapter non-members will need to subscribe online and provide a \$20 subscription fee. The non-member subscription rate of \$20 is for a 6 month period, from July to December and January to June. The Job Bank list will be cleared out each January and July to make room for new and renewing subscribers. Non-member access will not be automatically renewed for the following 6 months.

The Job Bank will continue to send employment opportunity announcements to Las Vegas Valley Chapter members as a member benefit. All members will be signed-up automatically and may unsubscribe from the email job bank notification list at any time.

Employers may continue to submit employment opportunities 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 Members

Shannon Blood
PR Coordinator
Las Vegas Chamber of Commerce

Sue Christiansen
Public Information Administrator
Regional Transportation Commission

Joe Cockrell
Assistant Director, Public Affairs
UNLV

Mark Fierro
President
Fierro Communications

Brian Mauldwin
Director, Public Affairs
Circle Four Farms

Beree Grivois

Cara Roberts
PR Director
Las Vegas Chamber of Commerce

The President's Report

There are just a few more weeks remaining this year than have already past. As we look to the second half of our tenure as PRSA-LVVC board members we're pleased to report the chapter is in good financial standing and membership continues to grow.

Soon you will receive a postcard with details for this year's Pinnacle Awards. The save-the-date postcards include information on an August 17 How-To Workshop, the call for entries deadline of September 30 and the awards ceremony date of November 3. Please plan now to participate in the 2005 Tri-State Pinnacle Awards.

This month you'll also receive a phone call or email from one of the board members as we engage in our member outreach 2005. The purpose for the outreach is to solicit member feedback and direction for future chapter programs and procedures. Your

participation will help mold the future of our chapter.

We hope many of you were able to join us at May's mixer and look forward to meeting together at future luncheon seminars, professional development workshops, mixers, and the Pinnacle Awards in November.

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

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

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