



Vegas PR News

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In This Issue...

☐ **June Luncheon and Professional Development combined**

June Luncheon and Professional Development Seminar A special combination on Internet communications

School may be out for the kids, but it's a great time for PR pros to hit the books, or in this case, their computers. Come and fine tune your Internet communications knowledge and skills with us on Friday, June 23 at our half day event full of learning opportunities.

Learn "[The Tools and Tactics of PR Blogging](#)" at our professional development seminar from guest speakers Al Gibes (The RJ's Online Guy) and local blogger Michael Sommermeyer of the Clark County Courts. The seminar will be held from 8 to 11 a.m. in the Tam Alumni Center at the University of Nevada, Las Vegas, 4505 Maryland Pkwy.

☐ **Welcome to new members**

Then, hear national expert Lauren Gelman share her insights about how PR pros can be making the most out of the digital age at the [June luncheon seminar](#). Gelman will also speak about the blurring line between journalists and bloggers and recommend policies for organizations that will foster relationships with bloggers while controlling the onslaught of inquiries. Networking begins at 11:30 a.m. at Lawry's the Prime Rib, 4043 Howard Hughes Pkwy., with lunch served by noon.

☐ **Updated member directory**

Come to the just the seminar or the luncheon. Or make the most of the learning opportunity by coming to both events. Not only will you learn more, you'll save a few bucks, too. Click [here](#) for more information.

☐ **Member networking social in August**

Special thanks to PRSA's Western District for helping us offset the costs for bringing this nationally-known expert to Las Vegas.

☐ **Current membership promotion**

☐ **Pinnacle Awards**

Welcome New Members!

☐ **Job Bank**

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

☐ **Chapter Q&A**

Jena Antonchuk
Communications Consultant

☐ **The President's report**

Melissa Bachorek
Marketing & Public Relations Coordinator
Carter & Burgess/C&B Nevada

Jason Bohne
Communications Manager
Bechtel SAIC Company

Lauren Bower
Corporate Communications Coordinator
Boyd Gaming

Anna Enisa Carpenter
Public Relations Coordinator
Safe Nest

Daniel DuBois
Chief, Media Relations
Nellis Air Force Base

Alberto Lopez
Corporate Director, Strategic Communications
Harrah's Entertainment, Inc.

Bonnie Parrish-Kell
President & Chief Rabbit
Dancing Rabbits Communications

Tina Past
Public Information Officer
Planning & Development Dept., City of Las Vegas

Donald Shook, Jr.
Public Information Officer
Clark County, Nevada

Updated Member Directory Available

Las Vegas Valley Chapter members may download a pdf of the chapter's current members at <http://www.prsalasvegas.com/memberdirectory.php> . The chapter roster is a member benefit and is updated periodically using member contact information from PRSA's national office. To access this local directory, use your e-mail address on file with PRSA National and a password that will be forwarded to members in a separate e-mail, no later than June 7.

Hot Fun in the Summertime

Although there's no luncheon seminar scheduled for August, don't despair! The membership committee is planning a late summer social networking event for members and guests--a great excuse to meet up with your PRSA friends. We're looking for a restaurant or other public venue (preferably centrally located or in the Summerlin area) that can host complimentary appetizers and beverages. If you've got a great place in mind or if you'd just like to help out, please contact Lori Bachand at 895-2840.

Current New Membership Promotion

Still not a member? PRSA's national office will pay for your first-year membership in the Las Vegas Valley Chapter (a \$45 value!) if you join during June at the new full member rate of \$290. This is one of the better membership promotions of the year, so don't wait! Find details and a special application online at http://www.prsa.org/_membership/main/2006SpringAhead.asp.

Don't forget to designate the Las Vegas Valley Chapter on the application so you can receive local chapter discounts on luncheon seminars and professional development programs. Questions? Please e-mail membership@prsalasvegas.com.

Chapter gears up for Pinnacle Awards

Planning is underway for the PRSA-Las Vegas Valley Chapter's 2006 Tri-State Pinnacle Awards. Pinnacle Committee chairwoman Diane Gibes has assembled a committee that has begun meeting to formulate a timeline for a series of tasks leading up to the awards ceremony, slated for Thursday, November 2, at the Golden Nugget in downtown Las Vegas.

The committee's communications effort will move into full swing in June and July. Watch for details coming soon. If you have ideas or suggestions for this year's Pinnacle Awards, feel free to contact any member of the Pinnacle Awards Committee: Mellissa Bachorek, Tom Bradley, Pete Codella, APR, Colleen Curran, APR, Patricia Galas, Diane Gibes, Amanda Meixel, Dawn Merritt, APR, Cheryl Persinger, Craig Ruark, Sonya Ruffin, APR and Shaun Sewell. You can reach them individually (contact information is available in the member directory at prsalasvegas.com) or via at pac@prsalasvegas.com.

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

Who is the Association of Students in Communication?

This month's question: "There are students that help out at each luncheon. I notice they are from the Association of Students in Communication? What is that?"

The Association of Students in Communication (ASC) is the umbrella organization for Integrated Marketing Communication (advertising and public relations), journalism, and broadcast students in the Hank Greenspun College of Journalism and Media Studies at the University of Nevada, Las Vegas.

ASC is supported by local chapters of four professional organizations; Public Relations Society of America (PRSA), Advertising Federation (AdFed), International Association of Business Communicators (IABC), and Women in Communication (WIC). The purpose is to build relationships between students and professionals and to expose students to a variety perspectives from the many-faceted field they are preparing to enter.

The Association of Students in Communication had a very successful and productive 2005-2006 academic school year. ASC board members won a Bronze Quill Award of Excellence for their fall 2005 Integrated Marketing Communication plan, doubled membership numbers, and raised awareness about the organization within the Urban Affairs College and among Las Vegas professionals.

ASC also became an officially recognized organization on campus after successfully meeting qualifications and registering with CSUN, the university's student government. Board members also implemented and maintained a monthly newsletter, Communication Corner and a Web site to encourage interaction among members. ASC will continually strive to connect students and professionals within the communication industry, whether for internships, job opportunities or just a Q & A session.

Is there something you want to know about the chapter or the Vegas PR community? Please send your questions to president@prsalasvegas.com. Each month, we'll select a question and provide a response in new section 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

A Deeper Look at Diversity

Often when I attend a local PRSA event—a monthly luncheon seminar, for example—I'll scan the room to get a feel for who works in our business. Frankly, I come away with the impression that PR is a profession dominated by young white women. That's not necessarily a bad thing, but does it accurately reflect changing trends in a region that is becoming more ethnically and racially diverse? For that matter, why aren't there more men involved? Gaming is our economic lifeblood, but hardly anyone in that industry participates. So is it just us, or would I observe the same thing at other PRSA chapters around the country?

Who are we?

To gauge perceptions of our profession's diversity at the local level, the PRSA-Las Vegas Valley Chapter recently conducted a survey including members' and nonmembers' takes on:

- our racial and ethnic make-up,
- practice types and professional sectors, and
- gender.

The survey responses (available at our Web site, prsalasvegas.com) present interesting points of discussion. For example, while nearly two-thirds of respondents believe the Chapter represents a wide cross-section of professional sectors, many observed that those working in gaming/hospitality/tourism are especially under-represented. Meanwhile, a slightly smaller majority believes the Chapter represents a variety of practice types, while others noted a lack of solo practitioners, corporate communicators and those working for non-profits.

On the subject of the Chapter's racial and ethnic make-up, a surprisingly slim majority believes that our membership includes a variety of ethnic groups. Still, many respondents noted a dearth of African-American, Latino and Asian members.

What do we do about it?

Respondents offered myriad suggestions on how to bridge our Chapter's gender gap—with some noting that this may be symptomatic of the profession across the board and that we should work with PRSA-National on this issue.

Resulting from this survey, several members indicated their willingness to serve on a committee to further explore the Chapter's diversity challenges. This committee will begin meeting within the next couple of months and develop a plan to foster our profession's diversity at the local level—whether it's encouraging greater participation by different racial or ethnic groups, by those working on the Strip or finding ways to get men more involved.

~ Tom Bradley Jr.
PRSA-Las Vegas Valley Chapter President
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