



UPDATE

Public Relations Society of America

Greater Spokane Chapter

Volume 8 Issue 5 • May 2003

BOARD MEMBERS 2003

President & Accreditation Chair

Melanie Rose, APR
Spokane Regional Health District
mkrose@spokanecounty.org
509.324.1688

Past President & Membership Chair

Anne McKeon
Holy Family Hospital
mckeona@holy-family.org
509.482.2356

Treasurer

Cassie Devaney
ICM Asset Management
cassied@icmasset.com
509.455.3588

Secretary & Member Communication

Joy Scott
ROBiDEAUX! Marketing & Design
joy@robideaux.com
509.838.1036 ext. 01

Programs

Ann Nolan
Freelance Writer
janolan3@juno.com
509.325.2878

PRSSA Liaison

Maggie Crabtree, APR
Shriners Hospitals for Children
mcrabtree@shrinenet.org
509.623.0471

Special Events

Garry Matlow
Ronald McDonald House
garrym@rmhspokane.org
509.624.0500

Professional Development

Mary Joan Hahn, APR
Rockey-West Public Relations
mjhahn@rockey-spokane.com
509.744.3350

May Program

Topic: Measuring Outcomes in Public Relations

Friday, May 2
7:30 - 9:00 a.m.
Cataldo Dining Hall, G.U.



Dr. Erica Austin

Media Success measured by ad equivalencies? Event success measured by attendance? Does anyone actually DO anything as a result of our efforts?

Meaningful measurement of public relations outcomes can help us improve our practice and performance, while making the most of our limited time (and budget) for evaluation. At our May 2nd meeting, Washington State University professors Erica Austin and Bruce Pinkleton, authors of *Strategic Public Relations Management*, will show us how to climb the measurement ladder from the simple to the strategic. Will you measure up?

Dr. Austin's research focuses on the uses of media in decision making and social development. In particular, her research addresses the interplay of media and parental influences in children's



Dr. Bruce Pinkleton

Continued on page 6

Day on the Job Hosts Students and Announces Scholarship Winners



PRSA Board Members Maggie Crabtree, APR, and Melanie Rose, APR, presented scholarships to PRSSA students (from top to bottom) Maria Ortega (WSU), Jess Peterson (GU) and Lauren Griswold (EWU).



The PRSSA (Public Relations Student Society of America) Day on the Job Fair was a small but mighty event this year. There were many ambitious PRSSA students looking for job and internship opportunities, as well as a little encouragement and advice about the PR industry.

Three PRSSA scholarships were awarded during the event, one to each of the PRSSA chapters sponsored that our Greater Spokane Chapter. Recipients are **Jess Peterson** of Gonzaga University,

Maria Ortega of Washington State University, and **Lauren Griswold** of Eastern Washington University. Funds for the three \$500 scholarships were raised at the December PRSA Holiday Social and Auction.

Thanks to our dedicated PRSA members for sharing their time and expertise. And a special thank you to our sponsors: **Holy Family Hospital**, **Sacred Heart Medical Center** and **Avista** for underwriting the event.

Chapter Ethics Officer Appointed



Jessie Wuerst, APR

An exciting new resource is now available to all members of the Greater Spokane PRSA Chapter. **Jessie Wuerst, APR**, Employee Communication Manager with Avista Corp. has been appointed our Chapter Ethics Officer. Working closely with PRSA's national Board of

Ethics and Professional Standards (BEPS), Jessie will be providing ethics education and consultation to local board and chapter members throughout her two-year term. She is available to all chapter members seeking guidance and clarification when they have questions about ethical principles, practices and standards of conduct in their day-to-day practice.

"I think this will be a wonderful opportunity to facilitate open and frank discussions about situations and issues we all face in our work settings," said Wuerst. "I am looking forward to learning and sharing with my colleagues."

The goal of the Chapter Ethics Officer is to promote and inspire the highest levels of ethical behavior and performance among PRSA chapter members, following the national PRSA Code of Ethics.

The Ethics Officer must be Accredited in Public Relations (APR) and does not serve on the local chapter's Board of Directors. Contact Jessie Wuerst at 509.495.8578 or jessie.wuerst@avistacorp.com.

Member Survey Yields Valuable Results

Professional development and Accreditation are among the most valued services associated with PRSA membership, according to the results of the 2003 Greater Spokane Chapter Membership Survey completed last month. Thirty-one percent of chapter members responded to the survey, designed to help the Board identify what is most valued and desired from our constituents.

Many professional development topics of interest were identified by members, providing valuable feedback now being used by the Board to create PRSA workshops and other educational opportunities this year. Member networking will be expanded with the addition of an annual membership meeting, to be held later this fall. And enhanced member communications tools are also under development -- an updated website and newsletter are coming soon.

Over 60 percent of respondents reported being "very satisfied" or "satisfied" with the Greater Spokane PRSA chapter. Another 23 percent said they were "moderately satisfied." In addition to professional development and Accreditation, members listed networking and national resources as among the most important benefits of PRSA membership.

The Board is committed to increasing awareness of the value of PRSA membership among communications professionals, as well as offering superior programs and services to chapter members using national resources. For more information about survey results, contact Mary Joan Hahn, APR, 509.744.3350 or mjhahn@rockey-spokane.com.

Four Tips on Doing PR Measurement When Your News is Not Getting Out

Reprinted with permission from The Measurement Standard (www.themeasurementstandard.com) March 28, 2003.

By Katie Delahaye Paine

Whether we like it or not, the news hole is still shrinking, the media is obsessed with war and peace, the economy is wrecking havoc with ad budgets and publications are falling by the wayside. All of this adds up to a lot less room for those stories you've been so carefully cultivating.

Worse still, if you've been doing your homework by measuring results and cranking out lovely charts and graphs, the anemic results are all the more obvious. Your department looks as if it has been sitting in bed eating bonbons rather than actually slaving away 'till the wee hours.

When I was running a media analysis company, we knew instinctively that a major news event might impact our client's coverage. But we didn't actually measure the phenomenon until Desert Storm, when every one of our media tracking accounts had a dismal quarter.

Now we're seeing the same thing again. Local reporters, who normally might be expected to show up for an event or a press conference, are busy tracking down families with relatives in the Persian Gulf. Business writers are looking for the war angle, but most companies are too wary of being perceived as war profiteers to brag much about any success.

You Can Still Measure

When it comes to measurement, there are ways to account for the effects of external factors.

1. Put your results in context.

You should always be looking at yourself versus your peers or close competitors. The shrinking news hole is probably affecting the entire industry. So if you measure your share of exposure, or share of ink, or share of positioning on a regular basis, those numbers should not change much.

If, on the other hand, you're in the defense industry or another organization directly affected by war or peace, chances are that you're getting more than usual coverage. The pertinent question still applies: Are you getting your fair share compared to your peers?

And when presenting your results, don't hesitate to go for the simple. Put in little "balloon over" key dates when all coverage is affected --

September 11th, Election Day, a major holiday. This use of visual cues will instantly and effectively spotlight the external factors impacting your results.

2. Measure is relevant.

Maybe in these troubled times "getting ink" isn't nearly as important as having good relationships. If your sales are slumping, then trying to tie your efforts to sales is harder than ever. So don't even go there.

Measure the relationships. Or the trust your stakeholders have in what you are saying. Measure changes in perceptions over time, and by all means do it competitively. If you don't have the context of your competition, you'll have no idea if changes you find are the results of your efforts or the result of the general mood of the public.

3. Avoid gross generalizations to explain away the situation. Weak excuses like "We can't get any press because the news hole is shrinking" won't get your job done and will get you in trouble. The truth is that there will be at

See "Four Tips" on page 5

Chapter Briefs

Jerrie Heyamoto of the Heart Institute has relocated to new offices in the Sacred Heart Medical Center complex. Her new address is: 44 W. 6th, Suite 110, Spokane, WA 99204. Her email address and phone number remain the same.

Chapter Appreciation Month Discount to New Members!

Chapter Appreciation Month runs through the month of May. This national campaign is open to new members and to renewing members who have been inactive for at least one year. The discount is available to those signing up as Full Members only (sorry, we can't offer this discount for Associate Membership). New members pay \$290 (\$225 for national dues, and \$65 initiation fee). They receive, along with their national membership, a free one-year membership in the local chapter of their choice.

Here are three ways to take advantage of this offer:

1. Complete the special membership application and return it to PRSA Headquarters by May 31, 2003. These applications will be available during the Friday, May 2, breakfast meeting at the Cataldo Room at Gonzaga University.
2. Or, don't wait! Visit www.prsa.org, download the special application and return it to PRSA Headquarters by May 31. You may also apply online, but be sure to enter "CPAH2003" in the Promotion Code field, in the final stage of the online application process. Include credit card payment of \$290.
3. Complete a regular application and write "Chapter Appreciation Month" at the top. Send it with the \$290 national dues and initiation fee.

Send membership forms to:

PRSA Headquarters
33 Irving Place
New York, NY 10003-2376

It is important to complete applications in their entirety, including Section III- Professional Experience, in order to qualify. Incomplete applications will not be processed.

I'd like to challenge PRSA members to encourage your peers to join PRSA during Chapter Appreciation Month. The benefits are plentiful, including Accreditation, professional development through local and national resources, local and national online benefits, and recognition through the Silver and Bronze Anvil Awards programs.

If you'd like an application to be sent to you or an associate, call me, Anne McKeon, PRSA Membership Chair at 482-2127.

Four Tips Continued from page 3

least some other coverage. And if your competition gets it and you don't, you'll get nowhere unless you face the situation head-on.

4. Set reasonable expectations.

Despite what we just said about making generalizations, keep in mind that this is not the best of times for PR. The trick is to put your work in useful measurement context. If you can, go back to 1991 and look at what happened to your press coverage or your sales or your brand preference scores then. If you don't have records back to 1991, then try September of 2001. The important thing is to provide more data, be up front about the results and don't look defensive. Good data on any part of what is going on with your coverage is worth showing; you'll be in more control and everybody will understand the situation better.

New APR Examination Coming Soon

After more than three years of re-engineering, the Universal Accreditation Board (UAB) is preparing to introduce the new Accreditation in Public Relations (APR) in July 2003. The new exam will be multiple choice and take about three hours to complete at local testing facilities throughout the U.S. It will test what public relations professionals do in the 21st Century while maintaining the same high level of quality embodied in the previous examination. This new, enhanced Accreditation Examination is credible and relevant to today's practitioner and employs current best practices in professional certification testing.

Prior to taking the written exam, each candidate will pass a Readiness Review, which replaces the former oral examination. The Readiness Review will include a portfolio review and assessment for the candidate's readiness to take the Examination. Greater Spokane Chapter APRs will sit on the local Readiness Review Panel and coach each candidate to determine areas of weakness and help identify specific areas of the

May Meeting Program (continued from page 1)

decisions about health, politics, and social reality. She is an expert in the effects of alcohol advertising and media portrayals on children, family communication and the media, adults' disaffection with the media and political participation, and media and media literacy.

Dr. Pinkleton is a specialist in communication campaigns, including political and health campaigns. His research areas include negative political advertising and political decision-making, and the impact of alcohol beverage advertising on children and adolescents.

body of knowledge in which the candidate should focus further study. The panel will provide candidates with references related to these areas. Candidates may not take the written examination until they have passed the Readiness Review.

The new Examination tests competencies in ten areas of professional practice that are appropriate to a practitioner with five to seven years of full-time public relations experience. Greater Spokane Chapter APRs will offer a series of study sessions for candidates, prior to the Readiness Review.

APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective and sound professional judgement. Fifteen members of the Greater Spokane Chapter have earned their APR. For more information, visit www.accreditationboard.org or contact Melanie Rose, APR, Chapter Accreditation Chair, at 509.324.1688 or mkrose@spokanecounty.org.



Breakfast Meeting Programs

First Friday of the Month
7:30 - 9:00 a.m.

Gonzaga University, Cataldo Hall
@ Boone & Astor

\$9.00 PRSA & SPRC members
\$11.00 non-members
\$7.00 students