



## Vegas PR News

### *June Luncheon Seminar:*

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TRUTH: An Expert's Guide to Navigating a Media-bias World

Let's face it: As PR professionals, much less average citizens, we are bombarded on a daily basis with information—some useful, some not so much, from a wide range of sources. And for the most part, this information comes packaged in some form of media-generated bias. So how do we as professionals cut through the media's "spin" to get to the heart of the matter—and more importantly, how can we use the media's own bias to better serve our purposes?

### In This Issue...

#### June Luncheon Seminar

To learn how, join us at our luncheon seminar Friday, June 15, when longtime journalist and television personality John Daly will explain his ROIL (Read, Observe, Interview and Learn) system from his book, "Truth: The No-B.S. Guide To Navigating A Media-Bias World." John will explain how you can leverage ROIL to become as informed or even more informed than most journalists, and how it can help you spot and understand media bias—and turn it to your advantage.

For more information or to RSVP, please visit <http://www.prsalasvegas.com/lunchdetail.php?id=84>

Cash, check and credit cards are accepted at the door.

#### Chapter Invests in Contact and Event Management System

### *Chapter Invests in Contact And Event Management System*

By Amy Brooks, VP of Finance

#### Chapter Scholarship Awarded

For a number of years, the Las Vegas Valley Chapter has offered online event registration and payment but the system was built to process one registration at a time and had a number of glitches. This has been source of frustration for attendees as well as the chapter's volunteers.

#### New Members

In pursuit of a long-term, cost-effective solution, the chapter researched many options and selected Cvent, Inc. as our new event registration processor.

#### Presidents Report

### **What is Cvent?**

Established in 1999, Cvent boasts they are the largest online event registration company in the United States. It is used to plan more than 50,000 events each year. The chapter's package includes: user database, email management, event registration, payment gateway, newsletter function, and survey tool. You may have experienced Cvent if you registered for an American Marketing Association – Las Vegas event or visited one of the more than 20 PRSA chapters that use Cvent.

### **Implementation to begin in July**

Starting July 27 professional development seminar and luncheon reservations will be processed using Cvent. Here are some key points to keep in mind when you register for events:

- **User accounts.** Once you've entered your contact information in the system, it should remember you. When responding to an email invitation, the system will ask, "Are you [your name]?" You'll select yes or no and proceed with registration. If you change employers, you can readily update your information such as email address and company name.
- **Online cancellation.** Cancellations can be processed online. Simply log into your account with Cvent and change your registration status. A cancellation fee will apply. For more details on the current cancellation policy go to: <http://www.prsalasvegas.com/luncheons.php>.
- **Smart email reminders.** Here's the super-duper good news: once you register for an event, you will no longer receive additional "did you register?" emails for *that* particular event. The system will know that you're already registered. Also, if you cannot attend an event, be sure to respond to the email invitation with a no.
- **Event survey.** Once you've attended an event, an electronic survey will be sent to you via email. Online surveys will reduce paper costs and data entry time, plus you'll be afforded time for thoughtful contemplation before submitting your feedback.

As we make this transition to Cvent, please advise the chapter if you run into any issues with registration as always by using the

[“contact us”](#) form available on our website.

### ***Chapter Scholarship Awarded***

By Amy Brooks, VP of Finance

We are delighted to announce the recipient of the 2007 chapter scholarship award is **Matthew J. Hiller**.

Hiller is a junior at the University of Nevada, Las Vegas (UNLV) majoring in public relations. He recently transferred to UNLV from the Community College of Southern Nevada with a G.P.A. of 3.71.

Hiller is a returning student after successfully completing a two-year mission in Vietnam for his church and starting his own small business.

As part of the application process, Hiller submitted an outstanding case study on a topic of the scholarship committee's choosing: a national campaign to increase awareness of learning disabilities among school educators. His response included excellent responses in the areas of case research, objectives, programming, and evaluation. The committee was impressed with the strategies Hiller recommended: create and celebrate learning disability month, lobby government for additional funding to support a testing initiative, and fundraising opportunities in the community.

The award amount is \$1,000 for use in the 2007 – 2008 academic year.

As part of the chapter's mission, we support up and coming members of the profession through an annual scholarship award. In years past, the award was for \$500.

### ***New Members***

Welcome to the PRSA - Las Vegas Valley Chapter

(These are the new members who have joined since February 24, 2007.)

Amy E.S. Maier  
Director of Account Services  
Carat Brand Experience

Naomi Shonte Lewis  
PR Coordinator  
Newsome Marketing Enterprises, LLC

M. Kathleen Graziano  
Marketing Communicator  
Cashman Equipment Co.

Michelle Rae Olds  
PR/Marketing Coordinator

Lisa Santwer  
Media Relations Manager  
Purdue Marion & Associates

Jeffery Bray  
SAC Financial Services

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

President's Column

Moving on?

Las Vegas is a notoriously mobile community. People move here, stay for a few years and head on to new horizons. This transience infuses our PR efforts with new ideas and fresh blood. We benefit from the turnover and mourn the loss of our colleagues to other markets.

Our APR chair, Sylke Finnegan, APR, has left the Golden Nugget and is moving on to greener pastures in Portland. In the next few months, Carolyn Boyle, will be taking a well-earned retirement in sunny Florida. Sylke and Carolyn have been consummate professionals in the tourism and government sectors respectively and have been great assets to our chapter. We will feel their absence and wish them well.

At the same time, I am pleased to note the new faces coming to our chapter events this year. We have new professionals and veterans moving here from across the country to fill positions in gaming, with agencies, and at the university. If you're one of those folks, we hope you've felt welcome and have decided to join our merry band.

So whether you're planning to put in a few years or you're here for the long haul, take some time to invest in your profession and

your community. Find a non-profit that needs some help getting a their name in the news, a Web site built or a newsletter out the door. Mentor a college student. Take on an intern this summer. Serve on a PRSA committee. You'd be surprised at the difference a few hours each month can make.

If you do move to another market or just across town, be sure to keep your contact information with PRSA up to date. When you change your data with PRSA national, you'll automatically be updated in our directory.

Nancy C. Syzdek, APR, President  
PRSA-Las Vegas Valley Chapter  
<mailto:president@prsalasvegas.com>

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