



Vegas PR News

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In This Issue...

☐ September luncheon

September luncheon seminar Ballet Box Bingo

It's our annual election prognostication, so polish off your crystal ball and join Erin Neff of KNPR and the *Las Vegas Review-Journal* and the notorious Las Vegas Gleaner, Hugh Jackson. Our panelists will examine this year's big races, including the campaigns for governor and Congress along with interesting trends affecting the PR community.

The luncheon will be held **Friday, Sept. 22** at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. The cost is \$28 for PRSA/PRSSA members before the deadline; \$33 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register online at prsalasvegas.com. This is one of the largest luncheons of the year, so don't miss it.

☐ APR podcast

PRSA Accreditation marketing committee launches podcast series on value of APR credential

☐ Red Cross "Power of Two" program

The Accreditation Marketing Committee of the Public Relations Society of America (PRSA) is offering a series of [podcast](#) programs for PR professionals about the value of earning the "Accredited in Public Relations" or APR credential. The APR is earned by taking the rigorous examination offered by PRSA and eight other partner organizations that comprise the Universal Accreditation Board (UAB).

☐ New member promotion

The first podcast features an interview with Edward M. Bury, APR, director of public relations at the CCIM Institute. In the podcast, Bury describes how he decided to become Accredited and the value of the APR to his professional career. Future podcasts will feature conversations with other Accredited PR professionals about different aspects of preparation for the APR examination, the exam readiness review process and other topics related to the Accreditation credential.

☐ Pinnacle Awards Call for Entries

☐ Job Bank

☐ Chapter Q&A

☐ The President's report

On a local level, a multi-week APR study session is in the planning stages. If you are interested in pursuing your accreditation, please contact our APR chairs, Debby Ackerman or Gael Hancock at 702.614.5320.

Put your skills to use for the American Red Cross

During last year's hurricane season, more than a dozen local public relations professionals contacted the American Red Cross with offers of assistance, both locally and on-site. Had these professionals received advance training, they could have been flown in to help with media response, donor relations, writing projects, Web site updates and other communications tasks.

That's why during this year's hurricane season, PRSA Las Vegas Valley Chapter is partnering with the local Red Cross chapter to host "The Power of Two," a joint effort by our national organization and the American Red Cross to train communications professionals to assist the Red Cross with disaster responses. The training will be held on **Wednesday, Oct. 13** from **8 a.m. to noon** at Big Brothers Big Sisters, 4045 S. Spencer, Suite A-57.

Once our members complete the training, they will join a national database of communications professionals ready to serve. PRSA members can translate their compassion and skills into immediate action for the American Red Cross disaster relief efforts. In the meantime, the training provides attendees with on-the-job crisis communications training and experience.

Event speakers include Peter Macias, the local Red Cross communications, marketing, and government affairs officer, and former CNN reporter Jonathan Aiken. Macias will train PRSA members the basics of Red Cross crisis communications and Aiken will provide media training and mock interviews.

This free professional development event is being offered to PRSA members only. **Registration is limited** to 20 attendees. [Sign-up today!](#) Not a member yet? Click [here](#) to learn more about becoming a member.

Go back to school with PRSA

Join PRSA as a new member in September or October and receive a voucher good for \$60 off the cost of one of the teleseminars or on-site seminars offered by PRSA National.

Choose from more than 100 professional development programs with an array of topics including technology and emerging trends; relationship and reputation; media relations; techniques and tactics; communications planning and evaluation; and management and leadership.

Don't forget to designate the Las Vegas Valley Chapter when you join! For more information, visit prsa.org or contact Lori Bachand at lori.bachand@unlv.edu.

10th Annual PRSA Pinnacle Awards Call for Entries -- Sept. 1 to 15

It's your best work, so gather it, prepare it and submit it for the 10th Annual PRSA-Las Vegas Valley Chapter Pinnacle Awards. The deadline for submissions is no later than Friday, Sept. 15, at 5 p.m. Please note, there will be **no extensions** of this deadline.

Submit your entries by mail or take them to one of the drop off locations listed on the Pinnacle Awards Web site, PRSAPinnacleAwards.com. Entry forms and instructions for paying by credit card are also online. You can mail submissions to Brown & Partners, 7900 W. Sahara Ave., Suite 100, Las Vegas, NV 89117, Attn: Diane Gibes.

The Pinnacle Awards Committee is pleased to offer another new online feature this year: an RSS feed so you can receive the latest news and announcements. Details on the RSS feed, how to sign up to be on the mailing list and all things Pinnacle are available at the [Web site](#). Online payment is also offered this year for entries and the awards dinner.

Meanwhile, there's still time to sign up to be a sponsor or a silent auction donor. If you are interested or know someone who is, please contact committee members Patricia Galas or Cheryl Persinger via the Web site's contact section.

Let your hard work pay off -- don't delay in preparing your winning entry. Get the recognition you deserve.

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 Web site for all the details.

Chapter Q & A

I heard PRSA is having its International Conference in Salt Lake this fall? Is it worth the trip?

You are correct. The International Conference will be Nov. 11-14, 2006 in beautiful Salt Lake City. This is a great opportunity for Southern Nevada's PR Professionals to build their skills while networking with leaders of two of the country's leading agencies —Harold Burson, APR, Fellow PRSA, founder and chairman of Burson-Marsteller and Richard Edelman, president and CEO of Edelman. Session topics include:

- Media Relations
- Writing
- Research and measurement
- Leadership, management and advocacy
- Agency/Client relationships
- Travel, tourism and entertainment
- Branding and reputation management
- New technology
- Marketing communications

Other special guests will include Tavis Smiley, host of Tavis Smiley on PBS and the Tavis Smiley Show on PRI; Jon Meacham, managing editor of Newsweek; and Andrew Heyward, former president of CBS News.

Members can register by Sept. 29 to save \$100 from their registration fee. Check out the full [conference schedule](#).

The conference rotates locations around the country and having access to these kinds of resources so close to home is pretty special. If you can make it, don't miss it.

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

Full disclosure: I do not subscribe to the *Las Vegas Review-Journal* or, by extension, the *Las Vegas Sun*. Instead, I prefer to read both newspapers on-line. I do, however, purchase the Sunday editions from my local supermarket. (Full disclosure: primarily for the Target ad and the color comics.) So it is with a paradoxical mix of amusement and repulsion (again, full disclosure) that I and thousands of other readers are witnessing yet another fusillade of conflict-of-interest and failure-to-disclose accusations between the top brass of both papers.

The long-standing and heated rivalry between *Sun* editor Brian Greenspun and *R-J* publisher Sherman Frederick jumped yet another shark in recent weeks. Frederick fired the first salvo in his Aug. 25 column, lambasting Greenspun for failing to disclose that the Greenspun family donated \$100,000 to defeat the Tax and Spending Control initiative on the upcoming November general election ballot. The Greenspuns did this without the apparent knowledge of *Sun* reporters and editors, even as the family-owned paper published editorials critical of the measure and articles about its possible effects on state coffers. Greenspun retaliated two days later, berating Frederick for failing to reveal that the Arkansas-based Stephens family, owners of the *R-J*, is the largest contributor to a conservative political action committee called the Club for Growth. This group backed the failed candidacy of Sharron Angle in the recent Republican primary election for the seat in Nevada's 2nd Congressional District. (It also has been revealed through other sources that the Stephens family has actively lobbied Capitol Hill against the federal estate tax, a fact the *R-J* heretofore has not disclosed even as it publishes editorials opposing what it calls the "death tax.")

Each of us can respond to these revelations in any number of ways – with ennui, righteous indignation, or the rolling of eyes. Still, there are lessons for public relations professionals to be learned here, well beyond the mere airing of dirty laundry in public forums – and just in time for September, which PRSA marks as Ethics Month.

PRSA's [Code of Ethics](#) includes a Disclosure of Information provision. Within this provision is the expectation that PR professionals "be honest and accurate in all communications," "act promptly to correct erroneous communications....," "investigate the truthfulness and accuracy of information released on behalf of those represented," "reveal the sponsors for causes and interests represented," and "disclose financial interest...in a client's organization." Above all, it beseeches PR professionals to "avoid deceptive practices." (You can download the entire Code of Ethics in PDF format by visiting PRSA.org.)

These are all excellent points to keep in mind when confronted with a potential ethical dilemma. So is trusting your gut. That is, if somebody—a boss, a client—is asking you to do something that you think is wrong, then it probably is. If a problem arises, discuss it with a supervisor; you also can turn to Member Services at PRSA in New York. Closer to home, you can contact Catherine Levy, the Las Vegas Valley Chapter's Director-at-Large for Ethics, for counseling and advice.

PR in general has taken some severe ethical hits in the last year or so, even as the vast majority of professionals handle their business above-board and responsibly. Still, the ongoing slugfest between our local print poobahs should remind us that, in the words of PRSA, "Each of us sets an example for each other—as well as other professionals—by our pursuit of excellence with powerful standards of performance, professionalism, and ethical conduct."

~ Tom Bradley Jr.
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