

The UPDATE

Dates to Remember...

Annual Fall Workshop

Oct. 29, 8 a.m. - 1:30 p.m.

@ Mukogawa
 Fort Wright Institute

Annual Member Meeting & Holiday Auction

Nov. 6 @ Kress Gallery
 Meeting starts @ 4:30 p.m.
 Auction starts @ 5:45 p.m.

Monthly Breakfast Meeting

October 3
 (See page 6)

Teleconferences:

(See Pages 4 & 5)

The Threat of Litigation
 Nov. 13 (register by Nov. 6)

Media Training
 for Media Trainers
 Nov. 20 (register by Nov. 13)

Master the Art of the Storyteller
 Dec. 4 (register by Nov. 25)

What CEOs Really Know
 about PR.
 Dec. 11 (register by Dec. 4)

When the News is Bad
 Dec. 18 (register by Dec. 11)

PR Emergency: Strategies for Effective Crisis Management

Fall Workshop Registration Now Available.

Crisis management is one of your most important strategic communication priorities. Whether you're facing an urgent, emerging or sustained crisis, effective communications are essential to help handle increased visibility, manage reputations and protect your organization's credibility.

Join us for this half-day workshop as seasoned professionals

share perspectives, counsel and valuable 'lessons learned' in a variety of crisis situations.

Learn how to create plans that prepare you to work strategically. See what works. Move from concept to real-world effectiveness with practiced specialists who've been there - and survived. **To register, visit www.prsaspokane.org/annual_workshop.asp**

See Page 2 for Workshop Specifics.

Holiday Auction and Annual Chapter Meeting

Mark your calendars for the **PRSA Holiday Auction at 5:45 p.m. Thursday, November 6**, at the Kress Gallery in River Park Square. The cost is \$15 per person.

The event will be preceded at 4:30 p.m. by the Greater Spokane PRSA Chapter Annual Meeting.

Auction items are needed and can be left with Garry Matlow at the Ronald McDonald House, 1015 W. 5th Ave. Call Garry at 624-0500 or email to garrym@rmhspokane.org.

Strategies for Effective Crisis Management

Program Overview

Crisis 101 - The Fundamentals of Crisis Planning and Preparation

- **Steve Boyer**, Senior Vice President, Rockey Hill & Knowlton, Seattle

Media Perspectives on Crisis Communication

Learn what editors, reporters and working journalists in Spokane expect from PR professionals when crises occur. Bring your questions for our local news panel.

- **Bert Caldwell**, business columnist, Spokesman-Review
- **Annie Wright**, assignment editor, KREM TV
- **Patricia McCrae**, news director, KHQ TV

Institutional Crisis

How does an institutional communications department handle the urgency of the national spotlight and protect its long-term reputation when a student is arrested on terrorism charges, and just a few months later, allegations of fiscal mismanagement lead to the resignation of the University president?

- **Bob Hieronymus**, Director of Communications and Marketing, University of Idaho
A two-time winner of the Idaho Advertising Federation's top award for public relations excellence, Hieronymus has served 19 years in public relations and marketing

Case Study Panel

A panel of experienced communication professionals share strategies, techniques and 'lessons learned' in crisis management dealing

with a variety of urgent, emerging and sustained situations.

- **Libby Hutchinson**, Vice President and Manager of Corporate Communications, Washington Mutual Bank, Seattle
- **Hugh Imhof**, Manager of Media and Information, Avista Corp., Spokane
- **Susan J. Senner**, Project Manager for External Relations & Communications, International Nuclear Safety Program, Pacific Northwest Laboratory, Richland, Washington
- **Pat Moseley**, Executive Director, Inland Empire Chapter, American Red Cross, Spokane

Keynote Address

Crisis Communications: A Look at SARS in Toronto

An up-close look at the extraordinary communications effort necessitated by the outbreak of SARS in Canada's largest city earlier this year. Jeff Lozon, who has earned the IABC CEO Award for Excellence, will outline his medical center's complex communications program including the demands of multi-audience communications, coordination between various entities and agencies, public safety issues and more.

- **Jeff Lozon**, President & CEO, St. Michael's Hospital, Toronto since 1992. He successfully positioned St. Michael's Hospital as a leader within Toronto's academic health sciences system, also earning the designation as most efficient teaching hospital in Ontario. From 1999 to 2000, Lozon served a one-year appointment as Deputy Minister of Health and Long Term Care for the Province of Ontario.



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Coke & Burger King: An Ethical Dilemma Revealed

by *Jessie Wuerst, APR*



Remember the ethical dilemma posed in last month's newsletter? Here's a quick refresher: While trying to increase revenues through their Burger King partner, Coca Cola hired an outside person to give a donation to a non-profit organization that he said was to be used for rewards for children's behavior and as a test marketing tool for Burger King. What is the ethical dilemma?

The core principle of the PRSA Code of Ethics that speaks to this scenario is "Open communication fosters informed decision making in a democratic society." The PRSA guidelines specifically call for complete information about who the sponsor is for causes and interests represented, for avoiding deceptive practices, and for honesty and accuracy in all communications. In other words, if Coke had not used deceptive tactics in trying to increase sales of their test product by giving a donation to a non-profit under false or misleading circumstances, chances are that the soft drink company would not have faced serious internal auditing and product fraud charges, and several top Coke employees would not be now on the unemployment line.

For more information about the PRSA Code of Ethics, go to www.prsa.org and click on "About PRSA," or contact me at jessie.wuerst@avistacorp.com.

Greater Spokane Chapter PRSA Professional Development Programs - Fall 2003

Teleconference

The Threat of Litigation to Institutional Brands and Corporate Reputation

Thurs., Nov. 13 Noon to 1 p.m.

Register by Nov. 6

With corporate litigation on the increase, communication professionals are increasingly called upon to offer knowledgeable, experienced counsel to management about communicating in a fluid environment.

In this session you'll learn how to:

- Understand the dynamics of the litigation landscape in order to be current in offering counsel and direction
- Identify and incorporate new, non-conventional communication tools in client challenges
- Master the new rules of engagement in litigation communications.

Presented by Alan Hilburg, president and CEO, PN Consulting, Porter Novelli

\$12.50 PRSA members

\$20 non-PRSA members

Teleconference

Media Training for Media Trainers: Building Content, Content, Content

Thurs., Nov. 20

10 to 11:30 a.m.

Register by Nov. 13

James E. Lukaszewski, ABC, APR, Fellow PRSA outlines how to coach for content. This 90-minute program will take participants through the structure, technique and substance of content-driven media training. It will show you how to improve your ability to help your spokespeople prepare for media interviews, and provide helpful and practical approaches to building content in a variety of situations.

\$22.50 PRSA members

\$30 non-PRSA members

*Teleconferences bring
cutting-edge topics and
top-quality speakers to
Spokane. Register today for
one or all of these programs.*

TO REGISTER:

A minimum number of 10 registrations per program are required to bring each of these events to Spokane. Include your name, company, postal address, telephone number and email address - and specify which program you are registering for. We'll look after the technical

details. You arrive on time, ready to learn! Pay at the door.

Register by deadlines indicated by contacting Mary Joan Hahn, Rockey Hill & Knowlton, 744-3350. maryjoan.hahn@hillandknowlton.com

Teleconference
**Master the Art of
 the Storyteller**

Thurs., Dec. 4
 Noon to 1 p.m.
 Register by Nov. 25

Put the single most powerful form of human communication to work in your very next written piece.

You'll learn how to :

- Ask the key interview question to elicit juicy anecdotes
- Use the WBHA approach to find anecdotes in the making
- Master a four-step process for crafting an effective story
- Test your story for the five essential elements every narrative needs
- Use secrets stand-up comedians use to craft a punch line that surprises and delights your readers.

Ann Wylie, Wylie
 Communications Inc.

\$12.50 PRSA members
 \$20 non-PRSA members

Teleconference
**What CEOs
 Really Know About
 Public Relations and
 How to Reach Them**

Thurs., Dec. 11
 11:30 a.m. to 1 p.m.
 Register by Dec. 4

A one-hour interactive teleseminar with Matt Gonring, vice president global marketing and communications, Rockwell Automation

Is there a disconnect between your communication efforts and your CEO's expectations? Without a background in communications, and with very different objectives than yours, this shouldn't be a surprise. Help improve understanding by considering how your activities meet your CEO's objectives. In this session you'll see:

- How CEOs evaluate communications
- How to make your communications achievements speak their language
- How to connect your results with their objectives.

\$25 PRSA members
 \$20 non-PRSA members

Teleconference
**When the News Is Bad:
 Handling
 the Toughest Questions**

Thurs., Dec. 18
 10 to 11:30 a.m.
 Register by Dec. 11

Confidence in answering questions on our feet is tempered when we encounter situations that are extremely difficult and tension-filled, such as when the questioner is emotional, irritating or intentionally trying to embarrass us or disrupt proceedings. This program teaches simple, sensible, positive and specific techniques that provide the self-assurance to move ahead in grueling and gut-wrenching situations. Learn a seven-step process in dealing with emotionally charged situations to achieve order and purpose. Find out how to usefully structure information to reduce emotion, help people feel comfortable and put you in control.

James E. Lukaszewski, ABC,
 APR, Fellow PRSA

\$25 PRSA members
 \$30 non-PRSA members

**All programs are held in the Teleconferencing Center,
 Foley Library, Gonzaga University.**

October Breakfast Program

Topic: Target Marketing: How the Library can Help with Your Market Research

Market research is an essential step in our marketing and communication efforts; necessary in helping us determine where and how to best target our audiences. But what if your budget doesn't allow for that research project you think will give you the information you need to design and execute an effective campaign?

Your local library can help!

At the October 3rd breakfast program, Spokane Public Library's reference librarian Cathy Bakken will explain where to find

information about your audiences, such as demographics, psychographics and spending habits at the Spokane Public Library. She will discuss the many valuable, no-cost resources available that can help your target marketing efforts, and make informed decisions on where to spend your advertising dollars.

Bakken has served as a reference librarian at Spokane Public Library's Downtown Branch for 12 years, and as the business librarian for three years. She earned a Master's Degree from the University of Washington in 1989, and another in Library Science from UCLA in 1991.

MARK YOUR CALENDAR:

NOVEMBER 6

**4:30 P.M. GREATER SPOKANE
CHAPTER ANNUAL MEETING**

5:45 HOLIDAY AUCTION

**KRESS GALLERY @
RIVERFRONT SQUARE IN
DOWNTOWN SPOKANE**

Monthly Breakfast Programs



**First Friday of the Month
(September to June)
7:30 - 9:00 a.m.**

**Spokane Room at the Student Union
Building, Gonzaga University**

**\$9.00 PRSA & SPRC members
\$7.00 students
\$11 non-members**

Guests Welcome!

Next Meeting is October 3 rd.