



# UPDATE

Public Relations Society of America

Greater Spokane Chapter

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nancy@worldwidepackets.com

### Member at Large

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*Eastern Washington University*  
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## September Program

### Topic: Crisis Communications

Friday, September 7  
7:30 a.m. - 9 a.m.  
West Coast River Inn

Nerve gas leak? Shooting at a local school? Maybe you haven't had to address crisis topics as sensitive as these, but someday we all may be faced with a critical situation that will need crisis communication skills.

At the September meeting, Steve Meyers, Associate of Booz-Allen & Hamilton, will present the inside scoop on the supposed nerve gas leak at the Umatilla Chemical Agent Disposal Facility in Hermiston, Oregon. (*60 Minutes* covered this story, and the show will air after the summer re-runs.)

Additionally, Meyers will give us a few tools and bring hand-outs on creating a crisis communication plan for our own businesses or organizations.

Meyers received his Bachelor of Science degree in journalism from the University of Oregon in 1993. He has over 20 years of professional experience in public outreach strategy and implementation, risk communications, journalism, and publishing.

## Welcome New Member!

Christie Pontarolo, Public Relations Coordinator  
Sterling Savings Bank  
111 N Wall  
Spokane, WA 99201  
Ph: 368-2032 FAX: 358-6162  
cpontaro@sterlingsavings.com

## Autumn Social

Although we're all gearing up for the football season (GO COUGS!), the summer social activities aren't at a sunset yet. We're planning a fun, exciting and prize-filled evening at Northern Quest Casino for late September. The casino staff is rolling out the red carpet for us by providing a semi-private area within their main floor lounge, discount dinner buffet, raffle prizes, gift baskets and free valet parking! The

fun begins at 4 p.m. and ends whenever you've had enough to eat and enough winning (either prizes or at the gaming area). Watch your email for more information – including the date. No RSVP is necessary, but if you have questions, call Susan Nielsen at Strategic Niche, 462-5400.



## Job Opening

### Part-time Public Relations/Writer Position

The Intercollegiate College of Nursing/WSU College of Nursing has a part-time (20 hours per week), public relations/writer position available. Candidates must have excellent and mature writing skills, experience with on-line publication development and writing, as well as event, promotion and media experience. Health care background a plus. Flexible work environment. Plenty of on-site parking. Contact Susan Nielsen at 324-7372 or [susann@wsu.edu](mailto:susann@wsu.edu).

## Rockey West Addition

Rockey West has hired Brian Coddington as an account executive. A former reporter for the Spokesman-Review and American Express financial advisor, Coddington will make use of his unique blend of skills at his new post.

## Workshops

Dianna Davis at Applied Insight is offering two workshops: Phenomenal Woman: A Workshop for Creating the Life You Want and Living With Intention: Creating the Life You Want. Call 532-1600 or email [deanna@appliedinsight.net](mailto:deanna@appliedinsight.net) for registration and more information.

## Web Sites

If you have a community event coming up, you may post it on the KXLY and KREM web site calendar pages — FREE! Access: [www.kxly.com](http://www.kxly.com) and [www.krem.com](http://www.krem.com). Use the side navigation bar to click on the calendar pages. The sites have instructions on how to post your information.

Strategic Niche is now on the web. Content and creative direction were developed by Susan Nielsen, and I.L.F. Media designed it. Check it out at [www.strategicniche.com](http://www.strategicniche.com).

ROBiDEAUX! Design and Advertising has an all-new web site. View it at [www.robideaux.com](http://www.robideaux.com)

Our PRSA North Pacific District now has a web site: [www.prsanpdistrict.org](http://www.prsanpdistrict.org).

## Speakers Wanted

The WSU PRSSA is looking for PRSA members from the Greater Spokane Chapter to about their experiences in the public relations field. If anyone would be willing to share his/her experiences, please contact Katherine Cernick ([kcernick@wsu.edu](mailto:kcernick@wsu.edu)).