



Las Vegas Valley Chapter

Newsletter – March 2010

Business, Legal and PR Issues in the Internet 2.0 Era: How to Keep You, Your Clients and Your Brands Connected AND Compliant

Wednesday, March 24
9:00 a.m. to 11:30 a.m.
Sam Fulton Building at UNLV



The opportunities have never been greater for PR professionals to be trusted counselors as we help our clients navigate social media and the evolving digital landscape.

But, it's also important to understand the legal implications, common pitfalls to avoid and the potential negative and serious consequences of non-compliance in the Internet 2.0 Era. Whether you're a seasoned PR pro, an agency owner or a business looking to create or expand your marketing presence online, this not-to-miss seminar is designed just for you.

Long-time Nevada lawyer, author and UNLV professor **Mark Tratos** and national speaker and Harvard-educated lawyer **Ed Chansky** will provide a professional development seminar that will include a presentation and a question-and-answer session.

They will discuss real-world scenarios:

- The blurring line between rights of publicity and privacy;
- Best practices and legal considerations for program that involve mobile marketing, internet, user-generated content and social media;
- How to manage trademark portfolios in the Web 2.0 world.
- And much more.

The Sam Fulton Building is at Flamingo Road and Swenson Street (take the 2nd right after crossing Swenson on Flamingo going east; first right where you will pass the UNLV campus recycling center; the Stan Fulton Building will be on your right and parking passes will be handed out upon arrival)

Cost:
PRSA Members \$50 / Non-Members \$65
Fee includes parking and break refreshments

RSVP:
Online registration for this event at www.prsalasvegas.com

APR Accreditation Maintenance Credits Approved: 1.0

For more information, contact Gael Hancock, 702-895-5430, gael.hancock@unlv.edu.

PRSA Western District Conference – Early Registration Extended to March 18

"An Oasis of Opportunities" awaits you at the [2010 PRSA Western District Conference](#)

Keynote speaker [Mark Weiner](#), CEO of [PRIME Research](#) and author of "Unleashing the Power of PR" is sure to provide valuable insights to help you navigate your organization through today's real-time media landscape.

In addition, a full-line up of speakers and terrific workshops is being finalized in the coming weeks. You won't want to miss the opportunity to meet West Coast media contacts from major networks, magazines and blogs – as well as network with industry professionals from throughout a five-state region. The conference will be held at the [Riviera Resort and Spa](#) April 28-30. A special hotel rate of \$169 per night is available through March 28 (Promo Code: Public Relations Society of America)

Early-bird conference registration is extended to March 18 – Register online at www.prsawdc.org

- \$185.00 Member Conference Admission - early
- \$225.00 Non-Member Conference Admission - early
- \$255.00 Non-Member Conference Admission - after March 18
- \$225.00 Member Conference Admission - after March 18

This year's conference is sponsored by the California Inland Empire Chapter, one of the ten [Western District](#) Chapters. The presenting sponsor is

Free Webinar: The Rules of Engagement – Increase Visibility & Searchability to Strengthen Your Brand

Tuesday, March 30

12 p.m. to 1 p.m.

Register online at www.prsalasvegas.com

Achieving high visibility in search engines and within social media channels provides the foundation for interaction with your key audiences. How can you bolster your online presence to increase the power of your brand? Sharing valuable, relevant content on a regular basis and using the proper mediums for communication are highly-effective ways to incite engagement.

You will learn:

- Tips to better optimize your releases in search engines;
- An understanding of trends in creating social-media-friendly content, from news releases to media rooms;
- Successful tactics and strategies employed by both B2C and B2B companies.

INSTRUCTORS:

Michael Prankoff, director, Emerging Media, PR Newswire, is responsible for educating PR Newswire staff and customers about the role emerging media, such as RSS, blogs, social networks, search engines and other emerging technologies, play in public relations. Michael joined PR Newswire in 1998. He immersed himself in the technology industry in and around the Washington, D.C., area, working with clients such as XM Satellite Radio, AOL and the Consumer Electronics Association.

Michael Dumlao is a senior consultant at Booz Allen Hamilton, specializing in creative multimedia design and social media strategy with a focus on participatory risk and crisis communications. He has developed integrated brand strategies for the Federal Bureau of Investigation, the Federal Emergency Management Agency, the National Protection and Programs Directorate, the U.S. Immigration and Customs Enforcement Agency, the U.S. Navy, and other entities in the defense, homeland security and civil sectors.

This program is sponsored by PR Newswire and Thomson Reuters.

APR Accreditation Maintenance Credits Approved: 1.0

Annual "Meet the Media – Make Your Pitch" Luncheon Set for April 23

Mark your calendar now and plan to attend one of the chapter's most popular events of the year. At PRSA's annual speed-pitching event, you'll have the opportunity to personally pitch your best story ideas to the city's top print, television and radio news managers. Bring your best pitching techniques and your interesting story ideas for one-on-one "pitch sessions" with our distinguished panel of media representatives. Mid-way through the event, participants will rotate to a second panelist's table for another chance to pitch.

The event is set for 11:30 a.m. to 1 p.m., Friday, April 23, at Cili at Bali Hai Golf Club, 5160 Las Vegas Blvd. South.

There are more details about the event, including the media panelists, at www.prsalasvegas.com.

Spring Membership Promotion

Become a member of PRSA today and get the best of both for one price. New members can receive a free one-year PRSA-LVVC membership when they join PRSA National in March and April. That's a \$45 savings. Join online at www.prsa.org with promotion code **SPRING2010**. This offer can not be combined with other offers. Associate members can not apply. Contact Jennifer Schuricht, vice president of membership at jenrossler@yahoo.com for more information.

PRSA-LVVC Offers Stipend to New APRs

Now there's another reason to earn your Accreditation in Public Relations (APR). Not only is it a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, new candidates who earn their APR will receive a \$100 stipend from the PRSA-LVVC. The stipend will be awarded to this year's APR recipients at the 2010 Pinnacle Awards Ceremony in November. For more information about becoming an APR, contact Cheryl Persinger, APR co-chair at cpersinger@bpadlv.com.

Calendar of PRSA Las Vegas Valley Chapter Events for 2010

Date	Event	Location
Wed., Mar. 24 9-11:30 a.m.	Professional Development Seminar: Business, Legal and P.R. Issues in the Internet 2.0 Era: How to Keep You, Your Clients and Your Brands Connected AND Compliant	UNLV Stan Fulton Building
Tue., Mar. 30 12-1 p.m.	FREE WEBINAR: The Rules of Engagement – Increase Visibility & Searchability to Strengthen Your Brand	Webinar
Fri., Apr. 23 11:30 a.m.-1 p.m.	Luncheon Seminar: Annual “Meet the Media” Experience: Make Your Opening Pitch County	Cili at Bali Hai
Wed., Apr. 28-Fri., Apr. 30 May TBD	Annual Western District Conference hosted by the California Inland Empire Chapter Membership Mixer	Rivera Resort & Spa in Palm Springs, Calif.
Fri., Jun. 25 11:30 a.m.-1 p.m.	Luncheon Seminar: Communication to Media & The Public When You Are One of the Most Heated Entities in Nevada with Allen Benson, Department of Energy	Cili at Bali Hai
Jul. TBD	Professional Development Seminar: Topic TBD	
Jul. TBD	Membership Mixer	
Fri., Aug. 27 11:30 a.m.-1 p.m.	Luncheon Seminar: Topic TBD	Cili at Bali Hai
Sept. TBD	Professional Development Seminar: Ethics topic	
Oct. 16-19	PRSA International Conference	Washington, DC
Fri., Oct. 22 11:30 a.m.-1 p.m.	Luncheon Seminar and Annual Membership Meeting: Topic TBD	Cili at Bali Hai
Thur., Nov. 18 6-9 p.m.	Annual Pinnacle Awards hosted by PRSA Las Vegas Valley	<i>Date may change depending on venue availability</i>
Fri., Dec. 3 11:30 a.m.-1 p.m.	Holiday Luncheon Seminar: Topic TBD	Cili at Bali Hai

PRSA Events Effective Marketing Opportunity for Sponsors

PRSA Las Vegas Valley Chapter offers excellent sponsorship opportunities for the 2010 season. For only \$150, you can sponsor one of the chapter’s popular luncheon seminars, which provide a forum to discuss public relations strategies, tactics and current issues. T also offer tremendous networking opportunities with your peers, and help you meet new people with common interests. Attendance at these meetings aids you in expanding your circle of colleagues and professional contacts.

Sponsorships include the following: Logo and recognition at the event, one seat at the event with two-minute presentation time at podium, six-foot table to display materials, and placement of company materials on attendees’ seats. This opportunity won’t last long, so please contact Sponsorship Chairperson Lauren Henss at lhenss@curran-connors.com or 949-622-5460. Please see upcoming luncheons below:

DATE	EVENT
8/27/10	Luncheon Seminar
10/22/10	Luncheon Seminar
12/3/10	Luncheon Seminar