



Public Relations Society of America

# UPDATE

Greater Spokane Chapter

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## BOARD MEMBERS 2000

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### Special Events

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### Member at Large

David Gunter  
*Coldwater Creek*  
[dgunter@thecreek.com](mailto:dgunter@thecreek.com)

## SEPTEMBER PROGRAM

**Friday, September 8, 2000**

**7:30 a.m.**

**WestCoast River Inn**

### **Make a statement without saying a word.**

According to David Givens, each of us do this on a daily basis whether we know it or not. Our facial expressions, body movements – even our hair – speak volumes about who we are and what we're thinking.

Givens, a local expert on non-verbal communication, will kick off our 2000-2001 program season on Friday, September 8.

Come and learn how you can use nonverbal communication skills to your advantage in developing an unspoken rapport with the person or audience you are trying to reach. Anyone who leads meetings, gives presentations, or deals with the media, clients, employees and the public in general won't want to miss this program. David will also share his insight on how non-verbal cues have been used in the marketing of consumer goods.

David Givens heads a research and consulting organization called the Center for Nonverbal Studies (CNS). He studied "body language" for his Ph.D. in anthropology at the University of Washington. David's book, *Love Signals*, is a popular, often-cited study of courtship ritual and nonverbal rapport. He is presently writing *The Nonverbal Dictionary of Gestures, Signs, and Body Language Cues*.

David gives presentations for a wide range of audiences; couples, doctors, nurses, lawyers, judges, bureaucrats, students and international marketers have all benefitted from his insight.

His ideas on nonverbal communication have been cited in magazines such as *Omni*, *Harpers*, the *New Yorker* and *U.S. News & World Report*, and in newspapers such as the *New York Times*, *Washington Post* and *Los Angeles Times*.

## COMING ATTRACTIONS

October 6: Stewart Evey — Director of Strategic Planning for Cyan, Inc., developers of "Myst" and "Riven" computer games. A former Getty Oil Executive and founder of ESPN, Stewart will speak on how establishing relationships and maintaining a personal network can contribute to success in a variety of professional endeavors.

## MEMBER NEWS

**Macy Guppy**, Whitworth College, has moved to Oregon where she is teaching public relations at Linfield College.

**Maggie Crabtree** writes, "A note of passing honoring Pete Thomas, one of the founding members of our local group, Spokane PR Council. I know he is not a PRSA member, but many knew him and worked with him over the years."

"I was the victim of a random drive by editorial board when Time Magazine quoted me in the August 21st edition on page 13 under "Verbatim" saying "We're like alcoholics: we keep taking a drink, thinking we're going to get a different outcome." on the need for new tactics after this year's record wildfires. The quote was taken from an article in USA Today the previous week. Also quoted were Joe Dimaggio and Fidel Castro." --**Frank Carroll**, *APR, Potlatch Corporation*

### New & Reinstated Members

#### **Mary Joan Hahn**

Senior Account Executive  
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#### **New! Ann Marie Nolan**

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## AROUND THE REGION - PR NEWS

### **EWU PRSSA Chapter Chartered**

Patty Chantrill, EWU, is happy to share the news that PRSA has granted a chapter for a PRSSA Chapter, effective July 31, 2000. Congratulations, and we look forward to working together. Welcome EWU public relations students!!

### **DesautelHegeCommunications Names New Associate**

Dave Sonntag has joined Desautel Hege Communications as an Account Executive. Sonntag spent the previous four years with Gross-Hatch Advertising of Spokane after graduating from Gonzaga University with Bachelor of Arts degrees in Public Relations and Journalism.

Sonntag adds strength in planning and executing public relations and marketing activities for multi-unit organizations and associations in the educational, medical, real estate and retail arenas. He will also bring his relationships with the Washington Association of Optometric Physicians and Pacific Cataract and Laser Institute to DHC.

Finally, Sonntag's advertising experience as well as research, consulting and media relations skills will benefit the communications needs of current and future DHC clientele.

### **President Authors Second Book**

Gonzaga University President Robert J. Spitzer, S.J., Ph.D. now has a second book out, entitled *Healing the Culture*. This book follows closely on the heels of *The Spirit of Leadership*, a business-oriented book about which he spoke to our local PRSA chapter last year. *Healing the Culture* is a complementary text to a video course entitled *The Life Principles*, and gives an enlightened new view on beginning and end of life issues. As with *The Spirit of Leadership*, these new materials are being promoted regionally and nationally in all phases of the media by Robideaux! Advertising and Public Relations. The work we have done has now developed into new business with Father Spitzer and Human Life of Washington Education Foundation.

## 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: **E Communications...**

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

Speakers, workshops and exhibits by local and regional experts.

Cost: A bargain at any price!! Watch for a brochure coming to you soon.

CORPORATE SPONSORS ARE NEEDED - CONTACT JERRIE AT 625-3006.

## PR JOBLINE

### Intern Wanted

Robideaux! Advertising and Public Relations has an internship opening for fall and spring quarters/semesters. Prospective interns should be competent in MAC platform programs and interface well with the public in person as well as on the phone. Applicants should send a resume' via email to [john@robideaux.com](mailto:john@robideaux.com).

### Program Assistant III in Public Relations.

Provides administrative and clerical support to small PR office. Office manager, receptionist, project coordinator, filing, logging, newspaper clipping, bookkeeping, mailings. Writes campus news bulletin, alumni feedback for university tabloid. Previous experience serving public is a plus. Must possess proficient writing and excellent oral communication skills. Must have solid computer skills in word processing, spreadsheet and data base management. Must be intuitive, self-confident, self-starter, team player, possess good sense of humor, excellent people skills, a friend raiser, excellent organizer. Comfortable with multiple tasks going simultaneously, flexible. Reports to PR Director. Solid medical/dental/life insurance. Annual starting salary \$23,400. Questions? Call Dale Goodwin, 323-6133.

### Job Wanted

#### Enthusiasm meets experience in public relations wiz Staci Burch Buchanan

Dedicated deadline beater who produces fresh, engaging writing and creates synergistic, strategic solutions ready to contract with or become part of your brilliant,

## BE A SURVIVOR

### SNAKES EAT RATS S AND OTHER LESSONS

#### WE CAN LEARN FROM “SURVIVOR” by Ann Wylie, “Revving up Readership” news

OK, I admit it. After weeks of not knowing ukulele-playing Sonja from truck-driving Sue, I finally succumbed to the guilty Wednesday-night pleasure that was “Survivor.”

Halfway through week 6 — when Gervase compares women to cows and the Pagong women instead boot Joel for liking the joke too much — I was hooked.

Perhaps in an attempt to justify the hours I spent rooting for Rudy, I’ve come up with a short list of lessons communicators can take away from “Survivor.”

#### 1. PEOPLE LIKE PEOPLE.

Human interest always works, whether you’re trying to communicate your corporation’s mission statement or explain to dairy farmers how genetic mapping really works.

That’s why 20 million people sat with their jaws on their laps every Wednesday night, trying to figure out whether Colleen and Greg were really having wild island sex and listening as Susan told Kelly that Kelly could be lying on the ground with her entrails spilled over the sidewalk, Sue wouldn’t stop to help her.

How are you using people — human interest — to rivet your audience’s attention to your information?

#### 2. PEOPLE LIKE STORIES.

The immunity challenges, the voting off the island, the symbolic extinguishing of the torch S “Survivor” episodes used a carefully crafted narrative line not unlike a novel’s.

And storytelling, according to the people who study these things, is the most powerful form of human communication.

You can use storytelling in your work, too, with anecdotal leads and examples. Occasionally, you might even make your entire piece an extended narrative.

#### 3. PEOPLE LIKE SUSPENSE.

Suspense is the best way to pull people through your message, to keep them reading — or, in the case of “Survivor,” watching.

Who’s going to be voted off the island tonight? Who’s going to be the sole survivor? Folks were willing to invest 15 hours to find out.

hard working public relations team.

Bachelor's in Journalism/PR; clips from stint at The Associated Press; portfolio stuffed with integrated marketing communications, design, PR work, awards.

Successful public speaker-you bet. Spunky, gracious relationship builder-that's me.

If you need:

- . a self-starting employee that won't take up much office space (I'm interested in telecommuting from my outstanding Mac, Internet, FAX, phone, printer-ready office in southeastern Washington)
- . who uses Quark, Photoshop, Word, Excel and others
- . who can direct multiple projects from inception to successful completion...

Peruse my electronic résumé (available in Quark and Word formats) by emailing me, or call for a chat on how my energy, expertise and experience can help your company and clients make memorable dent after dent in this message/vehicle-crowded media fast lane we travel!

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Of course, you don't get suspense with the inverted pyramid, where you give away all the goods at the top of your piece.

So how can you incorporate suspense in your own pieces to keep people sitting on the edge of their seats to the very end?

### **STEAL THESE 'SURVIVOR' SKILLS**

The final Survivor show's ratings were second only to the Super Bowl. 51 million people tuned in to watch the fat naked gay guy, Rich get ,well, rich.

*"Revving Up Readership" is a whenever-Ann-sends-it newsletter for clients, colleagues and other friends who want to reach more readers or produce better publications. To get on or off the subscription list, to change your address or to add your pals, e-mail me at [awylie@wyliecomm.com](mailto:awylie@wyliecomm.com).*

## **BOOKMARK IT**

### **Everything You Need to be a Better Communicator**

Poynter.org bills itself as "everything you need to be a better journalist."

That's selling the site short.

Whether you're a magazine editor, a P.R. professional, a business communicator or an online content provider, you'll find studies, links, columns, tips, opinions and other information you can use to polish your skills.

The Poynter Institute, <http://poynter.org/>

#### **PRSA/GREATER SPOKANE CHAPTER**

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