



UPDATE

Public Relations Society of America

Greater Spokane Chapter

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April Program

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Topic: The Power of Email Messaging

Friday, April 5
7:30 - 9:00 a.m.
Caltaldo Dining Hall, GU

Looking to tap the power of e-mail messaging for public relations and marketing? Afraid your e-mail messages might trigger the delete key?

Ian Oxman, vice president of Email Consulting for Rapp Collins Worldwide, will be in Spokane to discuss proven strategies for effective e-mail marketing and communications. Oxman is a nationally recognized speaker on this subject with a list of clients that includes Disney and Microsoft.

He will provide an overview of how and why email is the fastest growing communication medium today. He will also detail the "new" four P's...of email marketing.

Some e-mail marketing facts:

1. Fastest growing communication tool in history - Gartner Group 2001
2. Over 50% of adult Americans access email regularly - USA Today, 2001
3. 91% of American households have access to email - Forrester Research, 2001
4. 78% of consumers report they prefer to receive promotional advertisements via permission email. Only 17% prefer direct mail. - Doubleclick survey, 2001


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5. 49% of experienced email users report they immediately delete email ads. - Forrester Research, 2001

Email marketing has moved from novelty to mainstream. Nearly the entire adult U.S. population has some access to email and the vast majority prefer email marketing to direct mail.

The competition for space in the email "IN" box is increasing and many people are tuning out. Yet email marketing can be a tremendously powerful, ROI-based advertising medium. If you know how to do it right!

Oxman will offer an additional workshop after the breakfast meeting, 9:30 -11:30 a.m. in the Foley Center Teleconference Room at Gonzaga University. The cost is \$25, \$15 for students. Reservations are required by April 1. Make checks payable to SPRC and mail, along with the name of each attendee, company name, phone number and email (for confirmation only) to: SPRC P.O. BOX 1060 Spokane, WA 99210-1060.



Breakfast Meeting Programs

Upcoming Programs:
Measurement of Results — May
SPARC Awards — May 9

Breakfast Meeting Schedule:
Date: First Friday of the Month
Time: 7:30 - 9 a.m.
Cost: \$9.25 SPRC and PRSA members
\$11.25 non-members
\$7.25 students
Location: Gonzaga University,
Cataldo Hall

Info Bytes

Day on the Job will be April 9. This year's scholarship winners will also be announced at this event.

Familiar Faces in New Jobs

Nancy Goodspeed has joined the Spokane Regional Convention and Visitors Bureau as Director of Public Relations. She served as anchor and reporter at KHQ-TV, headed marketing divisions for three state lottery operations, and managed public relations for two high tech start-up companies in the Spokane Valley.

Ann Nolan is now the Press/Sales Coordinator at PR Advertising.

Rockey West Public Relations announces the addition of JoAnn Ficca as vice president. Recently

retired from her post as regional manager for Qwest, her 31-year career included a variety of marketing, sales and public policy positions.

Congratulations to ROBIDEAUX! Marketing & Design for earning "Best of Division" in Mixed Media Campaign and in Direct Marketing in the 2002 Addy Awards.

A **paid INTERNSHIP** with the PR department at Inland Northwest Health Services is available. The payment is a stipend of \$800 for the quarter. Call Chad Hutson, Communications Officer, at 232-8131, or email him at hutsonc@inhs.org. Have your resume and writing samples ready.

Welcome New Member

Holly L. Pedit, from Deming Industries, Inc. is the newest member of our PRSA chapter.

Why APR?

Why not? Now is the time to begin thinking about the next opportunity to participate in the Accreditation process, an important value of PRSA membership. The Fall 2002 APR oral and written exams will be scheduled in mid-September, preceded by a series of weekly study sessions.

Earning the APR designation, a universal symbol, indicates that a public relations professional has demonstrated broad knowledge, experience, professional judgment and competence in planning and managing public relations activities.

“In the nearly two decades since I have been accredited, I have found the designation and credential valuable to me in a number of ways. APR is an international recognition of high achievement in public relations and whether I choose to work in Toronto, Mexico or Spokane, it has universal meaning. It has opened doors in my career that I doubt experience and hard work alone could have done. I have had hiring decision makers at major corporations tell me, flat out, that they start their job search with looking at only accredited people because they know no matter what else they bring to the table, these candidates will know and understand the ethics, professionalism, latest thinking and creative models in public relations. For every minute I’ve spent on the exam process – preparing for it and teaching some of the study sessions – I have received ten times the value back.” – Cher Desautel, APR

To qualify for the Accreditation process, you must be a PRSA member and have at least five years of experience in the paid professional practice of public relations. For more information, visit <http://www.accreditationboard.org> or call Melanie Rose, Greater Spokane Chapter Accreditation Chair at 509.324.1688.



National News

The 3rd annual PRSA Leadership Rally is scheduled for Friday & Saturday, May 17-18, 2002 at the New York Marriott Financial Center.

Each Chapter, District and Section is entitled to send one representative and will be reimbursed up to \$500 (stipend cannot be used toward incidental expenses such as meals, in-room movies, mini-bar, hotel services, taxis, etc.). Additional attendees from each Chapter, District or Section will be required to pay a \$375 registration fee to cover the direct cost of the program.

Contact Anne McKeon (mckeona@holy-family.org) if you are interested.

Early bird registration is now available for the **2002 PRSA International Conference** “Public Relations: Interpreting a World of Change and Challenge.” Join your colleagues in San Francisco, November 15-19, 2002, for the public relations industry’s premier event. Register by October 4, 2002 and save \$100! For more information and early bird registration, go to <http://www.prsa.org/international/index.html> or call (212) 460-1459.