



# UPDATE

## BOARD MEMBERS 2000

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### Member at Large

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### PRSA/GREATER SPOKANE CHAPTER

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

## OCTOBER PROGRAM

### You Mean this Could Really Happen to Me?

With the bewitching season upon us, strange things are happening in the PR realm. From political fallout to the unimaginable storm, the winds of change, uncertainty and challenge are a constant for those charged with public relations responsibilities. In a single stroke, the best intentioned public relations strategies can go astray.

One area the membership suggested tapping into this year included learning tricks of the trade from one another. The Nov. 3 PRSA/SPRC monthly meeting will challenge you to test YOUR public relations savvy, buff up your PR acumen, and mega problem solve. Anyone who has been through media training knows how a critical situation can turn very bad very fast if sound strategy, experience and swift action are not immediately deployed.

The programming committee has developed six real and surreal scenarios for your problem-solving pleasure. Each table will represent a PR scenario/challenge. You'll collaborate on the best strategy and identify the real issues. Your combined table talents will provide an assessment and recommendations for mitigating/solving the PR scenario/challenge.

Learn from your colleagues. Think critically. Use your expertise and insights. Uncover the best approach to a current PR challenge for your company or organization.

The fun begins at 7:30 a.m., Friday, Nov. 3, at the River Inn.

**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!

PRSA Holiday Social! Food, Fun and an auction of great stuff -- all to raise money for scholarships. You won't want to miss it. Watch this space for date and time.

## MEMBER NEWS

Sara Johnston has been promoted to Account Services Manager for Desautel Hege Communications (DHC). She previously served as an Account Coordinator for the Spokane-based public relations and marketing firm.

Johnston joined DHC in 1998 after completing her Bachelor of Science Degree in Public Relations from Eastern Washington University. In addition to her work at DHC, she has served on the Spokane Chamber of Commerce Diversity and Annual Meeting Video Committees, the Points of Pride media relations committee and has assisted with the Teens Against Substance Abuse campaign.

### Welcome New Member!

Melanie K. Rose

Communications Manager

Avista Communications, Inc.

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## JOBS, JOBS, JOBS!

**Brett Sports & Entertainment and Spokane Indians Baseball Team** has a full-time marketing and promotions position opening. This position involves marketing a professional baseball team, sponsorship sales, budgeting, website design & maintenance, customer service, promotion execution and general baseball FUN! For a job description and more information, please contact Otto Klein, Vice President - Sponsorships at 535-2922 or e-mail: [oklein@spokaneindiansbaseball.com](mailto:oklein@spokaneindiansbaseball.com).

Brett Sports & Entertainment is sponsoring a **Sports Career Seminar and Job Fair**, on November 17th, at the Spokane Arena. For brochure information, contact karndt@spokanechiefs.com or call 324-4014, ext. 332. Registration for the seminar and job fair is \$65.00 and includes a full day of activities plus ticket to the 11/17 Spokane Chiefs hockey game. Representatives from regional teams will be on hand for panel presentations, as guest speakers and at the job fair to interview candidates.

Dan Daines of **EpisodeMedia** is looking for a PR person for his new company in Spokane. This position would handle all local press and some national press, including all PR/media with partner companies. I believe that EpisodeMedia's products are streaming video and audio, using broadband networks. Dan is the brother of Webiness and World Wide Packets, CEO, Bernard Daines, and is extremely knowledgeable about video. For more information, contact the company.

## PRSA WORLD CONGRESS 2000 THE LARGEST EVER

Over 3000 public relations professionals and PRSSA students attended this year's congress in Chicago last weekend. Attendees from the Greater Spokane chapter of PRSA included Michelle Hege, Cher Desautel, Chris Eriksen, Maureen Goins, and Cassie Devaney. Major conference speakers included futurists Watts Wacker and Bran Ferran.

*"I attended excellent workshops on public relations management, internet and web related topics, and generally felt this conference was well worth my time and money. It is especially energizing to be around such a talented and experienced group of professionals, and to be able to learn about the future of my profession."*  
-- Chris Eriksen.

*"The National PRSA conference is always a terrific opportunity to meet professionals from all over the country (and the globe), get exposed to some fantastic work and ideas, and hear the latest trends in our field. I thought Chicago was a great experience in all these ideas AND I had a great time hanging out with our Spokane contingent!"* -- Michelle Hege

*"The conference this year was a great place to meet new colleagues and old friends and hear the latest public relations ideas from people all across the country. Chicago was great too and we had a lot of fun. I always come back from this conference ready to tackle our public relations challenges with renewed commitment...it is well worth the investment of time and money to go. Hope to see more of our members in Atlanta next year!"* -- Cher Desautel

Note: next year's conference will be held October 28-30 in Atlanta.