



Public Relations Society of America

UPDATE

Greater Spokane Chapter

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Michelle Hege, APR
DesautelHege Communications
Phone: 444-2350
michelleh@desautelhege.com

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Rockwood Clinic
ceriksen@spokane.net

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Getronics
leni.selvaggio@getronics.com

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Avista Corporation
jwurst@avistacorp.com

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susan@strategicniche.com
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Inland Northwest Health Services
hutsonc@inhs.org

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rappe@spokane.coffman.com

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Holy Family Hospital
mckeona@holy-family.org

Professional Development

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The Heart Institute
jheyamot@this.org

Special Events

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Spokane Teachers Credit Union
susanj@stcu.org
Marti Kransberger
Children's Miracle Network
kransbm@inhs.org

Member at Large

David Gunter
Coldwater Creek
dgunter@thecreek.com

MARK THESE DATES

Here's some coming attractions and dates you need to know:

Sept. - Monthly program meetings resume.

September 14 - The "Summer Social" special event will be held 4:30 - 7:30 p.m., Thursday, Sept. 14 on the roof of Rick Singer Photo Study. This is a great way to meet your fellow PRSA members in a relaxed, festive atmosphere. So mark your calendar today!

October 19 - PRSA Professional Development Seminar, 7:30 to 12:30

Public Relations Society of America & International Public Relations Association

October 22-24, 2000 -- Chicago, Illinois USA

"Building Our Talent in a World of Tough Issues"

With exploding worldwide demand for public relations, are we ready – as individuals and institutions – to provide leadership and the level of professional skills and judgment now required to solve tough issues? Jump ahead on the learning curve and build your career prospects by attending this extraordinary Public Relations World Congress filled with the issues we care about, leaders we admire and opportunities to hone professional skills.

General Sessions

Highly focused presentations deal with "big picture" issues that provide both challenges and opportunities for practitioners. These general sessions feature globally recognized speakers who frame the issues in terms of our profession. World Congress 2000 will focus on the powerful role public relations practitioners must play in resolving major issues facing our global community in the new century. The goal will be not only to identify issues but also to provide practitioners with tools they can use to resolve those issues in their own communities and countries.

****SEE CONFERENCE BROCHURE ON LINE AT www.prsa.org**

MEMBER NEWS

Robin Valaitis Heflin, author of the *The Messenger*, won an "honorable mention" in the fiction category in the 1999 Writer's Digest Self-Publishing Awards Contest. Heflin is listed in the August 2000 issue of the magazine.

What I did on my Summer Vacation...

"I was part of a team filming a documentary on prisons in Venezuela as well as doing my own research project on crosscultural teamwork and relationship development. I was in Merida, VZ for three weeks, filming the Merida prison and working with folks from the Universidad de Los Andes. We had a press conference about our project and I was part of a grant for this project from Radford University in Radford, VA.

My colleagues included Dr. Joe Flickinger and Phil Lewis from Radford University and Reynaldo Hildago from ULA in VZ.

Susan Cook, PhD, Gonzaga University

New/Reinstated PRSA

Member

Patricia Chantrill, Asst. Professor
Eastern Washington University
526 5th Street, M/108
Cheney, WA 99004-2431
(509) 359-4236
Fax: (509) 359-2496
pchantrill@mail.ewu.edu

Correction:

Barb Chamberlain is Communications Manager, WSU at Spokane.

PRSA Board positions open

The Greater Spokane Chapter of PRSA has a couple of Board vacancies. If you'd like to support a great organization, contact Michelle Hege, michelle@desautelhege.com, (509) 444-2350.

MARK THE DATE FOR PROFESSIONAL DEVELOPMENT

Professional Development offers you the opportunity to attend skill-building workshops and network with other public relations colleagues.

..... Date: Thursday, October 19, 2000

..... Place: Avista Corporation

..... Time: 7:30 am - 12:30 pm

..... Topic: **Public Relations On-line**

How to use it, maximize it, benefit from it, and evaluate it.

Speakers, workshops and exhibits by local and regional experts.

..... Cost: To be announced

..... Watch for a brochure coming to you soon.

CORPORATE SPONSORS ARE NEEDED - IF YOUR BUSINESS WOULD LIKE TO HELP, CONTACT JERRIE HEYAMOTO AT 625-3006.

PR JOBS INCREASE

Advertising, marketing and public relations manager job are expected to increase faster than the average for all occupations through 2008, according to the Bureau of Labor Statistics, an agency within the U.S. Department of Labor.

"Faster than average" means anywhere from 21 percent to 35 percent; average growth is between 10 and 20 percent.

"College graduates with extensive experience, a high level of creativity, and strong communication skills should have the best job opportunities. Those who have new media and interactive marketing skills will be particularly sought after," the report says.

Though employment is expected to increase rapidly, competition for jobs is expected to be intense, the report says. Employment of advertising, marketing and public relations managers is expected to grow by more than 36 percent in most business service industries, such as computer and data processing and in management and public relations firms. Advertising managers make on average \$54,300 and public relations managers \$51,100.

According to the National Association of Colleges and Employers survey in 1999, starting salaries for marketing majors averages about \$31,900 and for advertising majors, about \$26,600. Almost 40 percent of advertising, marketing and public relations managers worked 50 hours or more per week, compared to 15 percent for all occupations. Long hours, including evenings and weekends are common.

--*Puget Sound Business Journal, July 21-27, 2000*

THE WEB REPORT
