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Vegas PR News

“May We Keep Your Attention, Please?”

The **Friday, March 23** PRSA—Las Vegas Valley Chapter luncheon seminar features national speakers from the American Red Cross and FEMA. They will focus on sustaining public affairs information to communicate safety issues and essential information to various publics.

While in any natural or terrorist emergency, American citizens are quick to turn to television, radio, print and the Internet for up-to-the-second coverage, national public affairs officials are challenged to keep audiences' attention in “crisis as usual” situations. Public relations practitioners in the Las Vegas Valley face similar challenges as they communicate to their audiences emerging and sustaining crisis situations, such as drought, organizational needs, and public safety.

To reserve your seat, register online at <http://www.prsalasvegas.com/lunchdetail.php>

Chapter Doubles Amount of Scholarship Award

In a move to boost interest in the chapter's annual scholarship award, the board of directors approved doubling the annual scholarship award from \$500 to \$1,000.

This increase acknowledges the rising cost of books, tuition, and other fees, and reaffirms the chapter's commitment to helping the best and brightest excel in their studies.

The application period is open now through April 20, 2007 with the award announcement planned during the May 18 chapter luncheon. The award is open to undergraduate and graduate students. Members of the Association of Students in Communication are especially encouraged to apply.

Download the 2007 Scholarship Application

http://www.prsalasvegas.com/uploads/FORM_Scholarship_Application.pdf

Mediators of Southern Nevada Looking for PR Pro Bono Help

Mediators of Southern Nevada, Inc. needs help with developing a public relations strategy for educating the community about mediation, their Peacemaker of the Year Award and Peacemaker Dinner event.

They are looking for PR counsel in the following areas:

- Maximize the use of their non-profit status in community education efforts
- Using public relations strategies to get the word out about their organization and events
- Basic media relations assistance in broadcast, radio and print

Mediators of Southern Nevada, Inc. (MSN) is a 501(C)3, non-profit composed entirely of volunteers. Incorporated in 1992, the oldest mediator organization in Nevada, their goal is to educate the community about the value of mediation as a form of alternative dispute resolutions (ADR). MSN provides information and referral services, and a free print directory and brochure about mediation, compared to arbitration and litigation. Additionally, MSN offers free speaker bureau services.

Please contact Charlotte Kiffer for more information at (702) 203-4654
or charlottekiffer@msn.com

From the VP of Membership New Members

prsalasvegas.com

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Please help us welcome the following members who joined our chapter in February.

Kristy Alward
Public Relations Manager
Boyd Gaming Corporation

Paige Candee
Media Relations Specialist
Purdue Marion & Associates

Back by Popular Demand: The Power of Two

Save the Date -- The PRSA Las Vegas Professional Development Committee and the American Red Cross are working together again in 2007 to present the POWER OF TWO program on Thurs., April 19. Thanks to Peter Macias, the local Red Cross communications, marketing and government affairs officer, this four-hour media training course will be offered to educate communications professionals how to assist the Red Cross with disaster response. Once members complete the training, they will join a national database of communications professionals ready to serve. Enrollment is limited to 20 attendees. Like last year, it is free of charge and available to PRSA and PRSSA members only. Time and location are being confirmed. More details will be coming soon. In the mean time, if you have any questions, please contact any member of the Professional Development Committee: Diane Lancaster Gibes at djibes@kkbrf.com, Carolyn Boyle at cmb@co.clark.nv.us or Alana Schofield at alana@cayane.com.

Sponsor a PRSA--Las Vegas Valley Chapter Luncheon or Professional Development Seminar

PRSA—LVVC invites sponsorships for monthly luncheon or professional development seminars. Join us and promote your organization's upcoming programs, accomplishments or future. Your sponsorship includes a display table opportunity, two minutes of presentation time at the podium the beginning of the luncheon presentation or professional development seminar to talk about products/services, name recognition in the event promotional materials, and one complimentary seat for an attendee. Sponsorships cost \$150 (PRSA--LVVC member rate) and \$250 (non-member rate); only one sponsor will be permitted at each event. For more information or to reserve your date, please contact Lori Bachand, APR, the chapter's president-elect, at (702)895-2840 or lori.bachand@unlv.edu

Explore PRSA Leadership Opportunities

Are you a former chapter Board member? Are you interested in making a difference in the PR industry at the regional or national level? If so, head to Denver next month for "**Getting Bearings: The Western District Quick Start Leadership Seminar.**" The seminar prepares up-and-coming leaders to take the reigns. The program, scheduled for the day after the Western District Conference, is designed to equip current and aspiring leaders with the key tools they need to effectively lead a chapter (or any other organization).

Topics covered include:

- What Leaders Do: A framework for effective leadership (PRSA chapters or otherwise).
- What has National done for you lately? Getting bearings on National's offerings.
- Conquering Chapter Financials: No, really, you can, too.
- Succession Planning: Securing your legacy by nurturing the next leader generation.
- The Invisible Map: Grasping PRSA's District- and National-level leadership tracks

When: Thursday, April 12. 1-6 p.m.

Where: The Curtis Hotel, 1405 Curtis St., Denver, Colo.

Cost: \$15

Contact: Please contact Casey DeLorme, APR, Western District Chair directly at casey@getspine.com or (520) 406.9334 to reserve your seat (space is limited).

Business Opportunity

Genesis is a business looking for a small agency or independent practitioner to assist them with business-to-business research and development. Respondents should have marketing communications experience and knowledge of the Las Vegas resort market. Please contact Pamela Alexandre for additional information at (310) 720-3141.

The President's Report

The President's Perspective: March 2006

My PRSA Membership – Worth Every Penny

A PR colleague recently contacted me with a question regarding her membership. Could she maintain her local PRSA chapter membership and forego the hefty price tag of national affiliation? Unfortunately not.

Like many of us, she was looking for ways to stretch her dollar for the best value. I don't blame her. The cost of living is going up and few of us have salaries that are keeping pace. Our bosses and clients are demanding a higher return on their investment in us. So, why shouldn't our members want more value from their PRSA membership?

The value of PRSA membership is a large focus of this year's Las Vegas Valley Board of Directors. We're looking comprehensively at all of our programs and services. If we need to raise a rate to cover our costs, we're making sure the impacts of those increases are felt most by nonmembers. It's not that we're out to punish those who can't make the commitment to PRSA – we want to make PRSA membership a clear and obvious investment in a PR professional's career.

Let me show you what I mean. Here's a breakdown of what a local PR professional would spend as a member versus a nonmember over the course of a year. We took into account the average number of events attended, our most popular services used, and the printed publications distributed to all members.

Item/Event	Non-member cost	Member cost	Savings
Luncheons (6/year* with reservations at the early bird rate)	\$198	\$168	\$30
Chapter- sponsored professional development events (2/year)	\$60	\$50	\$10
Professional development event (sponsored by PRSA National)	\$250	\$150	\$100
Pinnacle Award	\$165	\$110	\$55
Pinnacle Award Dinner Ticket	\$85	\$65	\$20
Duplicate Award Obelisk	\$115	\$100	\$15
Job Bank subscription	\$40/year	\$0 (included in chapter membership fee)	\$40
12 Issues of Tactics	\$100	\$0 (included in chapter membership fee)	\$100
4 Issues of Strategist Magazine	\$150	\$0 (included in chapter membership fee)	\$150
Totals:	\$1,163	\$643	\$420

**Event reservations were calculated at the early-bird rate.*

So, does saving \$420 per year make the \$225 investment in national membership and \$45 ticket for chapter membership a little more palatable? We hope so.

We understand that many of our members (including me) are paying for their dues out of their own pockets. Your national dues can be broken out into quarterly installments through PRSA national. That certainly eases the sticker shock. And, remember, in most cases your membership can be deducted as a business expense on your taxes.

We are also working with PRSA on offering group memberships. While national is publicizing rates for groups with 10 professionals or more, they are willing to negotiate deals for smaller shops like we have in our market. Contact our VP Membership Shaun Sewell for more information about membership programs and the latest incentives.

So, thanks to our members for making the investment in our profession and in their career. We hope you're seeing value. Please let me know how we can better serve your needs.

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