

The UPDATE

Dates to Remember...

Next Monthly Breakfast Program
7:30 a.m. Friday, Jan. 7
Cataldo Building
Gonzaga University
\$9 for PRSA members
\$7 for students
\$11 for non-members

PRSSA Regional Conference
Feb. 4-5
Gonzaga University

Day on the Job
Breakfast and Job Shadowing
Friday, April 1

PRSA North Pacific District Conference
Crowne Plaza Hotel, Seattle
April 24-25

www.prsaspokane.org

PRSA award recipients speak at Jan. 7 meeting

The Greater Spokane PRSA Chapter will be honoring three individuals who have shown excellence in communications at the Friday, Jan. 7, joint SPRC/PRSA meeting.

The meeting begins at 7:30 a.m. at Cataldo Hall on the Gonzaga University campus.

The award recipients are:

- **Scott Morris**, senior vice president of Avista Corp. and president of Avista Utilities, is the 2004 Communicator of the Year. The award recognizes excellence in communications leadership by a CEO whose achievements include the effective use of communications to reach business objectives. Morris's servant leadership style and dedication to good communications and public relation practices has helped maintain Avista Utilities' good reputation through turbulent times in the

utilities industry.

- **Erica Weintraub Austin**, Ph.D., of Washington State University, has been named the 2004 PRSA Educator of the Year for

her dedication to promoting the public relations profession through her work at the



Scott Morris, Erica Austin and Jim Desautel

Edward R. Murrow School of Communication at Washington State University. This award honors her for her significant contributions to the advancement of public relations.

- **Jim Desautel**, APR, and principal of Desautel Hege Communications, has been awarded the PRSA Degerness Communications Award, the highest achievement for a Spokane PRSA member, for his lifetime of public relations works and excellence in the public relations industry and for his support of the Spokane PRSA chapter and activities.



Greater Spokane Chapter

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From the President

What a year it's been!

By **MAGGIE CRABTREE, APR**

2005 has come so quickly! The year as your president has sped by. Hopefully you feel your membership has been valuable. At the beginning of this year we asked what you wanted for added value. And, to the best of our ability we responded. Here are just a few of the highlights of 2004:

Accreditation: We had six PRSA members study for the APR accreditation exam. The program headed up by past president **Melanie Rose, APR** and taught by a gaggle of APRs who received high marks from the participants.



Professional Development: We continued to offer the national PRSA webcasts with speakers we'd usually only get to hear at a national conference. We managed to break even on these events, and meet our ongoing needs for development. In addition, our fall half-day workshop on creativity jumpstarted all those who attended, and the chapter made more than \$1,100 for future professional development use. Special thanks to **Mary Joan Hahn, Melanie Rose, Garry Matlow, Ann Nolan** and **Tamitha Anderson** for pulling together and working so hard to pull off this event.

Networking: Our monthly joint PRSA/SPRC meetings continue to draw a good crowd and we jointly plan for the meetings and topics. Our hope is to continue this collaboration with SPRC. In addition, I have had the opportunity to meet many of our distant members and provide opportunities to participate from afar.

PRSSA: The student chapters have blossomed thanks to the leadership of members **Dale Goodwin** and **Erin Dorsey** at Gonzaga with PRSSA liaison **Lea Conner-Dudley, APR, Steve Blewett**

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President

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at EWU with PRSSA liaison **Susan Nielsen**, APR and **Moon Lee**, **Bruce Pinkleton** and **Erica Austin** at WSU with PRSSA liaison **Hugh Imhof**. We had 59 students participate in our Day on the Job and an outstanding participation by our professionals both in PRSA and SPRC and Ad Club. Our students have caught on fire with WSU students attending the New York national convention and our Gonzaga students will be offering a regional conference in February 2005. Finally, a special thanks to **Vicki Simmons** who chaired a very successful wine tasting and auction that raised about \$2,700 for PRSSA activities this next year. Thanks to all of you who helped out with donations and time to make this evening a success.

Professional Recognition: Thanks to all who nominated an educator of the year, a professional of the year and Degerness nominees. These awards, which will be announced at the January 2005 meeting are just another way we can acknowledge the good work of public relations in our community.

We had a few things we'd like to do better. We recognize the need to develop a senior roundtable and hope to continue that goal into 2005. We'd like to continue to build our participation for senior members. We'd like to improve our ability to recruit professionals in Spokane into PRSA, and to have a greater value for our distant members.

Finally, Thanks to all of you who have made an impact on the success of this year. A special thanks to our outgoing board members **Mary Joan Hahn**, APR, **Melanie Rose**, APR, and **Vicki Simmons**, who have been a tremendous asset to our organization. We thank you for your hard work and dedication, and, thanks to **Ann Nolan** who has agreed to stay another year as we transition in many new board members.

I look forward to our next year, and all the years to come as we work together on promoting our profession.

Sincerely,
Maggie

Member Briefs

Welcome new PRSA chapter board members **Steve Blewett**, ABC, of Eastern Washington University, **Annie Matlow** of the Spokane Symphony and **Maria Ranniger** of MTR Communications. They join returning President **Maggie Crabtree**, APR, President-elect **Garry Matlow** and Secretary-Treasurer **Tamitha Anderson** and board member **Ann Nolan**.

Congratulations to chapter President-elect **Garry Matlow** on his new job as communications specialist for The Arc of Spokane.

The Day on the Job is coming! **Maria Ranniger**, our newest board member, will be starting work on our annual Day on the Job soon. This year it will be Friday, April 1, with our monthly breakfast meeting substituting for the luncheon and the job shadowing commencing from there. If you can help with planning, host a student, support the event with a sponsorship please step forward and contact Maria.

PRSSA liaison position: We are seeking a new PRSSA liaison for one of our colleges. It means that you work with the officers of the student chapter and guide them in getting what they need to be successful (that's guide, not do it yourself). **Susan Nielsen**, APR, and **Hugh Imhof** are current liaisons and can tell you what they have experienced. If you are interested contact **Maria Ranniger** or **Garry Matlow**. Contact phone numbers and email addresses are on page 2 of this newsletter.

Find the latest
PRSA chapter news
at www.prsaspokane.org

Ethics

Expertise is our responsibility

Advocacy * Honesty * Expertise
Independence * Loyalty * Fairness

The six values mentioned above summarize the Public Relations Society of America's pledge – a pledge expected of all members – to act ethically regarding clients, the public, the law, and our profession. Our PRSA Code of Ethics is designed to help us build the image of our profession. The thought is that all of us as public relations professionals ought to recognize that our industry needs to work hard to develop better respect and recognition as a professional institution.

The PRSA value-of-the-month is expertise.

I don't know why I'm even writing about this. After all, we're all experts, aren't we? But how does being an expert relate to ethics? Is being smart the same as being ethical? Probably not. Larry Flynt's pretty smart – he owns all those magazines and all those creepy shops – but he's hardly an icon of morality.

So being smart – having expertise – is elevated to the level of a moral value when it's driven by the right motivation. If you look at the PRSA Code of Ethics booklet, you'll see on Page 3 expertise refers to a conscious plan designed to build mutual understanding, credibility, and relationships among institutions and people.

In other words, a good PR person ought to use a truth (read: credibility) to build relationships between herself and her clients or company and between her clients and their publics. Those relationships will be strong because the motivation is positive.

For example, we have an obligation to know – and know well – how to drive our cars, so we don't smash into every McDonald's we see or run down unsuspecting pedestrians and small dogs. Likewise, we, as public relations professionals, have an obligation to understand (or, at least know where to locate) the rules, laws, regulations, codes,

We, as public relations professionals, have an obligation to understand (or, at least know where to locate) the rules, laws, regulations, codes, and other structures that affect our customers.

and other structures that affect our customers.

For example, if you're doing investor relations, you're obliged to understand SEC rules related to your work. Do you? If you're advising clients about environmental issues, you ought to be familiar with DNR and EPA rules, processes, and structures. Are you? If you're advising clients on how to work with the media, you need to understand how your local media outlets operate. Do you?

Expertise development is also achieved through networking with your peers, like many of us do at local PRSA meetings; through local and national PRSA professional development seminars, teleseminars, the national convention (if you can afford it or have a boss who can); and using the PRSA resources available to you through their web site.

Have you ever visited the site? (Don't admit this publicly. Just check it out ASAP. There'll be a quiz on it at our next chapter meeting.) Go to www.prsa.org for the national site.

Your own expertise development gives your customers greater respect for your skills. This works to enhance our image as public relations professionals, which, in turn, generally advances the reputation of our profession.

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