



UPDATE

Public Relations Society of America

Greater Spokane Chapter

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December Program

**Topic: Internal Communications:
Tactics You Can Use to Reach an Essential
Target Audience**

Friday, December 7
7:30 - 9:00 a.m.
West Coast River Inn

**Note: This is the
last time we meet at
this location! See
page 2 for details.**

Communicating with an organization's internal audience can be one of the most challenging aspects of the job— yet it's vital to everything PR professionals do from corporate branding and customer service, to crisis communication and labor negotiations.

Dana Anderson, Corporate Communications Director, Telect; Marilyn Thordarson, Public Relations Director, Sacred Heart Medical Center; and Jessie Wuerst, Employee Communication Manager, Avista Corp. will describe a few of the methods that each of their organizations use to communicate and to track effectiveness. From Intranet instant polls to streaming video and company-wide voice messaging, to the tried and true print medium, pick up some valuable ideas!

In addition to Q&A with our panelists, we'll go to you, the audience of practitioners, to ask for *your* best 30-second sound bite on an internal communications tactic you've tried. Be prepared to share what works—and what doesn't—so we can learn from each other.

Same Time - New Meeting Place

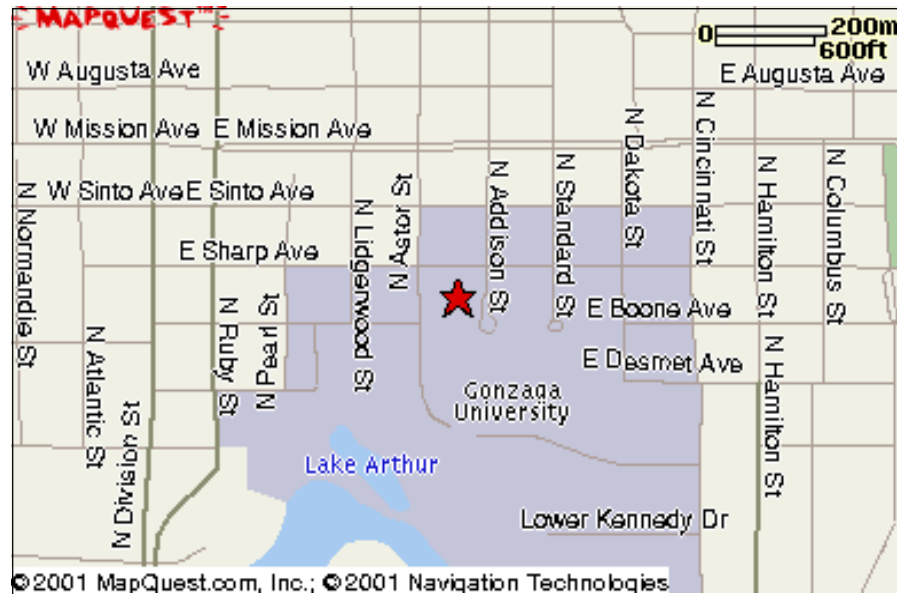
Beginning in January of 2002, the monthly breakfast meetings will be held at Cataldo Hall, on the Gonzaga University campus. This central downtown location on Boone is easy to get to. Check the map below.



Parking is available in abundance, both at the Knights of Columbus (across the street), and on the streets surrounding Cataldo Hall.

Meeting time stays the same, however: First Friday of the month, 7:30 to 9:00 a.m.

Questions? call or email any of the Board Members listed on page one.



Holiday Social

Don't Miss Out on the Fun!

PRSA Holiday Social

Tuesday, December 4
4:30 to 7:30 p.m.

Shenanigan's
Private Banquet Room
\$15 per person

Great Christmas Presents Up For Auction:

- Cases of varietal wines
- Starbucks coupons
- Quality Inn Gift Certificate
- Gonzaga merchandise
- Shenanigan's Dinner for Two Gift Certificate
- Spokandy Gift Certificate
- Junior League Cookbooks
- Weekend Rental of Priest Lake House
- Floral Arrangements
- WSU Lithograph
- Pampered Chef Merchandise
- Spa Certificates
- Dinner/Restaurant Certificates
- Sporting Event Tickets
- Limo ride, dinner for two & gaming chips—Aces Casino
- MedStar aid package—INHS
- Spokane Symphony Tickets—Spokane Symphony
- Debbie Mumm Cards—Hopsice of Spokane
- And tons more!