



Public Relations Society of America

UPDATE

Greater Spokane Chapter

Volume 6 Issue 1 ■ January 2001

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JANUARY PROGRAM

Please note: This meeting is on the secnd Friday of January

January 12, 2001, 7:30 a.m.

West Coast River Inn

“Revolutionary Thinking Can Get You Everywhere”

Stuart Evey, director of strategic planning and community relations for Cyan, Inc., developers of the computer games “Myst” and “Riven” will be the featured speaker for the next SPRC/PRSA joint meeting. A former Getty Oil Executive and founder of ESPN, Evey will address how establishing internal relationships and maintaining a personal and professional network can contribute to public relations successes for large and small companies alike.

This program will have braod appeal to senior level communications practitioners and corporate executives, so we encourage you to bring guests.

REMINDER: Breakfast begins at 7:30 a.m., the intros begin at 7:45 a.m. and the program begins at 8 a.m. and concludes at 9 a.m. If members are interested in networking, they should arrive at 7:30 so they have some time prior to announcements.

COMING EVENTS

February Program

Just a reminder that the February program will not be held on the first Friday, so stay tuned and watch for more information.

Day on the Job - Sponsors Needed

The planning process has started for Day on the Job -- an event where students from area PRSSA chapters go to work with public relations professionals for half a day. Members and their guests then gather for lunch and a speaker.

Board member, Jennifer Rappe, and her committee are looking for speaker ideas. If you have a suggestion, or would like to work on the committee for this event, email her at rappe@spokane.coffman.com.

This is also a great oppotunity for your company to help sponsor this event and reach this audience of students, professionals and guests. For sponsor information, contact Jennifer.

AND, Watch for our web site, coming soon!

PRSA/GREATER SPOKANE CHAPTER

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TOP 10 PR BLUNDERS

- 1) Bridgestone suffered a PR crash of global proportions in the aftermath of its voluntary recall of 6.5 million Firestone tires, according to Fineman Assocs. PR, which put Bridgestone on top of its annual list of the ten biggest PR bloopers.
- 2) Dr. Laura Schlessinger, for bashing gays on her radio talk show, which led to protests and ads in attacking her for calling homo-sexuality "deviant" and "a biological error."
- 3) Fox TV, for airing "Who Wants to Marry a Multimillionaire" without doing a thorough background check on its debut show's star, Rick Rockwell.
- 4) Unilever's acquisition of Ben & Jerry's ice cream for \$326 million. After Unilever installed its own president, Ben Cohen and Jerry Greenfield, the founders, said they might quit their ceremonial posts because the values upon which the company was founded were essentially no longer a part of the branded mix.
- 5) Donald Trump, for clandestine support of a PR and ad campaign against the St. Regis Mohawk Indians, in an effort to protect his gaming interests.
- 6) PETA for its campaign that implied college students should drink beer instead of milk.
- 7) The N R A and executive VP Wayne LaPierre, for accusing President Clinton of accepting a certain level of killing to further his political agenda.
- 8) DoubleClick, for planning to tie 90 million names and addresses from its user profiles to its own direct marketing firm, which created negative press that its crisis management campaign could not dampen.
- 9) Perrier, for wanting to bottle Wisconsin's pure spring water. Citizens said the new jobs and increased tax revenues from its bottling plants were not worth the noise, traffic, construction, uncertainty or divisiveness.
- 10) Quinn Emanuel, a business litigation law firm, for allowing a "Business is war" technology-targeted marketing campaign which sent fake hand grenade paper-weights through the mail.

PRSA NATIONAL NEWS

The new **Code of Ethics**, which was approved by the board, is on the PRSA Web site and will be published in the upcoming Blue Book. The Code emphasizes ethics education and problem prevention instead of punishment.

The result of two years of concentrated effort led by the Board of Ethics and Professional Standards, this Member Code of Ethics has been developed to serve as a foundation for discussion of an emerging global Code of Ethics and Conduct for the practice of Public Relations.

The **2000 Salary Survey**, conducted in cooperation with the International Association of Business Communicators is now on the PRSA Web site and available free to members. You will need to use your membership ID number to access the data. You can find your membership ID number on the front of the mailing label of *Tactics* or the *Strategist*. It's another member value that was promised and delivered in the Society's strategic plan for this year.

Joann Killeen, former Director of Public Relations for Holy Family Hospital in Spokane, 1983-84, was elected President of PRSA at the annual meeting in October in Chicago. Joann is president of Killeen Communications in Los Angeles.

The **Universal Accreditation Board** completed its job analysis study and presented its findings to the Assembly in October. The job analysis research sought to determine the tasks performed and professional skills required at various job levels within public relations. The findings will be helpful not only in re-engineering the Accreditation Exam we share with eight other public relations associations that are members of the UAB, but also in creating new professional development programs. The Practice Analysis Executive Summary is located on the Web @ www.accreditationboard.org

Ray Gaulke, president and chief operating officer for the Public Relations Society of America (PRSA) announced that he has decided to advance the timetable for his transition from day-to-day operational responsibilities as COO, originally planned for summer, 2001, so that he can devote more time to his role with the PRSA Foundation and Kids In a Drug-free Society, Inc., (K.I.D.S) in a consulting role as a fund-raiser. He will also seek to develop his own consulting business. That move will now be effective January 1, 2001, he said.

COOL NEWS

Need an easy way to track trends? Try Cool News. Cool News is a daily email newsletter packed with marketing insights and trends from the day's headlines. Find out which hot, new demographic group you belong to (hint: Does "Stressed by Life" hit a chord?), how Yahoo! plans to go global, even which color is supposed to be hot for 2001. To get your daily issue, go to <http://www.reveries.com/coolnews> and hit "subscribe."