

The UPDATE

Dates to Remember...

February Monthly Program

7:30 a.m. Friday, Feb. 6
Cataldo Hall,
Gonzaga University
\$9 for PRSA members
\$7 for students
\$11 for non-members

Teleconferences

See Pages 4-5

Change Masters: Apply the Principles of *The Tipping Point* to You or Your Client
Feb. 24 (register by Feb. 14)

Bioterrorism: What You Need to Know, What You Need to Do
Feb. 26 (register by Feb. 16)

Meaningful Measure for Web Sites and Intranets
March 4 (register by Feb. 23)

100 Years of Our Mistakes
March 11 (register by March 1)

Visit us online at
www.prsaspokane.org

EWU chief to give tips on community relations

Dr. Stephen M. Jordan, president of Eastern Washington University, will discuss the return on investment of community relations at the Feb. 6 breakfast meeting of the Greater Spokane PRSA Chapter and the Spokane Public Relations Council.

The meeting will begin at 7:30 a.m. in Cataldo Hall at Gonzaga University. Cost is \$9 for members, \$7 for students and \$11 for non-members.

Jordan, who has spearheaded a number of successful initiatives to strengthen EWU's connections to Cheney and to Spokane, will address the elements that drive community relations, how to achieve community buy-in and strategies for building successful partnerships.

Since his appointment as president at EWU in 1998, Jordan has focused on putting students first. His efforts in-



Jordan

The monthly breakfast meeting returns to Cataldo Hall, just north of the Gonzaga University Administration Building. Parking is available at the Knights of Columbus Hall, 302 E. Boone Ave.

clude investing in campus and academic improvements, working with developers to expand economic activity in Cheney, building partnerships with other higher education institutions and businesses and rallying community support behind the Eagles' resurgent athletics program.

As a recent newspaper article expressed, "Regionally, he's been hailed as a visionary, a leader who can set a goal and inspire others to move forward in the same direction."

Before coming to Eastern, Jordan was chief executive officer for the Kansas Board of Regents and State Higher Education Executive Officer for the State of Kansas.



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From the President

Dear PRSA Members,
Our PRSA chapter is alive and well -- thanks to all of you. We have had a great year thanks to Melanie Rose and the whole board's leadership.

For 2004 we are picking up on that momentum. One of the ongoing discussions about PRSA and any professional organization is where we find value for the time and energy we put forward. Our commitment in the Greater Spokane Chapter is three-fold; networking, professional development and promoting our profession and its future.

We look forward to another year of great networking through our joint meetings with SPRC; supporting our upcoming professionals through our three PRSSA chapters at EWU, WSU and Gonzaga; professional development through national teleconferences, accreditation studies and professional workshops; and honoring our PR leaders for their excellence in our field.

Your board will be calling you to ask for your help in our success. In the month of February my challenge to you is for you to decide where and what you want to contribute to PRSA. Your time and talent is the most precious resource our organization has. Please give generously!

I look forward to getting to know all of you better this year.

Sincerely,
Maggie Crabtree, APR



Chapter selects new secretary-treasurer

Tamitha Anderson has joined the Board of Directors of the Greater Spokane PRSA Chapter as secretary-treasurer.

Anderson is marketing assistant for the Spokane Symphony, where she divides her time between the Marketing Department and the Fox Theater project. She is a graduate of Eastern Washington University, where she served as PRSSA chapter president.

Accreditation

APR study sessions begin in March

By **MELANIE ROSE, APR**

Past President and Accreditation Chair

The 12-week Accreditation study session series, "Essential PR: Knowledge, Skills and Abilities" will begin the week of March 1 and run through mid-May.

Led by Accredited members of the Greater Spokane PRSA Chapter, the two-hour weekly classes are designed for members interested in pursuing the Accredited in Public Relations (APR) credential. Sessions will be held one evening each week (day of week to be determined) and are free to chapter members.



Each class will focus on a different topic ranging from publics and public opinion, research methods and communication theory, to information technology, law and ethics.

In an effort to expand the reach of this local professional development opportunity, the Greater Spokane PRSA Chapter will be offering the classes to all interested public relations practitioners in the Spokane area.

Participants may attend individual classes based on topic (\$9 per class for non-members) or enroll for the full 12-week series (\$90 for full series, paid by March 12). Again, these classes are free to PRSA members, who may attend any or all the classes. Members pursuing Accreditation should plan to attend the full series. Pre-registration will be required.

The APR is a mark of distinction for public relations professionals. The voluntary certification program is designed to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience and professional judgment in the field.

The APR designation signifies a high profes-

sional level of experience and competence. PRSA members with a least five years of full-time experience in the professional practice of public relations or in the teaching or administration of public relations courses in an accredited college or university are eligible to apply for Accreditation.

Members interested in pursuing Accreditation follow a simple six-step process:

- 1. Apply for eligibility** - can be completed anytime during the 12-week course
- 2. Access APR Study Guide and local prep courses** - beginning the week of March 1 in Spokane!
- 3. Complete the Readiness Review questionnaire**
- 4. Participate in Readiness Review** – present your portfolio and respond to interview questions posed by panel of local APRs; panelists score candidates and decide to advance/not advance candidate to written examination
- 5. Schedule the examination** (if advanced from Readiness Review) – exam is now offered year-round through local testing centers
- 6. Take the examination** – a multiple-choice test that takes about 3 hours to complete.

The Greater Spokane PRSA Chapter's Accreditation Chair, Melanie Rose, APR, is leading our chapter's local process, planning the study sessions and coordinating the Readiness Review panels.

If you are interested in Accreditation or simply want to attend the professional development classes, contact Melanie at (509) 324-1688 or mkrose@spokanecounty.org. A wealth of information about Accreditation is also available at www accreditationboard.org.

Teleconferences offer career enhancement

ALL PROGRAMS WILL BE
PRESENTED AT
THE TELECONFERENCE CENTER,
FOLEY CENTER
GONZAGA UNIVERSITY

Register by Feb. 14 for

Change Masters: Apply the Principles of *The Tipping Point* to You or Your Clients

Tuesday, Feb. 24

11 a.m. – Noon

Host Philip C. Wescott, APR, Fellow PRSA, will summarize Malcolm Gladwell's principles in his brilliantly written *The Tipping Point*, which looks at why major changes in our society so often happen suddenly and unexpectedly. Wescott analyzes how ideas, behaviors, messages and products often spread like outbreaks of infectious disease and emerge as sustained social epidemics.

Change is not only inevitable, it's necessary and desirable, according to Wescott. He will help you harness, steer and accelerate these transformational forces to that your organization or client's new vision can be achieved.

Cost: \$15 PRSA members; \$25 non-members

Register by Feb. 16 for

Bioterrorism! What You Need to Know. What You Need to Do.

Thursday, Feb. 26

11 a.m. – 12:30 p.m.

What used to be unthinkable is now a constant concern. The next bioterror attack may happen in your city, building or the mailroom of your organization's headquarters. What is the role of the public relations professionals in preparation for and management of a bioterror attack? What have we learned from our experience with bioterror? In this program you'll learn:

- A greater understanding of the types of bioterror threats facing organizations and their communities
- The specific steps public relations professionals should take to become leaders in forming their organization's bioterror management and communication plan
- To identify some of the key communication mistakes made by those involved with the nation's first experience with bioterror.

Presented by Kurt Wise, PhD, APR, assistant professor, DePaul University; additional speakers to be confirmed.

Cost: \$15 PRSA members; \$25 non-members

Register by telephone or email to Ann Nolan at 928-1251 or janolan3@juno.com

Register by Feb. 23 for
Meaningful Measure for Web Sites and Intranets

Thursday, March 4
 Noon – 1 p.m.

Everyone knows you shouldn't measure hits, but what should you measure? This teleseminar gives you the tools you need to quantify your current Web site so that you can develop the site to deliver better business results for your organization. Decide on which measures of site usage are most important for you and your management to base decisions. Translate reams of usage data into key metrics that you'll want to track over time. Use focus groups and survey techniques to determine how your electronic channels help achieve your organization's business goals.

Presented by Angela Sinickas, ABC, president Sinickas Communications Inc.

Cost: \$15 PRSA members; \$25 non-members

Register by March 1 for
100 Years of Our Mistakes

Thursday, March 11
 Noon – 1 p.m.

Back by popular demand is this interactive teleseminar from PRSA leaders who presented it at the 2003 PRSA International Conference.



Four seasoned panelists provide examples of the biggest mistakes of their careers while examining the mistaken strategy, execution and results for each case. They discuss how all can learn from their mistake and will field questions. Avoid these mistakes by identifying the warning signs that a strategy is not a correct path.

Presenters: Marty Campanello, APR, Fellow PRSA, Bayhealth Medical Centers; Del Galloway, APR, PRSA president, Husk Jennings Galloway & Robinson; Kathleen Larey Lewton, APR, Fellow PRSA, Fleishman-Hillard; David Richey, APR, AmSouth Bank.

Costs: \$15 PRSA members; \$25 non-members

A minimum of 10 registrants per program are required to bring each of these events to Spokane. Register by telephone or email to Ann Nolan at 928-1251 or janolan3@juno.com. 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.

Membership Alert

National 'Taste of PRSA' campaign good opportunity to recruit members

By **MARY JOAN HAHN, APR**
Chapter Membership Chair
509-744-3350 or 509-624-1606

If you've been waiting for the perfect time to talk a colleague into joining PRSA, here's your chance to introduce them to the world's preeminent public relations organization – with no initiation fee!

During the "Taste of PRSA" campaign in February and March, PRSA will waive the \$65 initiation fee, or the reinstatement fee for members who have been inactive for at least one year.

Recruits will also receive a \$20 voucher that can be applied towards PRSA's national professional development programs, such as online seminars and teleseminars, or books or gift items offered through the PRSA Store.

This offer is valid for those joining as full members at \$225 annual dues, but – sorry – is not available for Associate members.

You know the unique benefits of belonging



to this national network of more than 20,000 public relations professionals, including:

- Complimentary subscriptions to *Public Relations Tactics* and *The Strategist*, plus discounts on books
- Access to extensive online resources

- The opportunity to join one of 18 Professional Interest Sections focusing on important public relations trends and research in specific practice areas

- Discounts on local professional development programs presented by the Spokane chapter

We have packets of information to share and oodles of details about the benefits of membership. Give me a call if you'd like a few packets to distribute, or I'd be happy to call and chat with individuals you think might be interested in membership.

Regional PRSA Briefs

District gathering planned for 2005

The 16 chapters of the North Pacific District met via conference call and shared some of the plans around the area. One idea that emerged is a regional conference. Tentatively the meeting is planned for Spring 2005 and will be in Seattle. Watch for more details.

Speakers sought for students

If you are an expert in Crisis Communication, the PRSSA Regional Conference needs you!

Student members of the Central Washington University PRSSA are seeking speakers for their regional meeting April 17 and 18 in Ellensburg.

If you are interested in helping contact

ScottTlwata@aol.com

Save these dates

- Wednesday, April 7, is the Greater Spokane Chapter's PRSSA Day on the Job. Host a PRSSA student in your business.

- Wednesday, April 14, is the WSU 2004 Murrow Symposium at 7:30 p.m. in the Beasley Coliseum Theater. Peter Jennings, Edward R. Murrow Award recipient, will be the keynote speaker.

- Friday, April 2 is the PRSA Western District Conference at the Hyatt Newporter Resort in Newport Beach, Calif. The day-long seminar will explore measuring and improving public relations effectiveness and developing leadership skills. Look for registration information on the PRSA Western District Web site www.prsawest.org

National and Chapter PRSA Briefs

New Professional Interest Section focuses on military, national security

The Military and National Security Professional Interest Section was recently created to focus on the professional development needs of military and civilian public affairs personnel of the Department of Defense (DoD) and the U.S. Armed Forces, as well as those civilian public relations professionals who work with DoD and the U.S. Armed Forces on national security issues.

Teleseminars and e-groups will be offered along with networking opportunities at the PRSA International Conference and Section events. Annual dues are \$60.

For general information on all 18 Professional Interest Sections, contact Heather O'Connor at (212) 460-1438 or heather.oconnor@prsa.org. For information about membership in this new section, call Rosa Paulsen at (212) 460-1490 or rosa.paulsen@prsa.org.

Welcome PRSSA advisors

Welcome to our new PRSSA Professional Advisors: They will be assisting our PRSSA chapters with ideas and resources:

- WSU: Hugh Imhof
- EWU: Susan Nielsen, APR
- Gonzaga: Lea Conner, APR

Anti-spam legislation and you

Members should be aware of current Anti-Spam Legislation that could affect your e-mail messages.

The American Society of Association Executives (ASAE) has issued the following briefing information on this legislation: "December 16, 2003, President Bush signed the "CAN SPAM" Act of 2003 (S.877) into law, which went into effect January 1, 2004. Though the legislation ultimately targets the peddlers of pornography, false business opportunities and body enhancing

solutions and those that use 'fraudulent' or 'deceptive practices,' there are some implications for the association community."

ASAE offers a FAQ on the 'CAN SPAM' Act; and the national PRSA urges chapters to become familiar with this information, which can be accessed at www.asaenet.org/publicpolicy/anti-spam/. ASAE cautions that these FAQs should be considered informational and not be taken as legal advice or legal opinion.

National PRSA gives members the choice of opting-out of receiving e-mail messages from the organization. This is a requirement of the current legislation. Note that PRSA does NOT at any time sell, rent or otherwise disclose members' e-mail addresses to third parties. (Members' snail mail addresses are occasionally rented to third parties by the national PRSA, and members may choose to opt-out of this as well.) All chapters are advised to adhere to these policies as well.

The following message is added at the end of all national PRSA e-mail distributions: "PRIVACY POLICY: PRSA uses member e-mail addresses only for the purpose of informing members of our news and programs. We do not sell or in any way disclose member e-mail addresses to other organizations." This is followed by instructions on how a member can opt-out of receiving future messages.

For questions on PRSA's privacy policy or the Anti-Spam legislation contact Kelly Albanese at chapters@prsa.org.

Order online from PRSA Store

Members can find and purchase books and publications to further their careers as well as PRSA logo merchandise online at www.prsa.org.

Watch for offerings to be expanded in the coming weeks to include additional publications, teleseminars, on-site courses, section conferences and videotapes.