



# UPDATE

Public Relations Society of America

## Greater Spokane Chapter

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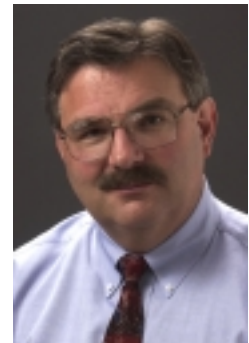
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#### Topic: Civic Journalism

Speaker: Steve Smith,  
Editor of The Spokesman-Review

**Friday, November 1**  
**7:30 - 9:00 a.m.**  
**Caltaldo Dining Hall, GU**

Steve Smith, editor of The Spokesman-Review will discuss his role as the new editor, his view of civic journalism, and what sort of changes you'll see at the newspaper. He also will define the values of journalism and challenge practices behind these values, "Is this the right thing to do, the right thing to cover, the right way to present it?"



Editor Steve Smith

Prior to joining The Spokesman-Review, Smith was editor for two years at The Statesman Journal in Salem, OR. Previously, he was editor of The Gazette in Colorado Springs, CO. Before joining The Gazette, Smith served as assistant to the vice president/news for Knight-Rider Inc. in Miami, FL, developing training programs, producing critiques, and assisting with strategic planning for their 30 newspapers. He has specialized in newsroom "change" and civic journalism through out his career.

He serves on the advisory boards for the Pew Center on the States and the James Batten Awards for Civic Journalism. He is also active in several professional organizations: the Society of Professional Journalists, American Society of Newspaper Editors "Change" committee (former chairman), and ASNEs Credibility Think Tank.

## Happy 40th!

The Rockey Company (TRC), a Hill and Knowlton agency, celebrated its 40th anniversary at a reunion reception on October 16. Over 200 Rockey alumni and friends filled the firm's signature atrium, and several speakers told the TRC story, expressing their lasting impressions of a 40-year public relations leader: Jay Rockey.

Rockey, a former Seattle Newsman, was the public relations and advertising director for the 1962 Seattle World's Fair. The morning after the fair closed on October 21, he opened a very small enterprise, Jay Rockey Public Relations. By 1987, he had also opened a Spokane office, and later merged that office with Jennifer West Public Relations in 1996 to become Rockey West Public Relations.



### Breakfast Meeting Schedule:

Date: First Friday of the Month

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

**Cost:** \$9.00 SPRC and PRSA members  
\$11.00 non-members  
\$7.00 students

**Location:** Gonzaga University,  
Cataldo Hall  
@ Boone & Astor

## Workshop Review

"Opportunities are endless now for us." National PRSA President Joann Killeen caught the attention of the audience with this statement. In her keynote address during the recent professional development workshop held at the Bozarth Retreat Center, she explained that CEOs and CFOs have become media-shy after the Enron debacle. They are afraid of being pegged "Bad Boys."

This is our opportunity to be at the management table to explain to them that when there is no message, people draw conclusions," Killeen continued. "And we need to be involved as the corporate officers of ethics. Branding doesn't do any good if people don't believe in your business or organization -- or your CEO."

To be ethics officers, we need to understand where the revenue comes from. "Every PR

person should understand the language of business, and should be able to read the company financial statements," she said. "It's never too late to take classes or read up [on the subject]."

Looking to the future, she predicted that the new PR person will be a hybrid practitioner who understands business, is a confidant and counselor to upper management, and who understands and can drive strategic planning. She concluded, "We have to morf" to fill these new demands.



L to R: Ann Redmond, Susan Bradley, J. Michael Stebins, and Joann Killeen

## Fall APR Class Completes Exam

One of the largest groups from the Greater Spokane PRSA Chapter to sit for the Accredited in Public Relations (APR) exam completed this task September 19-21. The six-member group would like to express their deep appreciation to the following local APRs who led the study sessions and administered the two-part exam:

**Cher Desautel**  
**Chris Eriksen**  
**Nancy Goodspeed**  
**Michele Hege**  
**Leni Selvaggio**  
**Jennifer West**  
**Jessie Wuerst**

A special note of gratitude is also extended to **Dale Goodwin** of Gonzaga University, who generously arranged for the use of the Foley Computer Lab for the full-day written exam. Our Chapter's new APRs will be announced in February!

## Workshop Panel Discussion

The panel discussion at the recent professional development workshop was both lively and thought-provoking. Here are some of the closing memorable remarks from each of the panelists:

Susan Bradley, Director of Public Relations & Reputation Management of Boeing Commercial airplanes in Seattle noted that integrity is key to personal success as well as that of the companies and organizations we work for. "Keep your eye on the ball: the mission and the long term vision," she added. "Be responsible. We all have an obligation to be the custodians of safety, finances, and communication."

Dr. J. Michael Stebbins, Director of the Gonzaga Institute of Ethics noted that life is easier for him now [after the recent corporate



## Coming Your Way...

**... A lot of fun and  
a little fundraising.**

The annual **PRSA Social and Auction** will be Thursday,

December 5, at the Herbal Essence Cafe (115 N. Washington St.).

The social and silent auction will begin at 4:30 p.m. The live Auction starts at 5:30, and will be limited to 25 items. This year we will have a card draw as well as a raffle.

The cost is \$15 per person. No host bar/beverage service.

Come hungry!

The edibles are scrumptious, and the menu is loaded.

Proceeds go toward the annual scholarship awards.

scandals], in terms of explaining his job. He stressed that solutions will come from more rules with more teeth, but also from each individual. We should all ask, "What's the good we're doing here? Ethics," Stebbins said, "is 'Who am I?' not a spectacle of parading bad guys."

For Senior Director of Marketing Strategy at Microsoft, Ann Redmond, the development strategy for communication is often the development strategy [for the company]. "We need to build tangible initiatives and have measurable mechanisms."

Joann Killeen, President of Killeen Communications and 2002 National PRSA President, reminds herself "every day why my clients hired me. What have I done for them today? I have helped them understand the implications [of their actions]."