



UPDATE

Public Relations Society of America

Greater Spokane Chapter

Volume 8 Issue 6 • June 2003

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Special Events

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June Program

Topic: Catholic Charities, "Postcards from St. Margaret's"

**Friday, June 6
7:30 - 9:00 a.m.**

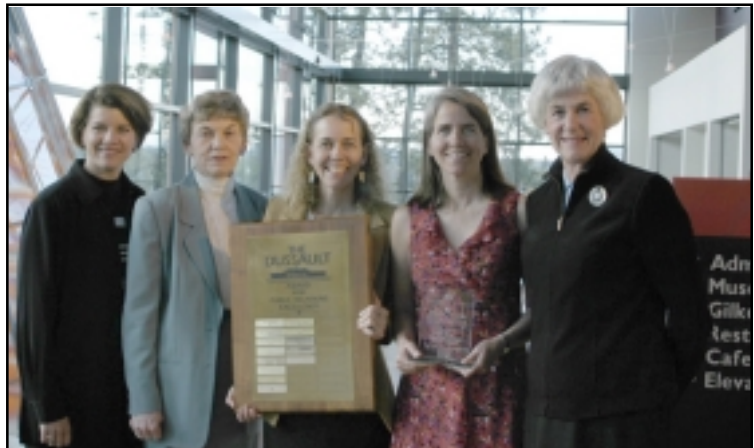
**Spokane Room,
Student Union Building "COG", G.U.
Corner of Desmet and Dakota**

**Note New
Location!**

In 2000, Catholic Charities opened an expanded St. Margaret's homeless shelter, tripling the number of families they could help from 6 to 18. They needed funds and friends, and wanted to raise awareness of homelessness as well as give their residents a way to share their stories.

Thus was born "Postcards from St. Margaret's" -- recently honored with the Spokane Public Relations Council's highest honor, the Dussault Award, and the subject of our final meeting until September. Mailed monthly to more than 2,300 friends of St. Margaret's, the postcards are made possible by a team of staff, volunteers, and in-kind donors. Professionally led writing workshops, donated

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The Award-winning team of the "Postcards from St. Margaret's" Campaign.

Professional Development Workshops Brought to You by Your Local Chapter

Teleconferences and webcasts from PRSA national bring cutting-edge topics and top quality speakers to the Spokane area. Register today with Mary Joan Hahn for these programs!

Hit Us with Your Best Shot Employee Communications

Thursday, June 26, 10-11 a.m.
Avista 4th Floor Conference Room

Bring your toughest public relations questions on internal communications to this session and get answers from a panel of experts, including Maril MacDonald, CEO at Matha MacDonald; Robert Carr, senior director of corporate communications at Sears, Roebuck & Co.; and Leigh Ober, executive director of employee communications at Verizon Information Services.

Cost: \$12.50 PRSA members and students
\$20 non-members

Registration Deadline: June 19

June Meeting

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artwork and photography, and donated printing resulted in beautiful and moving postcards. In return, the postcards have delivered increased donations of money and goods, increased volunteerism, and a special experience for the residents.

Mary Ann Heskett, development consultant and former director of development for Catholic Charities, will describe the challenges, procedures, and results of creating their Dussault-winning postcard campaign.

Tell us you want 'em and we'll bring 'em to Spokane during the last two weeks of June. These two webcasts present new ways to prove you make a difference in your organization.

Public Relations Impact on the Bottom Line: Demonstrating Value Through Measurement

This webcast will bring you up-to-date information on the latest developments in public relations measurement and evaluation, including output, outgrowth and outcome measurements, the most cost-effective measurement tools, and real-world case histories of public relations effectiveness. Presented by Walt Lindenmann, Ph.D., APR, independent consultant.

AND...

Public Relations vs. Advertising: New Metrics to Demonstrate Effectiveness

This webcast presents new technologies that apply meaningful analytics to public relations efforts, showing the clear cost-effectiveness of public relations and its tactics. Presented by You Mon Tsang, CEO of Biz 360, a pioneer in the field of off-line browsing and "push" software.

Specific Date and Location TBD.

Cost: \$30 PRSA members and students
\$40 non-members

Registration Deadline: June 16

Contact: Mary Joan Hahn
509.744.3350

maryjoan.hahn@hillandknowlton.com



Chapter Briefs

President Elect Announced

The Greater Spokane PRSA Chapter has selected **Maggie Crabtree, APR**, as President Elect. She joined the Board this year and is serving as PRSSA Liaison. Maggie will be attending the PRSA Leadership Rally in New York in June, and will start her term as President in January 2004.

Accredited Member Moves to New Position

Jessie Wuerst, APR, moved into a new position as Financial Relations Manager at Avista Corp. Previously Avista's Employee Communication Manager, Jessie believes her APR credential helped her make this move and set her apart from other candidates. Congratulations!

Interested in Accreditation?

As PRSA gears up to launch the new Accreditation for Public Relations (APR) exam next month, local preparations are also underway. The first step is simple -- identify Greater Spokane Chapter members interested in pursuing this professional development opportunity. Are you interested?

The APR credential is the 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.

"I came to public relations via a degree in English Language and Literature -- a not uncommon route, I've found," explained Mary Joan Hahn, APR, Senior Account Executive with Rockey Hill & Knowlton Spokane. "The APR program gave me the theoretical founda-

Rockey West Public Relations Rebrands

Rockey West Public Relations, a division of The Rockey Company, has rebranded to become Rockey Hill & Knowlton. The Rockey Company, which celebrated its 40th anniversary last fall, opened a Spokane office in 1987. Nine years later it merged with **Jennifer West** Public Relations to become Rockey West Public Relations. In 2000, the Rockey Company was acquired by Hill & Knowlton, one of the world's leading communications consulting firms.

"Our blended name and our new look represent the global presence, extensive expertise and deep resources that Hill & Knowlton brings to our clients," said Jennifer West, general manager of Rockey Hill & Knowlton in Spokane.

tion and conceptual basis behind many of the practices we employ every day. Because it values practical experience as well, it provides an unexpected and exceptional balance between theory and reality -- a hallmark of truly useful learning experiences."

Fifteen local chapter members have earned their APR and can provide additional insight, if you are interested in pursuing Accreditation. ***Now is the time to find out more!*** Contact Melanie Rose, APR, Accreditation Chair, at 509.324.1688 or mkrose@spokanecounty.org -- TODAY!



Bulldog Reporter's Winning PR Campaigns

From Bulldog Reporter Newsletter
May 15, 2003

Smithsonian Turns a Tiny Budget Into a Million-Dollar Campaign for Julia Child's Kitchen

Imagine: You're publicizing an upcoming exhibit for the Smithsonian Institute. The good news is, it's an exhibit of the beloved television chef Julia Child's kitchen. The bad news is you only have a budget of \$30,000 and a staff of one and a half to get the job done. It might sound easy to promote such a famous client, but just ask Valeska Hilbig -- she'll tell you it took a lot of hard work, ingenuity and the shrewd use of traditional PR techniques to turn her modest budget into a PR campaign that generated millions of dollars worth of publicity. Some of her hits included: CNN's "Headline News" (10 times) and "Larry King Live," NBC's "Today" (twice), ABC's "Good Morning America" and "Nightline" (twice), Associated Press, People, USA Today, The New York Times, Los Angeles Times and The Washington Post. The Campaign -- "Bon Appetit! Julia Child's Kitchen at the Smithsonian Institute's National Museum of American History" -- is living proof of the huge leverage PR can exert in the media and on the public consciousness. But it was no piece of cake.

World-Class Coverage From a Lean Team

"It's always a challenge for us to put on an effective campaign," says Hilbig. "We have a small staff (three full-time in-house PR pros and one part-time intern) and a small budget -- we can't hire an outside firm like other organizations with more resources. On top of the normal constraints, my two colleagues were working on major exhibitions scheduled for September and October (the opening of the Julia Child exhibit was August 19, 2002), so the three of us were working independently on huge projects."

So how did Hilbig confront these challenges, and what lessons can the rest of us draw from her experiences? "We try to maximize coverage with what we have," she says. "The marketing was basically non-existent. We couldn't do a fancy brochure or

create elaborate press kits -- we didn't even have the money for a banner on the building. We had just enough money for some simple press kits, a very basic 10-minute b-roll, the distribution of two press releases on U.S. Newswire and the hosting of a press event on the day of the grand opening." Hilbig generated her own media list and took the time to contact journalists from a variety of beats -- food, entertainment, celebrity, home and calendar -- with simple, highly targeted pitches.

Against the odds, Hilbig put together a momentous, massively successful campaign. Here's how she did it and how you can follow her lead to squeeze more out of small budgets and still score world-class coverage.

• **Find a timely hook -- it dramatically increases your leverage.** The media love to see pitches with historic tie-ins -- in fact, the 2000 Bulldog Award Grand Prize Winner used the anniversary of George Washington's death to mount a highly successful campaign about Mount Vernon. In Hilbig's case, it so happened that Julia Child was having her 90th birthday eight months out from the date of the initial donation, so she seized the opportunity to time the grand opening with the birthday celebration. "It was fortuitous

Continued on page 6: Julia @ Smithsonian

Job Opening

Sterling Savings has a job opening for a Public Relations Specialist. A four-year degree in public relations, journalism, marketing or related field, plus three to five years of public relations experience are required.

Contact Stacey Davis by email:
stacey.davis@sterlingsavings.com

or by fax: 509.358.6118.

You may mail your resume to:

**Sterling Savings Bank
Attn. HR/PR Specialist
111 N. Wall
Spokane, WA 99201**

Deadline June 10, 2003

National Briefs

PRSSA Seeks Assistance at National Conference

As PR professionals from around the world gather in New Orleans for the 2003 PRSA International Conference, October 26-29, the companion PRSSA National Conference in New Orleans is seeking assistance. Conference organizers are asking PR professionals to volunteer their time and experience during the "Resume Enhancement" Session on October 27, when about 800 students will be seeking tips and suggestions. If you're planning to attend the national conference and can help, contact Melanie Rose, at 509.324.1688 or mkrose@spokanecounty.org.

Advocacy Program Launched

PRSA has launched a proactive, aggressive Advocacy Program and is seeking support from local chapters. We have been asked to scan for potential issues on which PRSA should take a stand and communicate these issues back to our national organization.

For example, PRSA has recently been involved with the issue of the trade and business press, focusing on the impact of war and a shrinking news hole on public relations. The press has taken a negative and narrow focus that ignored the broader role public relations plays, and created an inaccurate image of what public relations professionals really do. PRSA was able to respond to these inaccurate portrayals of the profession when Society spokespersons were quoted in both the New York Times and USA Today. Visit www.prsa.org for more information. If you have an issue to share, contact one of our Chapter's Board members!



Early Bird Special! Register before October 4!

New Orleans

2003 PRSA International Conference - October 25-28
Building Credibility, Confidence and Respect

respect understanding
leadership
 responsibility building
 confidence credibility

OPENING GENERAL SESSION · SUNDAY, OCTOBER 26

<p>Mary Matalin & James Carville Experts in opposition.</p>	<p>Sister Helen Prejean, C.S.J. Author, Dead Man Walking</p>
	
<p>"She said....He said Both Sides Now"</p>	<p>"Sister Prejean Speaks!"</p>

Julia @ the Smithsonian

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that her birthday was coming up soon after -- but not too soon after -- acquiring her kitchen,” she says. “Without that, we might not have had much of a hook.” Hilbig is being modest. No doubt she would have found another timely tie-in -- an anniversary of Child’s show, National Food Week or a congressional act naming it National Julia Child Day.

• **When time is on your side -- use it to give your story legs.** Hilbig had eight months from the date of the initial donation until the opening. Rather than try only for huge coverage at the grand opening, she was able to stretch her campaign by putting focus on the installation and keeping reporters in the loop along the way. “We realized many people don’t understand how a collection is unpacked and numbered and tagged,” says Hilbig. “Since the space for the exhibit was already in place and happened to have two viewing windows, we decided to offer twice-weekly tours with curators to allow visitors to observe the process. I didn’t do any major mailings, I relied on U.S. Newswire (which Hilbig used twice -- once for the initial donation and again before the grand opening) to get the word out, and then we reached out to our contacts individually.”

“The media were really attracted to the idea of how to put on an exhibit and preserve the kitchen,” Hilbig continues. “I knew that any sort of news bite would drive more media -- and I realized I had to be creative -- so I would keep them posted and tell them on which dates we were doing what. For example, one day the local Fox affiliate came by to film us as we unpacked Julia’s six-burner stove.”

• **Hit your target dead-on with focused pitches.** Hilbig contacted reporters from various beats and tailored her pitches to match the individual hot buttons of each reporter. “We pitched the calendar editors about the public previews and the various angles -- home, food, celebrity -- to other beat reporters,” she says. “It was easier to reach out to the food and entertainment reporters because

they know Julia. The general media were more difficult to convince because we had to explain what people can learn from a kitchen in a museum.

• **Create an interesting back story.** To convey the importance of Julia Child and this particular exhibit to the various reporters, Hilbig emphasized her place in history and the effect Child had on the way Americans think about food. “Our message was that Julia single-handedly changed American cooking,” she says. “Before her, it was the 1950’s and the people ate TV dinners -- nobody was attempting French cooking. Her charm and humorous presentation style convinced everyone that cooking was not just easy but plain fun.”

• **Stay in touch without getting in their face.** Hilbig used a low-key approach when informing reporters throughout the installation process. “I didn’t call a hundred people -- I didn’t have the time,” says Hilbig. “Ideally, I wanted the media to call me. I called a very select group of people, including CNN, the Today show, Fox, the Washington Post, New York Times and local food writers -- mostly they were those who had asked me to keep them in the loop. As I talked to most of the reporters, I got an idea of what they would go for and went for that approach. Some I would lure with a quick message or email letting them know what was going on. Most of them responded very well, and with each piece it would generate more media interest so they would begin to call me.”

• **Measuring success.** “Overall the publicity resulted in more than 450 features, reaching millions of people nationwide,” says Hilbig. The exhibition was covered in some 300 newspapers and magazines, in nearly 100 television and radio features, and on approximately 60 websites.” Although exact visitor numbers are not available, Hilbig says the exhibit has been a phenomenal success, and its run has been extended through September 2005.

Best of all for Valeska Hilbig herself, she scored the ultimate resume and career builder: Her effort won Grand Prize -- The Best Media Campaign of the Year -- in the 2003 Bulldog Awards for Excellence in Media Relations & Publicity.