



UPDATE

Public Relations Society of America

Greater Spokane Chapter

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February Program

Topic: Community Relations:

From Connections to Measurement



**Friday, February 7
7:30 - 9:00 a.m.
Caltaldo Dining Hall, G.U.**

Geoff Knapp

Do you recall any incidences in your life when you befriended someone for your short-term gain? Maybe you learned that someone had tickets to a particular game and you suddenly found reason to connect with the ticket holder. Maybe you rekindled a relationship with an acquaintance upon learning that she was a good friend with someone you were interested in courting.

How did those individuals feel when they discovered that you were simply using them? The same question may be asked of your media contacts!

How often do you reach out to your contacts before you deliver what you consider to be a winning pitch? Are your co-workers only called upon to support what you consider the company's strategic direction?

If you've neglected any of your key stakeholders, maybe it's time to reconnect!

At the February meeting, Geoff Knapp, Director of Marketing and Community Relations for Clackamas Community College, will share some rationale and tactics for building and rebuilding internal and external relationships. He will also discuss employee training exercises and evaluation techniques that will result in a

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February Program

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team of effective community ambassadors. Finally, we'll learn tips on connecting efforts to the bottom line -- measuring community relations' results. This presentation will be geared toward senior level practitioners, but practitioners on every level will walk away with valuable information.

Knapp holds more than 20 years of combined journalism, public relations and marketing experience. This includes work as a radio news director, sports editor and television news reporter. Public relations roles include work in amateur and professional sports, social service, telecommunications and education.

He moved to Oregon from the Saratoga, New York area in 1992 where he assumed a position as Vice President of Public Relations and Fund Raising for the Albertina Kerr Centers, Oregon's largest private, non-profit social services agency. Knapp then served as Community Relations Manager to AT&T markets.

He has served as Community Relations and Marketing Director for Clackamas Community College, in Oregon City, OR, since September 2001. Overseeing a staff of seven, Knapp is responsible for the college's website, publications, advertising, media relations and internal communications.

In addition, he serves on the Board of Directors for Centers for Airway Science and Milagro Theater. A member of PRSA's Portland Metro Chapter, he formerly served as a Board Member of the National Society of Fund Raising Executives.

Knapp and his wife, Parvin, have two children and reside in Portland.



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

News From National

Member-Get-A-Member Campaign Extended

Recruit a new member to PRSA between now and Feb. 15 and you are eligible to win prizes, including round-trip air tickets, travel vouchers and other items. And that's not all! Every member who recruits new members will earn PRSA Dollars, valid for PRSA's national programs, services or publications. Every new member gets a gift, too. New members who join during this time will have their \$65 initiation fee waived! For details and an application, contact Anne McKeon, Membership Chair at 509.482.2356 or email her at mckeona@holy-family.org.



Calls for entries for the 2003 Silver and Bronze Anvil awards, considered the preeminent awards competitions in the profession, are available online at www.prsa.org. Contact PRSA headquarters at 212.995-2230 for more information. Resources, including copies of winning Silver Anvil two-page summaries from 1968 to present, tips on how to win an Anvil and answers to frequently asked questions, are also available online (click on "Awards"). The deadline for entering the Silver and Bronze Anvil competitions are February 28 and April 5 respectively.

Learn How to Win an Anvil

Discover what the Silver or Bronze Anvil judges are looking for. Register online at www.prsa.org for "How to Nail an Anvil," a PRSA teleseminar presented by the Society's Honors and Awards Committee. Senior judges for the Silver and Bronze Anvils will share their insights into what makes a winner. They'll also steer you clear of common pitfalls and toward best practices based on their experience and results from this year's award programs.

It can be done! Desautel Hege Communications from our Greater Spokane Chapter won the prestigious Best of Silver Anvil in 2001. If you're thinking of going for an anvil and have a few questions, Cher Desautel or Michelle Hege would be happy to talk to you. Call (509) 444-2350.

Chapter News Briefs

Last weekend, your Greater Spokane Chapter Board of Directors gathered to set a course for our chapter's activities for 2003. Our top priority this year is YOU -- our valued members. We want to hear from you and encourage you to get more involved in chapter activities. You will soon be receiving more details about our plans for 2003 -- professional development, programs, accreditation, involvement with students and, of course, membership enhancement. Watch your mail for this information and let us know how we can add value to your membership!

Melanie Rose
2003 President

Thank you **Garry Matlow** for joining the PRSA Board! Garry is the new Special Events Chair.

Welcome **Debbie Simock**, Community Investment Manager at Avista Utilities and **Mason Smith**, Director of Communications at Whitman College! Debbie and Mason are new PRSA members to our chapter.

There was a misprint in last month's newsletter. The address for **Susan Nielsen's** Strategic Niche is now 2910 E. 57th Ave., Suite 5, #215, Spokane, WA 99223.

Jennifer West at RockeyWest Communications has a new office suite address in the Paulson building. She is now in suite #450.

Send your news to joy@robideaux.com for entry in both the newsletter and the website. Next deadline is noon, Feb. 21.

PRSA Launches New Corporate Identity

New York, NY (January 28, 2003) -- The Public Relations Society of America (PRSA) announced the rollout of its corporate identity, reflecting a new sense of energy and focus that builds on the strengths of its 56-year heritage. Created by Jacksonville, Fla.-based Husk Jennings, the new PRSA logo and tag line mirror the organization's changes from the "inside out" -- as reflected by the new programs, products and services it has introduced for members over the past few years.

"PRSA is a very different organization than it was 20 years ago, when our current identity was established. The Husk Jennings project has accurately captured the vibrancy and fullness of PRSA in the 21st Century," said Reed Bolton Byrum, 2003 PRSA President and CEO. "We are indebted to them for the excellence and outstanding work."

The new PRSA tag line, "PRSA: Advancing the profession and the professional," is the result of a year-long qualitative and quantitative research process conducted by Husk Jennings in coordination with PRSA's Strategic Planning Committee. This new brand positioning showcases PRSA's equity as a leader in life-long professional learning, while reinforcing its long history of advocating credibility and ethical practice.

A new graphics package refreshes the organization's visual identity with a new PRSA logo, color palette and redesign of signature PRSA communications. A classic, sophisticated font was chosen for the PRSA logotype -- and to add an element of energy and innovation, the

letter "R" was dramatically extended to break the boundary of the logo's baseline. This visual feature also serves a practical purpose: It leads the eye to nested text below, which identifies the full name of the organization.

"Through our extensive research process, we helped the Society identify its most relevant, unique brand attributes," said Melanie Husk, president of Husk Jennings. "We believe the new corporate identity harnesses the desired attributes of the Society and translates them into a powerful, progressive image."



The new identity was unveiled during the Society's annual Assembly in San Francisco in November 2002 and is being launched officially this January. The identity is expected to be fully integrated into the Society's Chapter,

Section, District and Committee communications materials by January 2004.

"The research showed our membership wanted PRSA's external image to mirror the dynamic changes going on within the Society as well as the profession, said Catherine A. Bolton, PRSA's Executive Director and COO. "We believe the new identity captures that feeling and is a clear reflection of how the Society continually strives to provide value to its members and meet the growing needs of a changing profession."

The Public Relations Society of America, headquartered in New York City, is the world's largest professional organization for public relations practitioners, with nearly 20,000 members organized into 116 Chapters nationwide.