



Public Relations Student
Society of America

PRaxis

January 2002

Volume 1, Issue 1

PRAXIS: (prāk 'sís) n.
PRAXES: (prāk 'séz') pl.

1. Use; practice; especially, exercise or discipline for a specific purpose or object. 2. Practical application or exercise of a branch of learning.

AXIS: (āk 'sís) n.

1. An alliance of powers, such as nations, to promote mutual interests and policies.

Support a Great Team *by Keely Allinger*

Eastern Washington University's hockey club just makes good sense, especially considering our typical Cheney winter weather. Many people are surprised to learn that we have a hockey club, let alone the fact that it's now in its third year. The fast growing program is led by the team's founder and first coach, Brian Levin-Stankevich. "Doctor Brian" is also EWU's Vice-President for Student Affairs.

The hockey club has developed to a point where they are now able to recruit out of Alaska, Montana, California, and Canada. Doctor Brian hopes to get more students and fans to come out to the weekend home games, held at Spokane's Planet Ice (3212 N. Eden Road, just east of the Spokane Valley Mall). Additional details about the 2002 schedule and game



locations can be found on the club's website (*see below*). In addition to winning their matches against clubs that have been around years longer than Eastern's, the main objective for this year is to generate support and increased attendance at every game. Go Eagles! ■

For a current EWU Hockey Club schedule, or to find out more about their club, please visit our website www.ewu.edu/prssa and link to "Projects/Hockey Club Promotion" or visit their site directly at www.asisna.com/easternhockey
To assist in promoting the hockey club, please see info. on page 2.

PRSSA Can Benefit You *by Jill Jordan*

The Public Relations Student Society of America (PRSSA), is a chartered student organization here at EWU open to undergraduate and graduate students interested in the practice and scholarship of public relations. This organization provides opportunities for growth in the public relations field, offers projects to get involved with, provides resources for professional development and academic achievement, and gives students a dual membership with PRSA, our parent organization.

Throughout the year, PRSSA works on projects that both meet the needs of our chapter and allow students to use their particular skills and talents. Though projects vary from year to year, most allow student members to interact with other PRSSA members, faculty, and public relations professionals in the region. Additionally, as a member, resources are available to assist students with career development, top

notch internships and professional job opportunities. National grants and scholarships are also available and can be located by searching both the PRSA website (www.prsa.org) or the student website (www.prssa.org).

Finally, PRSSA members are able to attend PRSA meetings and network with public relations professionals in the community. Monthly meetings are held once a month, and additional seminars are held periodically throughout the year. The speakers at these meetings are brought in to educate members on current developments in the public relations field. After graduation from EWU, student members of PRSSA are able to join PRSA at a discounted rate for up to two years.

For those who are interested in becoming a PRSSA member, please fill out the application on the back of this newsletter. Better yet, attend our next meeting on February 1, 2002. Details on our meeting can be found on page 3. ■

OPINION

The Heart of the Matter *by Susan Hanes*

OPINION

I have always been one to enjoy contemplating the philosophical issues of life and applying what I've learned where the shoe fits. That's growth. But for some reason, I have only recently made a discovery that's been sitting in front of my face all along, which I think is the key to all public relations we do: making positive connections with people and maintaining those relationships.

You can write, design, create, and sell. You can be a specialist, have a great title, and have tenure. You can even get paid a good salary. But what does it all mean if you can't use what you have to benefit others? Why possess those skills if they are only used to get a job done, or to prove how well you can do something? That's sad, and vain. The technical skills we possess are only part of the picture and ought to be applied to the bigger vision of impacting people in a positive way.

Do you ever ask yourself: How can I use my skills to impact those around me? How can my skills make people think positively about our company? How can what I do and what I'm good at provide support to our co-workers and employees, making them feel better about the job they do? In the end, we are remembered less because of what we knew and more because of how we treated others with what we knew.

For the past few months, I've had the privilege of learning about different aspects of public relations from a director of a successful non-profit organization, who I believe exemplifies this truth. Though he possesses great technical skills, he also believes fully in putting people first, treating them with respect, and being honest with them. I'll never forget a comment he made to me: he said that because of his position, he knows he could easily persuade people for



"promotional perks" and get what he can from people; but because of the value he places on people and the relationship, he won't ever do that. Maybe that's why his organization flourishes...

This may seem like an obvious truth to many, but for me it has been a rather insightful revelation. I have always excelled at the technical aspects of public relations, and somehow never really grasped the bigger picture before. It's like missing the forest for the trees. But I think this point is something we all need to be reminded of from time to time. People are what matter, and as public relations professionals, our relationship with them ultimately determines the degree to which we have succeeded. ■

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Letter from the President

Dear Fellow PRSSA Members,

Well, a new year has started, and the quarter is well on its way! I hope that you are all having a great quarter full of fun and learning. We are working on some great projects for you this quarter, and are looking forward to working more in depth on our current projects.

As always, our meetings will be the first Friday of every month at the Spokane Center, Room 320. If you have any way of being there, I would encourage you to try. The more members we have at the meetings, the stronger we become as a club! We are also working on having exciting and informative guest speakers at each meeting to help broaden our horizons in addition to the hands-on work we do. I hope that your membership to PRSSA has been all that you wanted it to be. If you have any suggestions, please contact me, or any of the executive members, so that we can work on implementing them. We are still in our forming years, and the more we put into our club, the more we will get out of it.

Have a great month, and I look forward to seeing each and every one of you at our February meeting!

Sincerely, Tamitha Anderson, PRSSA Chapter President

Giving Back

Throughout the year, PRSSA takes on several community service projects that provide opportunities for students to develop their public relations skills. Our current service project is to assist the American Red Cross with their Virtual Auction 2002. The Virtual Auction is held online and often includes many priceless treasures donated by sports celebrities and other big name sponsors.

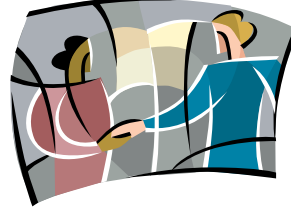
Currently, Michelle Trainor, PRSSA member and an intern at the American Red Cross, has been busy assisting Brad Stark and others in the office with event planning and

coordination. Michelle recently met with Clear Channel Communications to discuss media coverage and sponsorship. She has also been working on a bulk mailing to procure items for the auction. Michelle would like to personally thank fellow PRSSA members Leslie Husby and Mackenzie Brumet for gathering addresses and typing mailing labels.

If you are interested in helping the American Red Cross on this important project (*procuring, securing sponsorships, general office duties*) please contact Michelle Trainor at michtyler77@aol.com ■

Internship Opportunity

The Spokane Public Relations Council is now taking applications for those interested in a paid internship. The stipend will be \$1,500 for a 10-week commitment, and the internship will occur between May 2002 and December 2002.



Positions are available in varying public relations, communications, and advertising firms, and interns will be placed according to their abilities and career objectives.

To apply, contact:

Robyn Dunlap (509) 495-4561 robyn.dunlap@avistacorp.com -OR- Kaaren Appel (509) 358-7528 kappel@wsu.edu

or visit their website at www.spokanepr.org/sprc/Internship.app to download an application



Applications must be postmarked no later than February 15, 2002



"There is no exercise better for the heart than reaching down and lifting people up."

-John Andrew Holmer

Comedy Corner

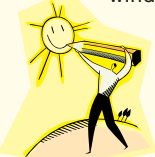
Q: Did you hear about the basketball game between the peaches and the bananas?

A: The peaches got canned!

Q: Do you know why the computer had to go to the doctor?

A: It had too many bytes!

Q: Do you know why the window was crying?



A: Because of the "pane" it was in!

If you have a joke that's as good as these, please send them my way!
susanhanes@msn.com

What's Your Talent?

PRSSA wants you to get involved! There are a variety of projects currently going on with PRSSA, and your talents are needed. Whether you write, create graphics, develop marketing materials, design web pages, speak well, or sell ideas well, we need you! Your unique talent and personality will not only add to our teams, but the skills development opportunities will also provide you with long-lasting benefits. You'll learn new techniques, improve current skills, meet other public relations and communication majors, network with public relations professionals, and have something cool to put on your resume!

Email the listed contacts today to see how you can get involved!



Hockey Club

Contact: Keely Allinger
keelyallinger@hotmail.com

Help needed:

- Feature stories on players
- Publications
- Media



Service Projects

American Red Cross
(More projects coming)
Contact: Lisa Stose
blondi8059@aol.com

Help needed:

- Obtaining sponsorships
- General office duties
- Procurement



Newsletter

Contact: Susan Hanes
susanhanes@msn.com

Help needed:

- Feature story writers
- Opinion writers
- Miscellaneous categories

PLEASE NOTE

If what you want to help out with is not listed under "Help needed," that doesn't mean we don't need you... chances are we just haven't thought of your idea yet! Please email the listed contacts if you have a skill you think would benefit one of these projects. Or, let us know if you see something on the list that interests you. We want you to be a part of our team!

Getting Connected

PRSA

Did you know that Public Relations Student Society of America (PRSSA) is the student version of the Public Relation Society of America (PRSA)? PRSA is one of the largest public relations associations and it provides opportunities to grow as a professional both at local and national levels. To obtain a complete overview of the national PRSA organization, including their objectives, professional standards, and other related information, browse their website at www.prsa.org. In addition to the national site, Spokane has their own local PRSA website at www.spokanepr.org that details events right here in our community. Their site provides up-to-date information on chapter events, professional development activities, accreditation information, and opportunities for student involvement. Check them out.



SPRC

Are you looking for a local public relations association to affiliate with? The Spokane Public Relations Council (SPRC) is an organization that supports public relations professionals throughout the Inland Northwest and provides "job related development and networking opportunities to their members." They support students who are pursuing the public relations field and offer a reasonable membership fee for all students interested in becoming a part of their organization. They also offer a couple of paid internships each year, though students do not need to be an SPRC member to apply for them. If you would like to learn more about who they are and what they do, visit their website at www.spokanepr.org.

Once a month, the Greater Spokane Chapter of PRSA and SPRC jointly host a general meeting for their members to educate them on current public relations issues and provide opportunities for professional growth. These meetings are hosted at varying locations throughout the year, and are always held on the first Friday of the month from 7:30-9:00 a.m. All PRSSA members are welcomed and encouraged to attend these monthly meetings.

The next meeting will be:

Friday, February 1, 2002
Cataldo Hall @ Gonzaga University
7:30 - 9:00 a.m.
Cost for PRSSA members: \$7.25

Speakers: Spokesman-Review city editor, Richard Waggoner; Journal of Business and Inlander journalists and photo editors.

Topic: Print Media Relations

- How public relations can work more effectively with the media-- How do we go the extra mile?
- Trends they see (e.g. *online*) and how that affects what they expect from public relations professionals
- Hard vs. soft news--What do you do when we pitch a soft story? Will you develop it with a longer timeline or save it as a "stock pile" idea in case you need to fill a hole?
- Who to approach: From the perspective of your role (e.g. assignment editor) how do you feel when the idea comes from someone in another role (e.g. *reporter*)?
- Exclusive vs. "y'all come" pitches and releases. When to use them and how to make them effective.
- How do you decide whether to cover a story that has already run with a competitor, or in another medium?
- How electronic media pitches should differ from print media pitches.
- What makes for good visuals? What's compelling? What can we do in advance and on the spot? And how do we make use of B roll stock footage?

Calendar of Events

Winter/Spring 2002

- February**
- 1: PRSA/SPRC Meeting, Topic: Print Media Relations, 7:30 - 9:00 a.m., Cataldo Hall @ Gonzaga University, PRSSA members: \$7.25
 - 1: PRSSA Meeting, Speaker: Martha Lou Wheatley-Billeter, 3:30 - 5:00 p.m. Spokane Center Rm. #320
 - 15: Hockey game, Planet Ice, 7:00 p.m., EWU vs. WSU
 - 16: Hockey game, Planet Ice, 7:00 p.m., EWU vs. WSU
 - 18: President's Day
- May**
- 22: 5th Annual Student Research & Creative Works Symposium, Monroe Hall. For more information, contact Dr. Karen McKinney at (509) 359-2471 or email her at: ewustusympos@mail.ewu.edu

If you have a public relations or communications related event you would like posted in the PRSSA newsletter, please email Susan at: susanhanes@msn.com

Words To Live By

"Man's mind stretched to a new idea never goes back to its original dimensions."

-Oliver Wendell Holmes

"There is a transcendent power in example. We reform others unconsciously when we walk uprightly."

-Anne Sophie Swetchine

"The measure of a man's real character is what he would do if he knew he would never be found out."

-T.B. Macaulay

"The only place you'll find success before work is in the dictionary."

-May B. Smith

"Behold the turtle. He only makes progress when he sticks his neck out."

-James Bryant Conant

"The price of greatness is responsibility."

-Winston Churchill

"A master can tell you what he expects of you. A teacher, though, awakens your own expectations."

-Patricia Neal

"Always do right. This will gratify some and astonish the rest."

-Mark Twain

Don't Forget!

PRSSA GENERAL MEETING

Friday
February 1, 2002
3:30 - 5:00 p.m.
Spokane Center Rm. #320

Speaker:

Martha Lou Wheatley-Billeter
Manager of Marketing & Outreach
KSPS Television

Interested in learning more about us?
Attend this meeting to find out what we're about!

How It All Came Together by Susan Hanes

The history of Eastern Washington University's PRSSA chapter is almost a decade long, though the chapter has only been in existence for two years. In fact, PRSSA's National website still identifies EWU as one of the newest chapters in the nation.

Efforts to bring PRSSA to Eastern began back in the early 1990's with Jeff Stafford, now Communication Studies Department Interim Chair, and Steve Blewett, Director of the Journalism Department, both of whom tried on several occasions to get a chapter started and stable. But, for various reasons, the timing just wasn't right back then.

By 1996, Patty Chantrill, then Director of the Public Relations program at



Gonzaga University, had finally succeeded in launching a PRSSA chapter at Gonzaga University.

When she met Jeff Stafford at an intercollegiate event in Spokane later that year, they discussed developing a PRSSA program at EWU. They talked briefly about the possibility of creating a joint chapter between the two schools. Chantrill informally proposed the idea to PRSSA National in New York; within a short time, national headquarters responded with a resounding "No." The hope of founding a PRSSA chapter at Eastern once again faded into the background.

In 1999, however, Chantrill made some changes in her

career and accepted a position here at EWU. Still very ambitious about the notion of a PRSSA chapter on campus, she talked with a variety of public relations students to gauge their enthusiasm before attempting the Herculean task of submitting another national application. *(The application is over 20 pages long and requires months of document gathering and communications with the national officers before a board meeting decides the fate of each application).* Not surprisingly, students at Eastern responded with marked enthusiasm. Chantrill, aided by the encouragement and support of both Stafford and Blewett, helped the students apply for a PRSSA charter.

Preliminary student meetings were held in the Fall of 1999, while the

application process was underway. With the faithful assistance of executive members of the Greater Spokane Chapter of PRSA, our parent organization, the chapter started to take shape. Eight Eastern students, *(including Ken Andersen, Felise Clark, Kathey Wilson, Jessica Milstead, Tuls Anderson, Lisa Schenk, Eddie Aguilar, and Brad Pugh)* spearheaded the effort and patiently waited for word from New York on the status of the application.

Eight months into the application process, EWU was finally granted a charter by PRSSA National. Many of the eight students became the founding PRSSA officers by the year 2000. And the rest, as they say, is history... ■



Be sure to locate us at
our new website location:
www.ewu.edu/prssa

*"It is often easier to fight
for principles than to
live up to them."*

-Adlai Stevenson

Membership Application

Name: _____ Date: ____/____/____
Address: _____ City: _____ State: _____ Zip: _____
Phone #: _____ Email address: _____
Major/Minor/Field of Study: _____ Year in School: _____

How did you hear about PRSSA? Campus publication Class announcement A friend
 Word of mouth National Website PRSSA Newsletter PRSA Greater Spokane

What interests/activities do you hope to explore as a member of PRSSA? *(check all that apply)*

Writing/Publications Event Promotion Media Relations Community Service
 Leadership Opportunities Marketing/Advertising Graphic Design Computer Technology
 Research Campaign Strategies Networking Opportunities Crisis Management
 Law and Advocacy Other: _____

Please list any skills and/or talents you'd like to contribute to Eastern's PRSSA chapter, and any public relations experience you've had:

Payment method: Cash Check Please make checks payable to: PRSSA (Cost: \$41 per year)

NOTE: National dues are collected from each member by the chapter treasurer at the outset of each academic year. On payment of such dues, you are entitled to one full year of membership, extending from November 1 to October 31 of the following year. National dues for students joining the chapter on or after March 1 entitles you to one full year of membership, extending from March 1 to the last day of February the following year. The Eastern Washington University PRSSA chapter withholds the option to establish its own initiation fee and dues structure as may be necessary to carry local expenses. Currently, dues for the 2001-2002 academic year are set at \$41 per member.



Please bring this form to the next General Meeting on February 1, 2002 (details on page 3), or mail this application form with your \$41 payment to: Patty Chantrill, Eastern Washington University--PRSSA, MS-108, Cheney, WA 99004