



Public Relations Society of America

UPDATE

Greater Spokane Chapter

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PRSA/GREATER SPOKANE CHAPTER

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MARCH PROGRAM - "GOT ETHICS?"

Friday, March 2, 2001, 7:30 a.m. - 9:00 a.m.

West Coast River Inn

You may not be the spokesperson for Bridgestone/Firestone, Phillip Morris Companies, Eminem or Jesse Jackson, but it's still likely you've been faced with an ethical dilemma in your communications career.

Perhaps you've been in a workplace situation where your personal beliefs contradict the wishes of your employers. The boss is urging you to keep quiet on a piece of news about your organization, but the media is asking questions and you think the public has a right to know. How do you reconcile personal values with your accountability to the person who signs your paychecks? How do you build, protect and manage your reputation for ethical conduct with associates, clients and the media?

And unfortunately, when you tell other people you're in PR, they may jokingly call you a "spin doctor" or a "flack" who deceives the public. You laugh at the reference, but inside you wonder how you can overcome the negative stereotype.

At the March meeting of SPRC and PRSA, **Dr. Michael Stebbins, director of the new Gonzaga Institute of Ethics**, will help us explore the following topics related to ethics in PR:

- How can we develop and define an ethical compass to guide our actions and balance pressure from internal and external audiences?
- How can we help infuse a culture of ethics into our departments and organizations?
- How can we strengthen the public's trust in the PR profession?

A 1977 GU grad, Dr. Stebbins returned to Spokane last year after spending time in the other Washington – as a senior fellow at Georgetown University's Woodstock Theological Center, where he directed the program for Social Ethics in Business.

In that capacity, Stebbins developed an integrated approach to personal and organizational ethics that is applicable to people's everyday lives and the concrete moral decisions they face. He has designed ethics seminars for managers, executives, and professionals throughout the United States.

At Gonzaga, Dr. Stebbins aims to develop a nationally recognized ethics program within the next three to four years. One of the Institute's goals is to initiate continuing education programs in organizational ethics in major cities across America. Dr. Stebbins will share his tactics for positioning and promoting the Ethics Institute as an authority on the subject in an era of moral relativism.

JOBS! JOBS!

The following position is available in Avista Corp.'s Investor and Corporate Relations area.

Manager of Media and Information
Develops public relations, media relations and marketing communications strategies. Enhances the corporation's image and reputation by building relationships with major trade, print, and broadcast media sources. Minimum 5 to 8 years in public relations, media relations, and marketing communications. Proven ability to develop nationally focused media and public relations strategies. Bachelor's degree and/or advanced degree in public relations, communications, journalism, or public affairs strongly preferred. Ability to work with top level leadership and develop high-level communications. Excellent interpersonal and relationship-building skills. Travel required.

Applications need to be submitted by 5:00 p.m. on Monday, March 5, 2001. To receive prompt consideration for this position, please submit an on-line application on Avista website at www.avistacorp.com. If you do not have access to the Internet, online applications may be completed at WorkSource Spokane, at 130 South Arthur, Spokane, Wash. A more detailed description of this position may also be found on Avista's website.

DOJ SPEAKER

Rick Steltenpohl, Executive Director of Hoopfest will be the speaker for the PRSA Day on the Job, Tuesday, April 10th at Gonzaga University. If you need information on this event, or haven't sent back your form to host a student, contact Jennifer Rappe ASAP at rappe@spokane.coffman.com.

SPOKANE CHAPTER WELCOMES TWO NEW APR'S

Nancy Goodspeed, World Wide Packets, and Jessie Wuerst, Avista Corp., were notified in early February by PRSA they passed the national examination taken last September, and are now Accredited in Public Relations, or APR. The rigorous testing is divided into two sessions including an oral and a written exam. Leni Selvaggio, APR, Greater Spokane Chapter PRSA accreditation chair, and other Spokane PRSA members conducted APR study sessions last fall for the two candidates.

Nancy Goodspeed, manager of public relations for World Wide Packets, has an extensive background in broadcast journalism, marketing and communications. She has served as an award-winning TV reporter and anchor, headed marketing divisions for three state lottery operations, served as vice president of a regional public relations firm, and headed public relations for two highly successful high-tech start-up companies. She holds a Bachelor of Science degree in Film & Television from Montana State University, and a Master of Arts degree in Journalism from Pennsylvania State University. She also studied under a ten-week fellowship at The Poynter Institute for Media Studies. Her current community involvement includes serving on the boards of the Fox Theater Restoration, the Vanessa Behan Crisis Nursery, and the Spokane Chapter of the Public Relations Society of America.

Jessie Wuerst, employee communications manager for Avista Corp., has broad experience in communications and marketing. During her career, she has worked in education, nonprofit, agency and corporate sectors where she has won numerous awards for her work. She has a Bachelor of Science degree in Education from the University of Kansas, a Master of Science in Speech Pathology from the University of Nebraska at Omaha, and a Master of Business Administration from Gonzaga University. She previously served on the board of the Greater Spokane Chapter of PRSA, and the Women Helping Women Fund. Currently she is a member of the Community Development Committee of Goodwill Industries of the Inland Northwest.

Nancy and Jessie join nine other current APR members in the Greater Spokane Chapter including: David Brukart, Frank Carroll, Cher Desautel, Jim Desautel, Christine Eriksen, Michelle Hege, Raymond Kidder, Leni Selvaggio and Jennifer West,

BY ANY OTHER NAME

The Professional Practice Center is changing its name to the Professional Resource Center. The center, a long-time resource for PRSA members in need of research, books, video and general public relations information, is run by Maggi Heffler. Her knowledgeable staff is available to assist members looking for information and resources on a variety of public relations-related subjects. Check out the Professional Resource Center's Web site at <http://www.prsa.org/prc/index.html>.