

The UPDATE

Topic of December 5 Breakfast Meeting:

Creating Messages That Get Noticed and Build Your Brand

Contrary to popular opinion, says Dr. Robert Sevier, senior vice president for the national marketing consulting firm Stamats Communications, a brand is not just a look. Rather, a brand is a trustmark, a warrant, and a promise.

Building on the insights of Al Rise and Laura Ries in their landmark book, *The Fall of Advertising and the Rise of PR*, Sevier argued in a recent white paper that “effective brands have two essential components.”

Bob
Sevier



Dates to Remember...

Monthly Breakfast Meeting

December 5

January 9

Teleconferences:

(See Page 5)

What CEOs Really Know
about PR

Dec. 11 (register by Dec. 4)

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

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www.prsaspokane.org

“First, there is the component of awareness. In other words, among the 3,000 or so other messages they will receive this day, did your audience members notice yours? Did your message stand out from the background clutter? And did the audience know how and when to respond?”

“Second, there is the relevance component. After the message was noticed, did members of your audience begin to sense how the message -- and you -- might begin to fill the need they had? Was the message relevant to them? Did it build on previous messages? Did it lay the groundwork for future messages? Did it help create a relationship?”

Rise and Ries make a keen observation that most products and services are bought -- the buyer knows what she or he wants and where to find it -- rather than sold. “Increasingly,” Sevier says, “marketing and public relations are less about persuasion and more about finding needs and filling them. These two ingredients -- awareness and relevance -- are absolutely essential for effective branding. If people are not aware of your brand, you will never have a chance to be relevant. At the same time, if the brand is noticed, but the relevance is not there, the target audience will respond with, ‘So what?’”

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Monthly Program

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Bob Sevier has literally written the book, several books in fact, on strategic planning and integrated marketing. While primarily serving higher education institutions, Sevier's approach relies on principles of research, leadership and integrated marketing that apply to any organization.

He annually directs more than 100 market research studies and has written five books as well as numerous articles on branding, integrated marketing and strategic planning. He is an award-winning speaker who has made more than 300 presentations at seminars and conferences.

Sevier holds a Ph.D. from Ohio State University in policy analysis and higher education administration, with an emphasis on marketing, and a master's degree in journalism and public relations from the University of Oregon.

Order PRSA Items Online

You can now search for and purchase publications and books to further your career, as well as PRSA premium merchandise online!

Coming soon are video tapes, teleseminars, on-site course, section conferences and more.

To access the PRSA store, visit

www.prsa.org and
log onto MemberNet.

Member Honored with 2003 Degerness Award

Maggie Crabtree, APR, was presented with the *2003 Degerness Award* during the Greater Spokane PRSA Chapter's Annual Membership meeting on November 6, 2003.

Created by our Chapter in 1996, the award is presented to members who have delivered outstanding support of Chapter activities and have contributed in some significant way to the improvement of the public relations profession. The award is named in honor of Ken Degerness, a long-time public relations professional as well as one of the founding members and contributors to the Greater Spokane PRSA Chapter.

Over the course of her 20-year career, Maggie has served as a mentor, advisor and cheerleader to many in the public relations and communications professions. Currently the director of public relations for Spokane's Shriners Hospital for Children, Maggie has a long tenure in PRSA, and serves on our Chapter's Board as PRSSA (Public Relations Student Society of America) Liaison and President-elect. She has provided valuable contributions to our profession through her ongoing support of young PR students with PRSSA and internship opportunities. Many of Maggie's young colleagues have gone on to successful careers in public relations.

Providing exceptional service to our community, this year Maggie demonstrated the depth of her skills as a leader of the *Citizens for Spokane Schools* initiative. This successful campaign overcame significant obstacles to convince voters to adopt a \$44 million levy for extra, unfunded educational opportunities and a \$165 million bond for capital improvements to six Spokane Public Schools. Her dedication is especially notable since Maggie's two daughters are grown -- she has no children in the public school system!

Maggie is constantly working to create a stronger network of public relations professionals in our community -- introducing people, building connections and instilling a spirit of inclusion in all she does.

The Greater Spokane Chapter is honored to recognize Maggie Crabtree, APR, with the *2003 Degerness Award*. ***Congratulations!***

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 December 5.

PRSSA Students Need YOU!

We support three student chapters of PRSSA (Public Relations Student Society of America) - at Eastern Washington University, Gonzaga University and Washington State University - through our professional chapter.

These three PRSSA chapters are on their way to a full and interesting year. Welcome to the chapters' new presidents:

Lauren Griswald at EWU (lauren_cleve@aol.com),

Maria Ortega at WSU (mortega@mail.wsu.edu),
and

Katrina Struloeff at GU (kstruloeff@gonzaga.edu).

Each group is actively planning activities. And here's how you can help. We are in need of PRSSA professional advisors, speakers and resources.

According to PRSSA bylaws, each student chapter is

required to have an advisor from their faculty and two professional advisors who assist in running their clubs. These advisors assist the officers in locating resources and advising during their program year. And, if you are willing to share your professional story with students at GU, EWU, or in Pullman at WSU, we need you to be a speaker! If you can serve as a professional advisor for a chapter, or can provide a talk, contact the student presidents above, or the PRSSA liaison, Maggie Crabtree:

mcrabtree@shrinenet.org

Students will also be applying for the PRSSA Scholarships from our chapter in January, 2004.

And make sure you save **Wednesday, April 7, 2004**, for hosting a student at the Day on the Job event and luncheon! Details to follow in the next newsletter.

Ethics in the Workplace

We're spending time this year highlighting public relations ethical dilemmas in the workplace. While no specific scenario may apply to your particular employment situation, each has elements that may indeed find their way into your life at work. Here's number two in the series; this dilemma is adapted from the PRSA Code of Ethics Case Study Series.

The Worldwide Widget Co. (WWC) has a non-disclosure policy that's set in stone. Smythe & Smythe Public Relations has just won the WWC account, and all the personnel working on the account have signed WWC's non-disclosure policy form. The forms are on file in WWC's Law Department.

Three weeks after work for the new client has started, the account team is given a briefing about a new product that will revolutionize the widget market. The new widget model is half the price of conventional widgets and does the work in half the time. In addition, secret tests show that it lasts twice as long. The account team is cautioned not to say a word about this to anyone -- not even other S&S PR employees or family members.

by
Jessie Wuerst



After a month of work on a dynamite new public relations program that could preempt the market, S&S PR staffers are invited to a fund raising party for the Newtown Symphony Orchestra. The top echelon of influential Newtown citizens is at the function, where food and wine flow like -- food and wine! An S&S PR junior staffer assigned to the WWC account lets the wine flow too freely and, before anyone can do anything about it, he discloses all he knows about the new widget to an editor with the *Newtown News*. You are president of S&S and hear him blab the final piece of information to the editor. What do you do now?

Watch for the discussion of this dilemma in the January 2004 issue of this newsletter.

Teleconference
**What CEOs
 Really Know About
 Public Relations and How to
 Reach Them**
 Thurs., Dec. 11
 Noon. to 1 p.m.
 Register by Dec. 4

Most of us would agree with the statement that CEOs just don't get the concept of public relations, and this shouldn't be surprising, since most CEOs don't have a communications background. Adding to the disconnect is the fact that their objectives are different from ours. If they don't understand how our activities meet their objectives, the value of our activities goes unperceived.

You will learn:

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

Presenter: Matt Gonring, vice president of global marketing & communications, Rockwell Automation

\$12.50 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

If you face communicating in such contentious circumstances as organized opposition, job losses, plant closings, political/social upheaval, sudden management changes, uncontrollable reporters, vocal random opponents, or similar emotionally charged situations, this seminar is for you.

Learning to deal with bad news and adverse situations is a core skill for successful communications practitioners. In this 90-minute seminar, you'll learn Jim Lukaszewski's seven-step process for managing highly charged situations.

Jim will talk about behaviors and attitudes that reduce contentiousness. He'll offer proven, practical advice about gaining control and preserving a reputation for quality, sensitive communications with a variety of publics.

Presenter: James E. Lukaszewski, ABC, APR, Fellow PRSA

\$25 PRSA members
 \$35 non-PRSA members

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

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.

Chapter Briefs

Welcome to Our Newest Members

Three new members have recently joined the Greater Spokane Chapter! Join us as we welcome **Tamitha Joy Anderson**, Marketing Assistant with the Spokane Symphony, **Catherine Markson**, Communication Manager with Avista Corp, and Kristin Votava, Community Relations Director for the KXLY Broadcasting Group. *Welcome!*

Local Member Goes National

The PRSA Healthcare Academy Board of Directors will be joined in January 2004 by **Chris Eriksen, APR**, Director of Public Relations for Rockwood Clinic, PS. Chris has been elected to serve a three-year term on this Board and help lead this special PRSA section. She has been a member of the PRSA Healthcare Academy section for over ten years. *Congratulations, Chris!*

Tell Us What You Think

The Greater Spokane PRSA Chapter is all about you -- our members. In an effort to plan our 2004 programs and activities, we need to hear from you about what you most want from your local chapter. In the next few weeks, you will receive a brief 2004 Membership Survey designed to quickly capture your thoughts and priorities. Please take a few minutes to complete and return the survey when you receive it. Your input is extremely valuable as your 2004 Board plans our programs and activities for next year. *Thank you!*

Post Your Events Online

Our new PRSA website (www.prsaspokane.org) includes a calendar open to all members to list important upcoming events. It's easy to list an event by clicking on "suggest an event" at the top of the Calendar page. Just fill in the online form and submit your event. The Calendar is shared with Spokane Public Relations Council.

National Briefs

New National Group Launched

PRSA is introducing a national "New Professionals Group" in January 2004, geared for members who have three or fewer years of public relations experience (regardless of age!). The new professionals Group will operate similarly to other national PRSA Section. Benefits of joining include newsletters, teleseminars, dial-a-mentor service, member directory, a career tactics packet and an e-group/listserv. Dues are \$15 per year. For more information, contact Rosa Paulsen, membership manager: 212.460.1490 or membership@prsa.org.

Opportunities to Serve

Del Galloway, PRSA's president and CEO in 2004, is looking for a few good volunteers to serve on various committees. If you are interested in working with the president on the national level, please contact Donna Jones at 212.460.1403 or donna.jones@prsa.org. provide your name, e-mail address, phone number and area of interest.

International Conference Highlights

Keep abreast of what happened at the October 2003 International conference:
www.prsa.org/conf2003/index2003.asp

Chapter Holds Annual Membership Meeting

In response to membership interest, the Greater Spokane PRSA Chapter held an Annual Membership Meeting on November 6, 2003 in downtown Spokane. The meeting is a new addition to the array of programs and services offered to the valued members of our Chapter.

About 20 members attended the meeting, taking advantage of the opportunity to hear about the variety of activities and programs offered by the Greater Spokane Chapter in 2003. Reports from Boardmembers and Chapter President, **Melanie Rose, APR**, highlighted the year's achievements including:

- Increasing our chapter's membership by 31%
- Retaining nearly all our members from 2002 and working hard to increase the value of PRSA membership
- Sponsoring successful events including the Annual Fall Workshop, Holiday Auction, Teleconferences, and Monthly Breakfast Programs
- Appointing an Ethics Officer for our Chapter
- Updating our Chapter website's visual identity, information and web address
- Honoring five members who earned their Accreditation in Public Relations (APR)
- Maintaining a financially-healthy organization

We welcomed new members, honored our newly-accredited members and recognized **Dale Goodwin** of Gonzaga University for outstanding chapter support. We heard from our Ethics Officer, **Jessie Wuerst, APR** and received a sneak peek of our Chapter's plans for 2004 from our President-elect, **Maggie Crabtree, APR**.

Our Chapter's Board of Directors for 2004 was introduced and includes:

- **Maggie Crabtree, APR**,
President & PRSSA Liaison
- **Garry Matlow**,
President-elect & Member Communications
- **Melanie Rose, APR**,
Past President & Accreditation Chair
- **Teresa Stueckle**,
Secretary & Treasurer
- **Mary Joan Hahn, APR**,
Membership Chair
- **Ann Nolan**,
Programs
- **Jean Farmer**,
Professional Development
- **Vicki Simmons**,
Special Events

Attendees at the Annual Membership Meeting helped honor our outgoing Board members -- **Cassie Devaney, Annie McKeon, and Joy Scott** -- and joined in the celebration as the 2003 Degerness Award was presented to **Maggie Crabtree, APR**, for her significant contributions to the practice of public relations and outstanding support of Chapter activities (see related story on page 3).

A full report of your Chapter's 2003 Achievements will be mailed to all members, along with a 2004 Membership Survey, in the next few weeks. Although participation at the Annual Membership Meeting was light, those attending noted their appreciation for the overview and expressed a better understanding of the depth and breadth of our Chapter's programs and activities. We hope all members will plan to attend next year!

Attendees Praise October “PR Emergency” Workshop

Accolades rang for the Greater Spokane PRSA half-day workshop, “PR Emergency: Effective Strategies for Crisis Management,” on October 29. The event drew more than 55 communications professionals from the Spokane area, who collectively rated the program 4.8 out of 5. Here’s a sample of the comments received:

“This was perhaps the most interesting and informational professional development program I have attended in nearly fifty years of PR experience!”

“Very good, very useful.”

“Outstanding!”

“Exceptional!”

“Good blend of public/private, health care, banking, utilities and more.”

“The variety of presenters allowed them to build on information.”

Jeff Lozen, president and CEO of

St. Michael’s Hospital in Toronto presented a compelling keynote address on the communications efforts of his institution during the SARS outbreak there last spring. Attendees were also highly complimentary of the presentation by **Bob Hieronymous**, director of marketing & communications for the University of Idaho who offered insights and lessons learned from the university’s experiences earlier this year.

A case study panel with representatives from Washington Mutual Bank in Seattle, Pacific Northwest National Lab in Richland, the American Red Cross and Avista Corp in Spokane, presented practical counsel on a variety of PR emergencies. Reporters and editors from Spokane media offered their perspectives, and a crash course of core crisis communications skills was presented by **Steve Boyer, APR**, senior vice president of Rockey Hill & Knowlton, Seattle.

The Greater Spokane PRSA Chapter would especially like to thank the sponsors of this event:

**Rockwood Clinic,
Spokane Regional Health District, and
Rockey Hill & Knowlton.**

Holiday Auction Successfully Raises Scholarship Funds

Our Greater Spokane PRSA Chapter raised more than \$2,200 for scholarships at the November 6 Holiday Auction, held at the Kress Gallery in River Park Square.

We offer a scholarship to students in each of the three PRSSA (Public Relations Student Society of America) Chapters that are under our Chapter’s umbrella: Washington State University, Gonzaga University and Eastern Washington University.

Don Hamilton of Hamilton Photography and Film Co. served as celebrity auctioneer and his special brand of humor brought an extra dimension to the event.

Items for the live auction, silent auction and raffle were contributed by 50 different donors and organized by Garry Matlow and Maggie Crabtree, APR. Hors d’oeuvres and beverages were catered by Twigs Bistro.

Thanks to everyone who helped make this event such a success!