



## Vegas PR News

### March Luncheon Seminar - Increasing our reach

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The growth of the Spanish-speaking community in Las Vegas is hard to miss. In the last ten years, the number of Hispanic, Chicano and Latino residents in the Las Vegas Valley has jumped by over 250 percent and they now comprise over 24 percent of our population.

[prsalasvegas.com](http://prsalasvegas.com)

This is an enormous opportunity for local PR professionals to extend their reach and touch a very important and powerful segment of our community. With more than 107,000 Hispanic television households and the expansion of local Spanish-language newscasts, PR pros and advertisers are clamoring to get their messages out.

### In This Issue...

What are the best approaches to crossing through the cultural and language barriers? How can smaller, grassroots operations make the most of their outreach to these audiences? What tactics are most effective? Get answers to these questions and more at the PRSA LVVC March Luncheon Seminar.

Our panelists will include members of the local Spanish-language broadcast community.

#### ☐ March Luncheon

The luncheon will be held Friday, March 24 at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. The cost is \$25 for PRSA/PRSSA members before the deadline; \$30 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](http://www.prsalasvegas.com).

#### ☐ Annual Membership Survey Results

### Annual Membership Survey Results

#### ☐ Chapter Q & A

Despite a low response rate, this year's PRSA-Las Vegas Valley Chapter member survey may nonetheless provide a foundation that the chapter's Board of Directors can use in implementing and improving programs for the remainder of 2006.

#### ☐ Job Bank changes

#### ☐ Pinnacle Awards

#### ☐ The President's report

According to the survey, the chapter's most useful resources are its job bank, monthly luncheons, and professional development events. The Pinnacle Awards also scored high marks. Respondents also indicated they felt the networking and professional development opportunities were the most valuable benefits of their membership.

See the [complete story](#).

### 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](mailto: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.

This month's question is, "At the monthly luncheon seminars, why do we have to submit our questions on index cards to a moderator?"

Nancy Syzdek, APR, the chapter's president-elect provided the following explanation: "Each month, we have about 45 minutes for a presentation and question and answer (Q&A) session. With multiple panelists, this time fills quickly. We request questions in writing so that we can maximize the Q&A time by combining similar questions and keeping the discussion focused on the topic. We also save time by not having to pass the microphone around the room so that everyone can hear what's being asked. While we try to cover as many questions as possible during the allotted time, we acknowledge that attendees may have further questions or want additional details. We encourage attendees to continue the discussion directly with our presenters after we officially adjourn."

### Job Bank improvements

Big improvements are in the works for the way the Chapter manages the PRSA Las Vegas Valley Job Bank. In the coming weeks, watch for announcements on how you can get alerts on PR job postings in Southern Nevada and see the listings online. It's a free benefit for Chapter members, and a \$20 subscription for non-members. Existing Job Bank subscribers will NOT have to resubscribe. As a reminder, make sure your spam filter allows e-mail from

prsalasvegas.com.

## Save the Date -- 2006 PRSA Tri-State Pinnacle Awards

Planning is already underway for the 10th Annual PRSA Pinnacle Awards competition, recognizing outstanding public relations programs and tactics in Southern Nevada, Southern Utah and Northern Arizona. The dinner and awards ceremony will be held Thursday, Nov. 2 at the Golden Nugget with festivities beginning at 6 p.m. The Pinnacle Awards committee is still looking for a few more volunteers. If you are interested in joining this committee and getting involved the chapter's annual awards ceremony, please contact Diane Lancaster Gibes at [dgibes@brown-partners.com](mailto:dgibes@brown-partners.com) or 702.967.2222. More details will follow soon!

## The President's Report

Out of curiosity, I looked up "spin" on Wikipedia the other day, just to see how this sometimes-inaccurate online encyclopedia by and for the people defines what we in public relations do for a living.

Preparing for the worst, I was gratified to find an objective definition: "In public relations, spin is a usually pejorative term signifying a heavily biased portrayal in one's own favor of an event or situation. While traditional public relations may also rely on creative presentation of the facts, 'spin' often, though not always, implies disingenuous, deceptive and/or highly manipulative tactics."

With that definition in mind, I'd like to take a brief look at the results of our annual online member survey—minus the spin.

Out of 150 or so Las Vegas Valley Chapter members, 25 responded to the survey. Some experts would argue that a 17 percent response rate is terrific, and ordinarily I would agree. However, this lack of response is bothersome. Our chapter is one of the most active in the PRSA Western District, and to see so few replies to a survey on how we do what we do was discouraging. Surely, 83 percent of us are not that apathetic—or so busy that we cannot complete an online survey in about five to 10 minutes.

But enough scolding.

Despite the dearth of responses, the survey did glean some valuable information that the board can use to better serve you, our members. While the results are lacking quantitatively, their qualitative nature provides some insight into what is on your minds, which we can use to continue developing new programs and improving those we already offer.

A sure-fire way you can make an active contribution to the chapter is to volunteer to serve on one or more of our committees. These include the Pinnacle Awards (chaired by Diane Lancaster-Gibes, [dgibes@brown-partners.com](mailto:dgibes@brown-partners.com)), Luncheon Seminars (Nancy Syzdek, [nancy.syzdek@unlv.edu](mailto:nancy.syzdek@unlv.edu)), Finance (Shaun Sewell, [shaun.sewell@unlv.edu](mailto:shaun.sewell@unlv.edu)), Professional Development (Regina Vaccari, [regina.bacolas@unlv.edu](mailto:regina.bacolas@unlv.edu)), Membership (Jack Chappell, [Jack@NevadaPublicRadio.org](mailto:Jack@NevadaPublicRadio.org)), and our newest committee, Professional Organizations Liaison (Pete Codella, [pete@codellamarketing.com](mailto:pete@codellamarketing.com)). Complete committee descriptions are available on our Web site, [prsalasvegas.com](http://prsalasvegas.com).

Even if you didn't complete the member survey, there are ample opportunities for you to get involved and play a role in the chapter. We'd love to have you join us—and that is no spin.

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