

The UPDATE

Dates to Remember...

Next Monthly

Breakfast Program

7:30 a.m. Friday, Sept. 10
Cataldo Hall
Gonzaga University
\$9 for PRSA members
\$7 for students
\$11 for non-members

Professional Development Teleconferences

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June 29: Public Relations vs. Advertising: New Metrics to Demonstrate Effectiveness
July 15: Behind the Headlines: The Role of Public Relations in the Michael Jackson Case
Aug. 26: When You Want Big Crowds: Staging Powerful and Big Special Events for Fun, Business and Politics

Fall Workshop and Annual Auction

1 p.m. Thursday, Sept. 23
Mukogawa Fort Wright
Institute
Watch for details!

PRSA Fall Workshop, auction set for Sept. 23

Save the date! The 2004 Fall Workshop will take place the afternoon of Thursday, Sept. 23, at Mukogawa Fort Wright Institute.

This year's workshop will be followed by wine-tasting and hors d'oeuvres and the Greater Spokane Chapter's annual auction (formerly known as the holiday auction) to benefit the chapter's PRSSA scholarship fund.

Theme for the workshop is "Strategic Creativity: It's Not an Oxymoron." Among the

speakers will be Jim Copacino of the Seattle advertising agency Copacino+Fujikado. The agency's creativity can be seen in TV spots for the Seattle Mariners and Premera Blue Cross.

Jean Farmer is chairing the workshop committee and Vicki Simmons the auction committee. If you would like to join either committee or have had contacts from past auctions, contact Vicki at vickisimm@aol.com or 448-1149, or Jean at jfarmer@aimcomm.net or 487-1603.

Leadership Rally shows breadth of PRSA family

By TAMITHA ANDERSON

I recently had the honor of serving as the Greater Spokane Chapter's delegate to the 5th Annual PRSA Leadership Rally in New York. It was a great conference, chock full of information to help make our chapter all the stronger, and I left with my head whirring full of informa-

tion!

At the conference, I had the opportunity to meet members of other PRSA chapters across the country, and talk with them about the various things that their chapters are doing.

It was amazing to see all the different chapters, from the 900-

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Greater Spokane Chapter

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From the President

By **MAGGIE CRABTREE, APR**

New York, New York! What a beautiful town! I am sorry that I missed seeing you all at the June meeting, but New York called and I answered. One of the benefits of PRSA membership is our national connection to over 17,000 PRSA members and, although I was not officially at the leadership rally, the PRSA connections through my years in PRSA made the trip valuable. It was great to walk into the rally and know the headquarters leaders from past events.



I had the chance to attend a few functions and met up with the West Virginia chapter members, whose Crystal awards we just judged, the Hawaii chapter representatives, whom we will be judging shortly; a district officer from Seattle that I work with on the phone all the time, and, to my delight, Jason Johnston, a former EWU graduate student/classmate who is now working at the Pentagon and is one of the leading organizers for the new PRSA Military & National Security Section. Whew!

If you have the opportunity to New York for the National meeting October 23-26, it will be worth your time and effort. Not only for the connections and PRSA benefits, but a city that you can see the world in- just by walking the avenues, tasting the great food, catching the shows and perusing the designer boutiques. I never thought I'd be comfortable in such a large city, but New York is friendly, accessible and adventurous. I have been told that the spirit of the city has been changed because of 9/11 and I'd believe it. It is full of friendly and caring people. I can't wait to go back!

Judging the West Virginia Crystal awards brought many of us together and we got the chance to see how we really compare to others

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Chapter Briefs

Welcome to our newest member, **Steven Downey**, vice president of communications and marketing with Partners International. The ministerial organization recently moved into new quarters at 1117 E. Westview Court.

Congratulations to PRSA board member **Ann Nolan**, who recently joined the development team at Second Harvest - Inland Northwest as fundraising coordinator. Ann will be concentrating her efforts on direct mail campaigns, publications and grant writing. Second Harvest recently underwent a logo re-design and name change and dropped the words "food bank" from its name. Ann says Second Harvest wanted its name to reflect the type of food distribution assistance it provides as the Inland Northwest's major food supplier to local food banks and other charities helping people in need.

President

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nationally in our planning, execution and quality. It is a rewarding as well as a creative process that always leaves me with new ideas. If you'd like the chance to judge the Hawaii awards, I'll be making the call soon.

It is easy as summer approaches to take a deep breath and try to get some time to slow down. There are many opportunities this summer to still get professional development as well as just network with others. As a chapter we hope to explore the senior roundtable concept and get it up and going, we are also exploring the possibility of hosting a regional public relations competition that leads to the Anvils and finally, our fall workshop is lining up to be an amazing event you won't want to miss.

Our chapter has much to offer our professionals in Spokane, both locally and greater. I challenge you to jump into the PRSA fun and see where it will take you!

Rally

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plus member chapters in Washington, D.C., and Georgia, to chapters less than half the size of ours. They are all working, just like we are, to make their chapters strong and increase the benefit to their membership.

As we move forward this year, we are looking at some great new ideas from both PRSA National and other local chapters.

It was at this conference that I truly started to see the power of PRSA. Having a national network that we can link into with questions, brainstorming, etc., is not just

at a leadership level. All members have this great association to draw on for assistance and support in the public relations efforts in our own lives. The national board, staff, districts, sections, and all local chapters are working together to improve the profession of public relations and improve the profession for each and every practitioner.

I highly recommend to anyone who has the chance to attend a national event to go! It is a great opportunity to meet and network with all the other professionals in our organization and draw on the national connections we have through PRSA as we all work to advance public relations in Spokane and make the Greater Spokane Chapter the best that it can be!



Anderson

Visit us
on the web
at www.prsaspokane.org

Professional Development

June

Register by noon Thursday, June 24 for
Public Relations vs. Advertising: New Metrics to Demonstrate Effectiveness Web Seminar

Tuesday, June 29

8:30 to 9:30 a.m.

(check-in and networking 8 to 8:30 a.m.)

For years, public relations professionals have had to justify their worth using only clip tonnage and the slipperiest metrics. All the while, cynics stand by and argue that public relations is too immeasurable and/or too big a part of the marketing budget. At the same time, advertising departments have always fallen back on cost per mention (CPM) or circulation numbers to justify exorbitant ad buys. For the first time, technologies now exist 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 and co-founder of Biz360, He formerly ran product management and marketing groups at Brio Technology. He was responsible for the product vision, creation and marketing during a comprehensive reworking of the BrioEnterprise product line.

Cost: \$15 PRSA member, \$30 non-member pay at the door by cash or check (payable to PRSA Spokane Chapter)

Location: Teleconferencing Center
Foley Center
Gonzaga University
Spokane, WA

Register: Ann Nolan
509-534-6678 ext. 218
annn@shfoodbank.org

We need a minimum of 10 registrants to make this happen.

July

Register by noon Friday, July 9 for
Behind the Headlines: The Role of Public Relations in the Michael Jackson Case Tele/web Seminar

Seminar

Thursday, July 15

Noon to 1 p.m.

(check-in and networking 11:30 a.m. to noon)

Tellem Worldwide is providing media relations support for Santa Barbara, Calif., District Attorney Tom Sneddon, the prosecutor in the high-profile Michael Jackson molestation case. From their unique perspective, Susan Tellem and Jason Karpf examine this timely public relations challenge: high-stakes media relations in a celebrity trial. Challenges include:

- Working with reporters who don't follow policy.
- Avoiding collusion among the court, the sheriff and the district attorney.
- How the agency can become a story in itself.

By attending, you'll learn how to:

- Create a regional to global media relations plan on a tight schedule.
- Counter negative press while maintaining prosecutorial standards.
- Stay focused and ethical if you become the target of media scrutiny.
- Follow the rules when a protective (gag) order is invoked.

Since the actual trial is not expected to take place until well into 2005, this teleseminar will be the first in a series.

Presented by Susan M. Tellem, APR, president and CEO, Tellem Worldwide, She has also served
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Seminars

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12-plus years as an instructor in public and media relations at Pepperdine University and UCLA Extension.

Also presenting is Jason Karpf, vice president, Tellem Worldwide. He has written for *Public Relations Tactics* and is the author of *Anatomy of a Massacre*.

Cost: FREE for PRSA members
\$10 for non-members
pay at the door by cash or check
(payable to PRSA Spokane Chapter)

Location: Teleconferencing Center
Foley Center
Gonzaga University
Spokane, WA

Register: Ann Nolan
509-534-6678 ext. 218
annn@shfoodbank.org

August

Register by noon Tuesday, Aug. 17 for

When You Want Big Crowds: Staging Powerful and Big Special Events for Fun, Business and Politics Tele/Web Seminar

Thursday, August 26

10 to 11:30 a.m.

(Check-in and networking 9:30 to 10 a.m.)

Learn about staging big special events ranging from Super Bowl and Pro Bowl logistics to major celebrations for icon products, including corporate parades, major public hearings and corporate demonstrations, mobilizing communities in support of corporate and local activities, and counter-

acting anti-corporate activism.

Big events make big statements and have big impact, but they take big thinking, big logistics, and big budgets.

These 90 minutes will be jam-packed with examples, interesting stories, and events you'll wish you'd attended. For information on Paul's company, Ridgeway International, go to www.ridgewayevents.com.

This program will answer a number of interesting and important questions:

- Where do the ideas for these big events come from?
- What kind of budgets are required to execute some of these major events?
- What big mistakes do these big ideas and concepts create?
- How can you stage big events in a time of war?
- Are there certain kinds of ideas that are more easily organized and executed than others?
- Is it ever possible to do some of these projects on smaller budgets?

Presented by **James E. Lukaszewski**, ABC, APR, Fellow PRSA, and **Paul Ridgeway**, CEO, Ridgeway Events International.

Cost: \$22.50 for PRSA members
\$45 for non-members
Pay at the door by cash or check
(payable to PRSA Spokane Chapter)

Location: Teleconferencing Center
Foley Center
Gonzaga University
Spokane, WA

Register: Ann Nolan
509-534-6678 ext. 218
annn@shfoodbank.org

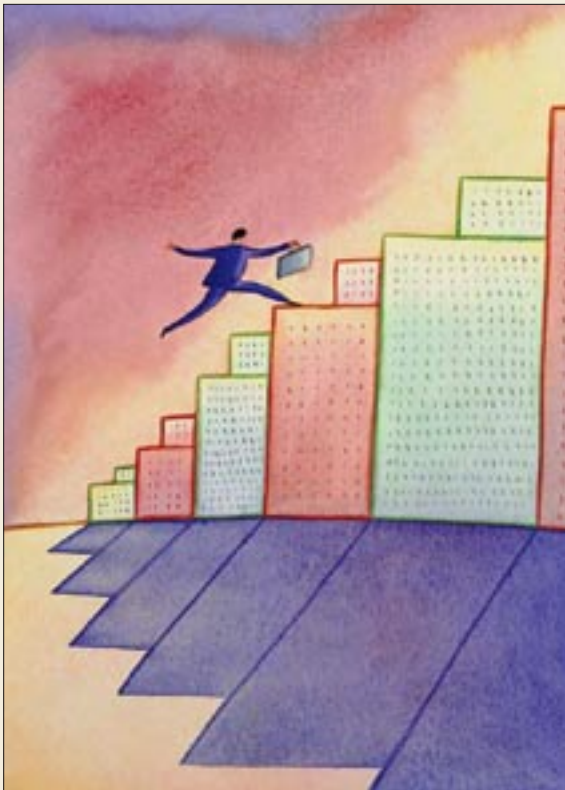
We need a minimum of 10 registrants to make this happen.



CAREER TOOLS

A free PRSA members-only benefit!

CAREER TOOLS is an Internet-based product that offers PRSA members a comprehensive collection of job search and career management resources.



These include:

Job Search Steps

Pre-planning, resumes, marketing and interviewing/negotiating

Assessments

Networking

Research Resources

Numerous Web links to help you learn more about careers, companies, industries, salaries and more, including links to job postings.

An online community for an exchange of information with all participants

The Career Wizard provides step-by-step directions to conduct a job search and build a personal career development plan.

How do you get your Career Tools career search going?

- Select 'MemberNet Login' at www.prsa.org (top right of screen), log in, then select Member Benefits
- You will need to register the first time you use **CAREER TOOLS**.

Don't know your password?

No problem. Click "Retrieve your password" and it will be e-mailed to you promptly. Then select Member Benefits to get to **CAREER TOOLS**.

CAREER TOOLS, a service of Execuplanet – a Lee Hecht Harrison company, is available to PRSA members at no cost. (Some additional fee-based services are also offered as options through **CAREER TOOLS**, on behalf of Lee Hecht.)