



# UPDATE

Public Relations Society of America

Greater Spokane Chapter

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## January Program

**Topic: Working with the Media**

**Part 2, Print Media**

**Friday, February 1**

**7:30 - 9:00 a.m.**

**Caltaldo Dining Hall, GU**

As a follow-up to the broadcast media panel we heard from in January, we'll look at how to work with print media effectively at the February meeting. On the panel are Richard Waggoner, city editor from the Spokesman-Review; Paul Read, managing editor of the Spokane Journal of Business; Ted McGregor, publisher, The Pacific Northwest Inlander; and a photo editor from the Spokesman Review.

Topics to be discussed are:

- How PR people can work more effectively with the media.
- Trends the media see (e.g. online) and how that affects what they expect from PR people.
- Hard vs. soft news—what the media does when PR professionals pitch a soft story.
- Who to approach with story pitches.
- Exclusive vs. “y’all come” pitches & releases—when to use, how to make them effective.
- How do media people decide whether to cover a story that has already run with a competitor, or in another medium?
- Story development & lead time in publications with different publishing schedules (daily, weekly, biweekly).
- How print media pitches differ from electronic media pitches.

## Tech Conference

The Public Relations Society of America's (PRSA) fifth annual Tech 2002 Conference, "Relevance and Resiliency in a Changing World," will be held March 3 and 4, 2002 at the Sheraton Seattle Hotel and Towers. Registrants receive significant costs savings for registering by January 31, 2002; visit <http://tech.prsapugetsound.org> for rates, specific programming information and to register online.

We have 24 seminars and workshops crammed into two days. Our luncheon media panel is outstanding with representatives from *The Wall Street Journal*, *TechTV* and *CRN* and the Northwest's witty moderator, technology industry analyst, journalist and author, Frank Catalano.

With a focus on strategic and high-level issues, topics are of interest to all communications professionals, regardless of industry. For example, one of the four tracks (with four seminars in each track) examines "Strategies for PR Professionals" with an emphasis on succeeding during these challenging times.

There are sponsorship opportunities to fit every size budget, so make sure your organization doesn't miss the chance to support this event and showcase its products and/or services to this large and important group of professionals (up to 800 attendees). And, if you sign on as a sponsor, you and your guests are eligible for reduced registration rate with no time deadline.

See the web site for more information on specific benefits and opportunities.

## PRSSA Newsletter

The Eastern Washington University PRSSA group has just started its own newsletter. See the [Jan02 PRSSANewsletter.pdf](#) enclosed as an attachment.

## Did You Know?

The Public Relations Society of America ([www.pres.org](http://www.pres.org)) headquartered in New York City, is the world's largest professional organization for public relations professionals, with nearly 20,000 members, organized into 117 Chapters nationwide, who represent business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

## New Member

We are pleased to welcome Christine M. Bieker, Outreach and Communications Coordinator for the US Department of Agriculture Farm Service Agency to Spokane's Greater PRSA Chapter!  
**WELCOME!**