

The UPDATE

Dates to Remember...

Annual Member Meeting & Holiday Auction

Nov. 6 @ Kress Gallery,
River Park Square, Spokane

Meeting starts @ 4:30 p.m.
Auction starts @ 5:45 p.m.

Monthly Breakfast Meeting

November 7
(See page 3)

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)

Visit our website:
www.prsaspokane.org

Annual Chapter Meeting and Holiday Auction Planned

Join us Thursday, November 6th!

Reserve your seat today for two exciting Chapter events rolled into one!

The Greater Spokane PRSA Chapter will hold our **Annual Membership Meeting** on November 6, 4:30 - 5:45 p.m., immediately followed by our **Gala Holiday Auction**. Both events will be held in the Kress Gallery on the third level of River Park Square in downtown Spokane.

At our Annual Meeting, you'll hear about your Chapter's accomplishments in 2003, our plans for 2004, and have a chance to offer your input. We will welcome members new to PRSA this year, along with our Board for the coming year. And, we will present our Chapter's award for excellence in public relations, the Degerness Award, to one of our members. The membership

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Understanding the Media: Taking Local Stories Beyond Spokane

Seasoned media professionals will share tips and techniques for placing local stories in the regional and national media. Join us for our breakfast meeting on November 7, as Hugh Imhof, Manager of Media and Information, Avista Corp., leads a moderated discussion with these panelists:

- Marty Demarest, Spokane Public Radio (NPR)
- Nick Geranios, The Associated Press
- Jessie Kane, Northwest Cable News (KREM)

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Annual Meeting and Holiday Auction

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meeting is free and all chapter members are encouraged to attend.

The Holiday Auction festivities will begin with hors d'oeuvres and a no-host bar. Relax and enjoy an evening of networking, entertainment and get a head start on your holiday shopping. This event is just \$15 per person and is open to the public.

Photographer Dom Hamilton will bring his colorful personality to the event as our celebrity auctioneer. Bid on a variety of symphony and other concert tickets, a pair of tickets to "Cats," a night's stay at the Davenport Hotel, and many other great items. A live auction, silent auction and raffle are planned.

Proceeds from the event will provide scholarships to PRSSA members at Gonzaga University, Eastern Washington University and Washington State University. Credit cards will be accepted as payment for auction purchases. Donated auction items are being accepted until November 3rd.

Plan to attend one or both events and celebrate an exciting year for the Greater Spokane Chapter of PRSA!

Reserve your seat **TODAY** by calling Garry Matlow at **509.624.0500** or email him at **garrym@rmhspokane.org**.

For additional information, visit our website at **www.prsaspokane.org**.

November Breakfast Program

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Topic: Understanding the Media: Taking Local Stories Beyond Spokane

Each panelist will describe their news outlet in terms of audience, operations and their role in placing local stories into the regional and national media. They'll offer tips for taking local stories beyond Spokane and ideas for how we, as public relations professionals, can be most effective in this process. You'll hear real life examples of successful and disastorous stories and get the straight scoop on "the wire." And, you'll have ample opportunity to ask your burning questions of this experienced media panel.

About the Speakers

Marty Demarest is a radio producer and writer whose stories have been featured nationally on the public radio programs Morning Edition and Marketplace, among others. He also writes online content for Viacom and Disney. He is a producer for National Public Radio-affiliate Spokane Public Radio and a correspondent for the *Pacific Northwest Inlander*.

A Montana native, **Nick Geranios** has been working for the Associated Press for 21 years, starting in the Helena office. He also worked in the Chicago, Springfield, Illinois, Yakima and Sacramento offices before transferring to Spokane in late 1995. His wife also works for the Associated Press and runs the Spokane office that produces election results and sports scores from around the country. Nick holds a degree in English from Montana State University.

Jessie Kane is the Spokane Bureau Coordinator for Northwest Cable News, working as assignment editor and producer in close coordination with KREM-TV for about two years. She has also worked as an intern for WBGH-TV in

Boston and KCTS in Seattle. Jessie holds a degree in Communications from Washington State University (WSU).

A seasoned public relations professional, **Hugh Imhof** currently manages national and trade press media relations, as well as corporate and subsidiary issues management for Avista Corp. Previously, Hugh directed news and media relations for WSU, where he was responsible for university-wide communications and media relations. For close to a decade, he produced and hosted "Spokane this Week," the public affairs program of KSPS-TV in 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 November 7th.

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 Ann Nolan, phone: 509.325.2878, or by email: janolan3@juno.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.**

Chapter Briefs

Welcome New Members

Two new members have recently joined the Greater Spokane Chapter! Join us as we welcome **Annie Matlow**, Director of Marketing and Public Relations with the Spokane Symphony, and **Jennifer Hatley**, Public Relations Specialist with Sterling Savings Bank. All new members in 2003 will be recognized at our upcoming Annual Membership Meeting on November 6. (See page 1 & 2 for details on the Annual Membership Meeting.) Welcome!

Check Out Our New Website

Our chapter now has a tremendous new resource -- www.prsaspokane.org. Since going live at the end of August, we've recorded hundreds of hits. Most are visiting the professional development section and others are visiting the updated membership list. We've worked closely with Spokane Web Communications (www.spowebcomm.net) to bring our members this important new tool. Members and visitors can easily post job openings and special events to the site, as well as review the latest news about our chapter -- posted on our home page.

Making our Vote Count

Our Chapter Board recently voted to support the change proposed by our national organization regarding representation at the National Assembly. This change would eliminate the requirement that Assembly delegates must be Accredited (APR) to participate in the governance of PRSA. Although our chapter was unable to send a delegate to this year's Assembly, we cast our vote with other chapters in the North Pacific District in favor of this change. The proposed change failed at the National Assembly, however, by a very narrow margin.

Looking for a Few Good Professionals

Thinking about getting more involved in your PRSA chapter? Want to expand your professional contacts and make a few new friends? Join one of our committees and contribute to the success of our chapter! We are now recruiting for members to join three committees: Professional Development, PRSSA/Scholarships and Special Events & Awards. Sign up sheets will be available at the Annual Membership Meeting. For more information, contact Melanie Rose, APR, at 509.324.1688 or by email at mkrose@spokanecounty.org. There are lots of ways to get involved!

New Accreditation Opportunities

The Greater Spokane Chapter will again be offering members the exciting opportunity to become Accredited in Public Relations (APR). A series of study sessions are planned for early 2004. This professional development opportunity is available to all PRSA members with at least five years of experience and is one of the many values of PRSA membership.

In July, PRSA launched a new Accreditation process with a "Readiness Review" panel of Accredited members (who guide APR candidates), as well as a new multiple choice exam taken when the candidate is ready.

Contact Chapter Accreditation Chair Melanie Rose, APR, for more information or to express your interest in working toward Accreditation. Call 509.324.1688 or email mkrose@spokanecounty.org.