



Public Relations Society of America

UPDATE

Greater Spokane Chapter

Volume 5 Issue 3 ■ October 2000

BOARD MEMBERS 2000

President

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

Past President

Christine Eriksen, APR
Rockwood Clinic
ceriksen@spokane.net

Accreditation

Leni Selvaggio, APR
Getronics
leni.selvaggio@getronics.com

Treasurer

Jessie Wurst
Avista Corporation
juwurst@avistacorp.com

Programs

Susan Nielsen
Strategic Niche
susan@strategicniche.com
Chad Hutson
Inland Northwest Health Services
hutsonc@inhs.org

PRSSA Liaison

Jennifer Rappe
Coffman Engineers
rappe@spokane.coffman.com

Membership

Annie McKeon
Holy Family Hospital
mckeona@holy-family.org

Professional Development

Jerrie Heyamoto
The Heart Institute
jheyamot@this.org

Special Events

Susan Cerutti-Jensen
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

PRSA/GREATER SPOKANE CHAPTER

c/o Desautel Hege Communications
1212 N. Washington, Suite 200
Spokane, WA 99201

SEPTEMBER PROGRAM

Friday, October 6, 2000

7:30 a.m., WestCoast River Inn

Do you feel good about Spokane? Does Spokane feel good about itself as a community?

Points of Pride is an organization out trying to change the way Spokane thinks about itself. What role do we as communicators have in this kind of campaign?

A broad-based group of businesses and civic leaders has committed to a program called Points of Pride. This group believes that too often Spokane and the surrounding areas are undervalued by the people who live here. The group wants to instill a sense of pride in our citizens, curtail negativity and cynicism, and make everyone realize just how good we have it here.

For the October Spokane Public Relations Council program Libby Barnes, Vice President of Marketing for the Spokane Regional Chamber and Jack White, President of WhiteRunkle Associates will speak on this new and innovative campaign to bolster Spokane's image.

What research was used to determine Spokane has low self-esteem? How was the creative portion of the program determined? Come on October 6 and hear from those who put this campaign together and learn how your organization can become part of a greater collective of businesses trying to improve Spokane's image internally and externally.

NOTE: Breakfast Options: Starting November 3rd, the charge for attending PRSA/SPRC breakfast meeting will be as follows: Members - \$8.75; Non-members - \$10.75; Students - \$6.75. You now have the option to buy a pre-paid breakfast card - \$61.25 will buy you 8 breakfasts for the price of 7!! What a deal!

COMING ATTRACTIONS - OCTOBER

Professional Development Seminar! Watch your mail for the brochure information coming soon! In the meantime, mark your calendar for October 19th, 7:30 to 12:30 at Avista Corporation.

A fantastic half-day program of local and regional speakers on e-communications has been planned for you.

Program by PRSA, SPRC, and Spokane Advertising Federation.

MEMBER NEWS

Shelly Daugherty has joined Gonzaga University's Public Relations staff as office manager. Shelly spent 11 years with The Spokesman-Review, the last four as administrative assistant to Editor Chris Peck. She has a marketing degree from Eastern Washington University. **Lesa Johanson** also has joined the staff as a writer. Lesa is a graduate student seeking her MBA from GU. She received her bachelor's degree from the University of Washington.

Barb Chamberlain, WSU Spokane, has a new title -- Director of Communications and Public Affairs.

Things are cooking at **Robideaux!** Public Relations. Working with Mayoral Candidate John Powers, a virtual no-name in the political arena six months ago, he took 40 per cent of the vote in the recent Primary. We are now preparing for the upcoming general election. Also on the November 7 ballot will be Fluoride. Robideaux! created the media strategy and the name, People for Healthy Teeth, for the organization driving the pro-fluoride issue. Additionally, Robideaux! has been engaged to create a media strategy for Spokane Mental Health after spending the summer working on projects for SMH.

Accreditation Report: Two PRSA members took the PRSA exam on September 16th: **Nancy Goodspeed, World Wide Packets, and Jessie Wurst, Avista Corporation.** Thanks to Leni Selvaggio, Getronics, for all his work, and APR members Cher Desautel, Chris Eriksen, Michelle Hege, Frank Carroll and Jennifer West for helping out with the study group. The Spring test dates are March 16-25, 2001 with an application deadline of February 12th. [See the PRSA website for more info.](#)

NEWS YOU CAN USE

TO REACH YOUR READER ONLINE, FOCUS ON TEXT, NOT GRAPHICS

The answer is: text.

The question: Where do readers' eyes go first after firing up the first screenful of online news?

That insight might be discombobulating to people with a background in print, where it's often the graphics that grab the readers' attention and pull them into the text. This is just one example of how online communications differ from the printed word.

This counterintuitive information comes from the Stanford Poynter Project: Eye Movement on the Internet, an ongoing study by Stanford University and the Poynter Institute.

The Stanford-Poynter team used eyetracking equipment to record where participants' eyes stopped to absorb information while they were viewing news sites online. Nearly 608,065 eye fixations and 24,530 mouse clicks later, the initial findings are in. Here's what the Stanford-Poynter team learned.

WHERE DO THEIR EYES GO?

Participants' eyes "fixated on":

* Briefs or captions first. Study participants looked at briefs 82 percent of the time; articles, 92 percent of the time. Then readers looked at photos and graphics — but sometimes not until they'd returned to the first page after clicking to view the whole article.

* Banner ads only 45 percent of the time, and then for an average of only about a second each. That's not long enough to perceive the ad.

* Graphics other than banner ads only 22 percent of the time, and then also for only about a second — not long enough for perception.

* Photos 64 percent of the time, for an average of 1.25 seconds.

The bottom line, according to the Stanford-Poynter researchers: Your first chance to engage your reader online is through text, not graphics.

NEW MEMBER! WELCOME --

Claire M. Roberts

Asst. VP Marketing/Product Manager
Sterling Savings Bank
111 N. Wall, Spokane, WA 99201
Phone: (509) 358-6167
Fax: (509) 358-6162

croberts@sterlingsavings.com