



# UPDATE

Public Relations Society of America

## Greater Spokane Chapter

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#### Member at Large

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### June Program

#### Topic: SPRC Award Winners

**Friday, June 7**  
**7:30 - 9:00 a.m.**  
**Caltaldo Dining Hall, GU**

Catherine Markson, Avista Corp., will present "Energy Efficiency and Conservation Education Program," the project that won the 2002 Dussault Award from the Spokane Public Relations Council. The comprehensive campaign achieved outstanding results in reducing consumer demand during the energy crunch of 2001.

Named for the late Rev. Arthur L. Dussault, S.J., Gonzaga University Vice President and co-founder of Spokane Public Relations Council, the Dussault Award is the highest honor given annually by the SPRC. This prestigious award honors a person, institution or project for an outstanding public relations effort.

Several winners of the 2002 SPRC Award of Excellence will also have their works on display. Come see the best work Spokane public relations has to offer!



**Register Now!**  
**Professional**  
**Development**  
**Seminars**  
see page 2

## Professional Development

The Greater Spokane Chapter is bringing three professional development seminars from PRSA National. Call Cassie Devaney, ICM Asset Management, 455-3588 to register, or Jan Nolan for questions, 325-2878. All programs will be held at the Avista Auditorium according to the following schedule:

### Surviving Gotcha Journalism

Webcast

June 20, 12-1pm

\$5 Students; \$20 PRSA Members; \$30 Non-Members

### Inside the Mind of a CEO

Teleconference

July 17, 10:30 am-12:30 pm

\$5 Students; \$30 PRSA Members; \$40 Non-Members

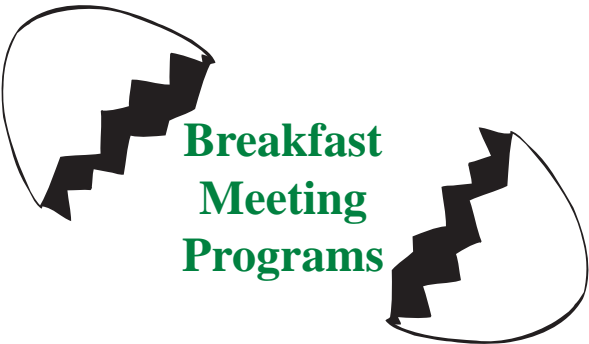
### Community Relations and Grassroots Campaigns

Teleconference

Sept. 18, 10:30 am-12:30 pm

\$5 Students; \$30 PRSA Members; \$40 Non-Members

**Sign up for all three and SAVE 20%**



## Breakfast Meeting Programs

**Upcoming Programs:**  
After June 7, our next program will be Friday, September 6.

**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

## National News:

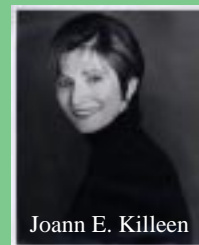
Joann E. Killeen, of Killeen Communications and 2002 PRSA National President, will offer a professional development program for the Greater Spokane Chapter in October. Plans include a keynote address and break-out session for the general public.

“I’ve been fortunate to have had many wonderful and inspiring mentors over the course of my career, including Ken Degerness, APR, of Spokane.” said Killeen in a *PR Tactics* interview.

She holds a B.A. in Journalism from CSUN and an M.A. in Communications Management from Simmons College in Boston. She has over 25 years of experience in public relations and investor relations.

## PRSA National President to Visit Spokane

Accredited by PRSA, Killeen was also elected to the PRSA Counselors Academy Fellows in 1994. She is considered one of the youngest female Fellows ever to achieve this honor.



Joann E. Killeen

Joann has been actively involved in PRSA at the chapter, district and national level since 1982. She has won numerous awards for her work as a professional counselor and for her service to the profession. She was honored to win the PRSA President’s Exceptional Leadership Award in 1993 and 1994.

Specific event information will be available in the next issue of the newsletter.

## Next Accreditation Opportunity Coming Soon

Join your peers in the pursuit of the Accredited in Public Relations (APR) designation, a universal symbol, indicating that a public relations professional has demonstrated broad knowledge, experience, professional judgment and competence in planning and managing public relations activities.

The Greater Spokane PRSA Chapter will be conducting six study sessions and one practice session leading up to the Oral and Written Exams. Each study session is facilitated by at least one of our Chapter's APRs. Most sessions will be conducted on Monday evenings from 5:30 – 7:00 p.m. The study sessions are offered at no cost to current PRSA members.

**The deadline to register for the September APR exam with PRSA National is August 5.** The member fee is \$275 and the application is available on-line at

<http://www.accreditationboard.org>. If you are planning to pursue the APR this fall, please contact Melanie Rose, Chapter Accreditation Chair, to express your interest (if you haven't already done so) at 509.324.1688 or [mkrose@spokanecounty.org](mailto:mkrose@spokanecounty.org).

Join us in thanking **Dale Goodwin at Gonzaga University** for graciously agreeing to host the full-day APR Written Exam in an on-campus computer lab. *You're the Best!*



### Fall APR Schedule

Session	Topic	Date
1	Introduction, Defining PR	August 12
2	History & Basics of PR, Publics & Public Opinion, The PR Practice	August 19
3	Research	August 26
4	The PR Program – Part I	Sept. 3 (Tues)
5	The PR Program – Part II	Sept. 9
Practice	Oral exam practice session	TBA
6	Purpose of Associations, Review for Exam	Sept. 16
<b>Oral Exam</b>	Individual one-hour sessions	<b>Sept. 18-20</b>
<b>Written Exam</b>	8:30 – 4:30 @ Gonzaga	<b>Sept. 21</b>
Exam Results	Announcement	Feb. 2003

## Degerness Award

Marilyn Thordarson was presented with the prestigious Degerness Award May 9 as a special part of the SPRC awards banquet. The fifth person to ever receive this award, Marilyn has served as Sacred Heart Medical Center's Public Relations Director for the past 24 years. The Excellence in Public Relations Award was renamed locally, and awarded to Ken Degerness in 1996, the long-time PRSA member and past chapter president, who set the example of professionalism in the field. Marilyn now joins this hall of fame with recipients Priscilla Gilkey, Jack Geraghty and Dorothy Spoerhase.



Marilyn Thordarson (L) and PRSA Chapter President Anne Mckeon (R).