# news & views

Volume 48, Issue 4



**MONTHLY PROGRAM**

Thursday, April 11, 2002, 6:00-9:00 PM

LOCATION

Weber Shandwick Worldwide, One Main Street, Cambridge

PROGRAM

Financial Reporting and Disclosure: Is It a Whole New Ballgame After Enron?

COST

$40 members; $55 non-members.

RESERVATIONS

Advance registration is required. RSVP by January 8, 2002. Send a check, payable to PRSA/Boston Chapter, to Paul Wetzel, APR, Chapter Administrator, 45 Broad Street, Boston, MA 02109, no later than Monday, December 10, or, email: wetzelpaul@msn.com Master Card and VISA are accepted.

## April 02 *News & Views*

How about a round of applause for Marty Cohn, this month's guest editor? Marty pulled together four very different and very practical articles on the special practice of government relations. As many of you know, Marty served as editor of *News & Views* for many years. Great to have you back Marty. Nice work.

Here's what you'll find in this month's issue:



## Saving A Shipyard

**By Martin Cohn**

My firm was hired four years ago by Sea Chain Marine, a company that is redeveloping the Hingham Shipyard in Hingham, Massachusetts. Sixty years earlier, during World War II, the Hingham Shipyard was the site of the production of Landing Ship Tanks (LSTs) and Destroyer Escorts (DEs), two ships that helped turn the tide for the United States.

Sea Chain is planning a $250 million mixed-use project with office, retail and residential components. One part of the project involved a land swap between the company and two state agencies. The land swap was approved by the state agencies but required legislative approval since it involved public land.

Despite the fact that the project enjoyed the support of local officials (i.e. successful government relations), many town residents (i.e. successful community relations) and was widely reported in local papers (i.e. successful media relations), the bill did not pass the legislature. We evaluated the situation and realized that while we had succeeded in the various parts of public relations, we had not combined the parts to bear on the bill.

The bill was refiled the following legislative year. This time, we involved the media, community and local officials in the case before the various committees and ultimately the entire legislative body.

*(continued on page 2)*

# More Bang For Your Buck

**By Jeff Seideman, President, PRSA Boston**

After years of planning, lots of begging and a little shouting, changes are finally afoot at national headquarters in New York City that will have a significant beneficial affect on the value of your membership.

As most of you know from a recent email from national, the web page (www.prsa.org) has undergone a major rework. It's a lot more than a redesign. Click on the round "Our New Site" graphic on the left to find out about all the changes. The new site has rationalized the organization's online offerings in a way that will put more information online and make it more accessible and useful. The same email also told you about MemberNet and you should have received in the mail a membership card and a login name and temporary password for MemberNet. (If you're a paid-up member and haven't received both of these communiqués, please contact national to resolve the problem.)

MemberNet finally gives individuals the freedom to update their membership listing without having to go through the hassle of calling, writing or speaking with someone on the phone. You just log in to update your address, phone number, email address and password. This way, when you change jobs or move the society doesn't lose sight of you -- s long as you remember to update your records. MemberNet also has a reasonably powerful search feature, so you can locate other members, or groups of members, through the site. You can load the info directly into your computer, rather than flipping through the hardcopy directory and having to retype it. Ah, the wonders of online information.

If you are, or will be, on the administrative side of this situation, you'd really appreciate MemberNet. For the first time our fearless administrator Paul Wetzel can update our local records just by logging into MemberNet and accessing the special leadership features, which are off limits to individual members. There we can get reports on lapsed members, address changes, national members who live in Boston but aren't members of the local chapter and lots more.

So rather than waiting for the quarterly printout, he can now, with the proverbial click of the mouse, download everything he needs to make sure we're keeping in touch with all our local members, identifying all those who ought to be members and adding to our non-member invite list those who are member prospects. The result of this far more efficient access is greater value to our members, greater turnout to our meetings (have you notice the larger crowds lately?) and reduced costs per member, which keeps annual dues and fees down. To say nothing about the savings in printing and mailing costs should the national decide to eventually forego the national directory.

As you know, the first version of anything on a computer is bound to have some bugs in it or need design revisions. I encourage you to contact me, the local chapter or national with recommended modifications or problems you encounter with either the new web site or MemberNet. It takes time, but we're getting there.

---

*(Shipyard-Continued from page 1)*

When a problem arose, we enlisted the appropriate people to help. For example, a group suddenly materialized in opposition to the project. We found out that the group had ties to a supermarket that had an interest in stopping a potential competitor from opening in the shipyard. We exposed the group in the media, obtained letters of support from residents and enlisted phone calls from local officials. The result was that the bill passed the Legislature and was signed by the Governor.

Two years worth of work to pass a piece of legislation that was seemingly non controversial. What I learned was that nothing in public relations should be taken for granted and that the parts of public relations work together to produce successful campaigns.

*Martin Cohn is a sole practitioner in Needham, Massachusetts, and can be reached at martin@cohngroup.com.*

# April 11th Program: Financial Reporting and Disclosure: Is It a Whole New Ballgame After Enron?

The business, accounting, and investment worlds have been shaken by Enron revelations and the subsequent debate and news stories. To mark annual report month in April, PRSA Boston presents a panel discussion for public relations and investor relations professionals and business leaders.

The panelists bring expertise from the financial, business, journalism, and communications professions. They will help put the Enron situation in perspective and sort out where we go from here.

The panel of experts includes:

**J. Timothy Corcoran**: He is a vice president of Investor Relations and Communications for Thermo Electron Corporation, a $2 billion dollar publicly traded company. Previously, Timothy served as president and CEO of Thermo Power Corporation and vice president of Strategic Planning and Acquisitions at United Technologies Corporation. Earlier in his career he was a Wall Street investment banker. Timothy is a Chartered Financial Analyst.

**Tim Reason**: He is a reporter with CFO magazine, an Economist Group publication. His recent stories have covered pro forma reporting, the SEC's decision to require 10K disclosure of all employee stock option plans, and a cover story on turnaround CEOs. Tim is working on an article on the affect that International Accounting Standards will have on US accounting practices. Prior to CFO magazine, Tim was an editor at McGraw-Hill publications.

**Karen Griffiths**: She is an executive vice president at Weber Shandwick Worldwide. Karen is responsible for the firm's New York-based financial communications practice, FRB|Weber Shandwick financial communications. Over the course of 10 years, Karen has counseled dozens of companies on financial communications issues including strategic messaging and positioning, shareholder value creation, disclosure practices, and Wall Street analyst and financial media relations. Karen also has extensive experience advising public companies during crises and major financial events including IPO's, earnings surprises, bankruptcies and mergers and acquisitions. Prior to joining FRB|Shandwick, Karen spent 10 years in banking and investment management.

The panel moderator is **Peter Prodromou**, a senior vice president with Weber Shandwick's East Coast Technology Practice. Peter has spent 15 years in public relations, financial communications, and investor relations. He has authored more than a dozen annual reports for leading financial services companies. Peter currently is providing senior strategy and counsel for corporate communications departments for leading Fortune 500 companies and early stage companies.

**WHEN**: Thursday, April 11, 2002, 6:00-9:00 PM. Networking and Buffet: 6:00-7:00 PM, Program 7:00-8:30, including Q&A.

**WHERE:** Weber Shandwick Worldwide, One Main Street, Cambridge. It is the first building on the right if you are crossing the Longfellow Bridge from Boston (diagonally across the street from the Marriott in Cambridge). Parking is available at no charge in the 101 Main Street Garage (proceed to the end of the building, turn right onto the access road and enter the garage immediately to your right). The program is being held in the auditorium at One Main Street (the last door to your right on the ground floor if you are facing the building).

**COST:** PRSA members: $40; Nonmembers and guests: $55; Students $20. Advance registration is required before end of day Monday, April 8. Send registration information to Paul Wetzel, 45 Broad Street, Boston, 02109 or e-mail wetzelpaul@msn.com.
Master Card and Visa accepted.

NOTE: no-shows will be billed; please cancel by April 10, to avoid being billed.

# Demystifying Government Relations

**By Ross Condit**

When most people hear the term “government relations”, their minds immediately wonder to thoughts of the U. S. Congress. The constant din of inter-party political struggles, insincere lobbyists and the glacial movements of legislation are enough to deter anyone from working with government. This image is often the one associated with “Government”.

The mantra “all politics is local” couldn’t be more true in the world of government relations. If you think only of congress you’re missing out on a very big world. The real opportunities lie with the agencies. In addition to federal and state governments, there are more than 87,000 “local governments”. When you take into account the hundreds of federal agencies and sub-agencies, state governments with hundreds of agencies and sub-agencies and local governments with dozens of agencies and departments, you’re getting into the realm of the opportunities that exists.

**The Process**

Finding and creating the opportunities are, of course, the challenges. The process of developing relationships with government agencies at its base is really no more difficult than developing relationships with major corporations. While there are some twists, you want to follow the same basic techniques:

- Networking
- Create Opportunities to Meet
- Build the Relationships
- Follow-up
- Be Persistent

**Networking** - Start by looking over your existing contacts. Do you know anybody in government, preferably at the administrative level? Do any of the people you know have family, or friends who work at some level of government? Even if you get a meeting just to get an understanding of how an agency works, you’re ahead of the game.

**Create Opportunities to Meet –** Call the people that you identified in the above exercise. If you didn’t identify anyone, that’s OK. Many government agencies and administrators have “trade groups” and organizations they belong to (including governors, mayors and many agency heads). Most of these allow interested parties to attend conferences and even join the organizations. Listen at these conferences to the hot button issues that the agencies face. If you didn’t have a product or service to sell before, active listening will help you flesh out an idea, or develop new ones. Being solution oriented is the key.

**Build the Relationships –** Build relationships with those you meet. Talk to them, play golf, go for drinks, whatever works for your style of developing relationships. Many conferences (particularly weekend conferences) offer opportunities such as discussion sessions, golf, and other outings to interact with people and get to know them. Take advantage of these opportunities to create trust.

**Follow-up** – When you get back from a meeting, send thank you notes to those you met. Mention the specifics of the things you discussed or found interesting, include a business card and information on your company. If it’s a hot prospect, create a reason to be in their part of the country and see if they’re available to get together.

**Be Persistent** – This does not mean be annoying. If at first you don’t get a meeting at an agency, or don’t get the go ahead for a service or product idea, try again. Political and financial situations at agencies change. Sometimes quickly. I know one business owner who tried seven times to meet with the head of a large federal agency. He was denied six of those times, but kept going back until he got a deal.

**Beware of the Twists**

As mentioned before, there can be special twists involved in working with government.

**Know the Rules** - Agencies have rules they need to follow when dealing with companies. The best

*(Continued on page 5)*

(Government Relations-Continued from page 4)

known of these is the issue of non-acceptance of gifts. There are others that vary by agency, particularly when it comes to negotiating contracts. Take the time to learn the ins and outs of an agency's or organization's rules.

**Don't Feel the Need for Speed –** You have to know your audience. Some agencies or administrators are prepared to move quickly, others are not. A deal with the government can take some time, particularly if money is involved. Learn the budget cycles of an agency and time initiatives accordingly. Like a corporation, an agency will have more money at the beginning of a budget cycle than at the end. If you can find a way to fund projects at no or very low cost to an agency, you're likely to find that more doors will be open to you and that things move along faster.

**Be Flexible –** While the head of an agency may like the product or service you're offering, the person potentially in charge of implementation may not. Be prepared to meet the needs of more than one contact and change parts of the product. I've sat through negotiations with agencies with twenty people at the table, all of who had some stake in the final implementation of a project.

**Be Sensitive to the Political Climate –** Your contact will be sensitive to the style of the governor, mayor or agency head. If an agency head is progressive, the people under them will be more willing to take chances on new projects. If there are big federal, state or agency wide initiatives under way, try to gear your project towards them.

**Getting Good Press**

Once your initiative is launched and successful, take some of the credit for it, but spread the rest around. The press is often interested in stories on government. The twist for you is that you're not reporting on a scandal! You want them to focus on the good government is doing. Again, be sensitive to what the agency will allow in a P. R. piece. You may need to work with and get approval on stories from not just your contact, but also an agency's press officer. A spokesperson from the government agency may even need to be assigned. Remember, great stories can help make someone's career. Be sensitive to that. After all you're trying to create a win for the agency and a win for your company.

**It's all about the People**

Remember, successful government relations are all about people. Start with networking and develop the relationships that can pay off down the line. Many public servants are dedicated professionals and open to making the changes at their agencies that will help the people they serve. An initiative focusing on helping the agency's constituents is more likely to be implemented. Gear promotions towards the benefit you provided to the agency, what the agency did to help, and why it's important. Think about the people you're working with, their political and financial climate and the people they serve and you'll be successful.

*Ross Condit is V. P. of Strategic Marketing and Communications for Effective Communications, Inc. and can be reached at rcondit1@earthlink.net*

## Accreditation Study Group

Accreditation Study Group to begin over summer for fall exams. To support members interested in taking the APR exam, a study group will begin in mid-late s summer to help candidates prepare. Registration deadline for the fall exam is August 5th. If you're interested in taking the exam, joining the course, or finding a mentor, contact Ann Getman (anngetman@aol.com) to get on the contact list.

## Putting a Human Face on the Tax Man

**by Michael Morgan**

The death of Beatle George Harrison and the use of his song, "Tax Man," in a commercial brought me back to when I worked for the "Tax Man." From 1988 to 1996, I served as Public Outreach Director for the Boston Assessing Department. A major departmental challenge is a state-mandated property revaluation every three years. This effort seemed more daunting in 1994, when sales data indicated that a long recession in the local economy - especially the real estate market - was ending. This was good news in many respects but it also meant that many local homeowners (and voters) would be facing higher property values - and tax bills - for the first time in several years. And property taxation has long been a sensitive issue in Massachusetts, resulting in Proposition 2-1/2 in 1980.

We've all learned that it's best to get the truth out early. I worked with the department's Valuation Director to organize a series of evening public meetings in the neighborhoods during the summer of 1994, several months before the values would be finalized. We worked with the Mayor's Office of Neighborhood Services, whose staff represents each neighborhood and several constituent groups, to educate staff about tax issues and inform neighborhood leaders each about the meetings. Information was included in targeted mailings to community leaders. Working with neighborhood organizations and local city councilors was a key to the outreach effort, as was collaboration with the Mayor's press secretary to issue releases to the daily papers (and to the weekly papers publishing in several neighborhoods) and arrange interviews with city fiscal personnel announcing the revaluation and community meetings.

During the meetings, I would give an overview of the department, distribute packages of consumer-friendly literature and take questions. I'd then turn the proceedings over to the Valuation Director, whose program included local teams with personal knowledge of the properties in each neighborhood. People in attendance felt their questions were answered and appreciated the follow-up we provided. When property values were finalized that fall, the media and community outreach effort (including with press announcements and mailings) was renewed; with new assessments - and staff to explain them - made available during day and evening hours.

New tax bills were issued in December and many were higher than before. But the billing period meant yet another round of outreach, with increased emphasis on customer information and service. Results included fewer abatement applications filed, a trend that continued for several years. It's not that people were happy with their bills, but they felt they were treated fairly, having been informed early on and in a variety of ways. Property taxes never did become an issue in the local papers, and the department won both state and international public information awards from the assessing profession.

I have since moved on from taxes to educating the public on other "popular" subjects such as toxic chemicals and nuclear waste. But the work remains the same: acknowledging the public's questions and concerns, and assuaging anger and fear.

*Michael Morgan is with Morgan & Associates and can be reached at morganhp@aol.com.* ■

## Deadlines

Everyone's participation in News & Views is encouraged. Deadline for text is the 21st of the month prior to press.

## Organizing A Successful Advocacy Day
**By Kimberly Allen**

What's the best way to deliver your organization's message to key elected officials? For many government relations pros, the answer is ordinary citizens - and lots of them.

At the Massachusetts Association of Jewish Federations (MAJF) and the Jewish Community Relations Council of Greater Boston (JCRC Boston), Director of Government Affairs Brad Kramer is making legislators listen by organizing “advocacy days”. These are events that bring together citizens from all over Massachusetts on the same day to discuss one or two key issues with their state government officials.

This year, Brad organized the local Jewish community’s most successful state house visit to date, with over 450 people meeting with 85 legislators and staff on March 13th. He recommends four steps for coordinating an effective advocacy day: selecting key issues, recruitment, preparation, and evaluation.

**Step One: Select Key Issues.** Simply identifying issues doesn’t cut it. You need to select issues that your constituents are excited about. “It helps to generate a sense of urgency and this year for better or for worse that wasn’t difficult to do because of the budget crisis,” said Brad. The issue(s) you select should also be current. For example, this year Brad’s group questioned legislators about the threat to repeal the Massachusetts Charitable Tax Deduction law.

**Step Two: Recruitment.** “It’s not a one person job.” Not only do you need large numbers of educated, passionate citizens to show up, you also need volunteers, explains Brad. Recruiting team leaders for each district is crucial. Team leaders read all materials, disseminate information to citizen lobbyists, jumpstart the dialogue at the actual meeting, and make sure advocacy day participants fill out evaluation forms.

**Step Three: Preparation.** Make sure your citizen activists are informed and on message. “You want to provide all participants with a carefully crafted set of talking points. You don’t want them reading from a sheet of paper, but it should be a document someone could almost read and sound natural doing so,” explained Brad. You should also brief the participants again on the day of the event. “It’s important to have a focused kickoff to the day where everyone comes together in one room in the state house and hears about the days issues.”

This stage is critical because you want to lay the groundwork for a positive experience. By carefully tracking all the citizens who plan to come, arranging their appointments with legislators, and providing them with talking points and information, you put them at ease and help them deliver clear, consistent messages.

**Step Four: Evaluation.** “When people wrap up their lobbying sessions, it’s very important to have team leaders drop off a response form summarizing the positions expressed by legislators and staff on your lobbying issues,” says Brad. The feedback form is used to compile the outcomes of the meetings and to learn what did and did not work well for citizens. Since it is an important tool for follow-up with legislators and planning for the next year’s events, Brad says team leaders must be aggressive about collecting feedback forms.

Brad notes that advocacy days are becoming more popular. However, he feels it is rare to see well-planned events where every detail is taken care of - from appointments to talking points to feedback forms.

So what separates a highly productive advocacy day from just another day on Beacon Hill? Leadership and time - lots of time.

*Kimberly Allen is a senior at Boston University's College of Communication* and can be reached at kimallen@bu.edu.

**Solo Act – Brief Sketches of PRSA Boston Sole Collaborative Members**
**"He's A Classic!"**
**by Peter Golden**

What would compel a youthful librarian to give up an assignment in the profession for which he had trained and pursue a new career in public relations? For long-time PRSA member and sole public relations practitioner Henry Stimpson the reason was simple: He didn't want to go to prison any more.

As the librarian at a New Hampshire correctional facility, Henry found himself staring down one tough character too many. To pass the time during lockdowns he wrote poetry and dreamed of one day writing for a living instead of doing hard labor cataloging books. In short, in his first real job after graduating from college and in the field for which he had trained, Henry needed a permanent "break."

Eager to expand his pleasure in the written word into a job where he could put his pen to work, Henry took a permanent furlough from the world of books and bars. At Commercial Union Insurance Company he found an opportunity in the role of corporate spokesman and editorial manager. Three years at CU schooled Henry sufficiently to the tasks of public relations to head off for the "agency side" of the marketing communication business. But agency work turned out to have its limitations: As an observer of one too many episodes of poor client management and agency infighting, Henry had another career-changing insight: it was time to strike out on his own.

One might view the narrative we have shared so far as quixotic, or filled with the twists and turns associated with charting a path in the early years of a developing career. But in doing so one would be missing the real Henry Stimpson. Understated good humor and an ability to confront contingencies with a combination of common sense and calm resolve are Henry's hallmarks. He had it right when he decided to form Stimpson Communications back in 1984.So how does life as a sole practitioner compare with hard labor in the prison library or the demoralizing effects of agency infighting? "Since those days I at first did a lot of freelance writing for trade publications then segued into media relations and marketing communications," says Henry. "It sure beats the time when, figuratively speaking, I was chained to my desk."

There are other benefits, too, including a commute no longer than the distance between his kitchen and a large home office looking out on the Stimpson family back yard in Wayland, Massachusetts. There's a canoe nestled by the shore of nearby Dudley Pond when Henry needs a break from too much time at the word processor. But that's a luxury he rarely can afford. Over the years Henry's client list has come to include some of the biggest insurance names in the country. Along with a healthy flow of life, health, auto, and business underwriting accounts, many of the major names in financial services and related technology have showed up on Henry's roster. The Stimpson Communications web site (www.StimpsonCommunications.com) has been one reason for this, but a steady stream of referrals are definitely another.

Says Beth Chapman, a long-time PRSA member and Stimpson enthusiast," When I find a prospect who is clearly in conflict with my book of business, I forward that client to Henry with the sure knowledge that he will craft a great strategy and meet the client's needs. It's important to have a colleague with such good judgment you can trust him with your own reputation."

Former PRSA Boston chapter president Ann Getman echoes Beth Chapman's sentiments. "A few years back I worked with Henry on a not-for-profit project handling event planning. I found him to have an unusual and refreshing approach. He's very straightforward and has a great, understated sense of humor, both of which belie his formidable PR skills. Henry is professional, personable and a pleasure to work with. He's a classic!"

Being a sole is more than just a vocational choice for Henry. Scores of independent practitioners in the Boston area know him as a supporter as well as a colleague. In 1996, he joined with fellow PRSA members Chris McCue, Ann Getman, Liz

*(Continued on page 11)*

**Reputation and Perception vs. Reality**
By Byron Reimus

FORTUNE will shortly be publishing its annual "America's Most Admired Companies" survey and it will be interesting to see how their editors finesse the inclusion of Enron on the list. Mind you, "the bad company of the moment" has ranked as number one in its industry since 1994-and been lauded for "innovativeness" and "quality of management" during the last four consecutive years.

Public relations executives in particular should have a more than passing interest in the fate of this particular company, but for reasons that appear so far to have alluded most of the media. The saga of Enron is not simply about missing checks and balances-the absence of proper governance and regulatory oversight, brazen accounting practices, and rampant conflicts of interest. Even if questionable financial dealings hadn't come to light, the record will ultimately show that it was just a matter of time before something else confirmed a growing chasm between widespread marketplace perceptions of this company and reality. These discontinuities, not crafty bookkeeping, were what ultimately steam-rolled over whatever remained of Enron's reputation.

The results of the most recent BUSINESS WEEK/Harris poll captured how precipitous the decline in credibility, trust and goodwill for corporate America has been. Less than a third of all Americans, for example, believe that large companies have ethical business practices. Even fewer think that these firms as a group are straightforward and honest in their dealings with consumers and employees, among others. And fewer still-just 16 percent of respondents-expressed a great deal of confidence in the people running these enterprises.

The shaping, managing and feeding of reputations emerged as a popular framework for corporate public relations in the early 1990s. In the interests of full disclosure, I always thought that the notion of managing reputation was something of a contradiction in terms. After all, weren't we taught that a reputation was something earned, not assiduously courted, manufactured or acquired? But in the growing absence of many basic checks and balances, the growing infatuation with reputation management at corporations found especially fertile ground. More and more company images were crafted around the CEO's wish list, what the organization aspired to be, how they viewed themselves or some combination of these. Enron is a particularly flagrant but hardly unusual example.

So are reputations something else the public can no longer trust? Thankfully, reality still trumps perceptions most of the time. There are more firms with hard-earned reputations, rather than those brandishing the "famous overnight" kind. Companies like Chevron, Johnson & Johnson, Marriott, Nestle, Northwestern Mutual, and Toyota, among others, attest to this. Why these in particular? A just completed analysis of the two most popular indexes-"America's Most Admired Companies" by FORTUNE as well as the "World's Most Respected Companies" in FINANCIAL TIMES-offers some very sobering food for thought. In a nutshell, we found that those firms with among the most sustainable reputations (like the aforementioned) appear not only to be declining in sheer numbers, relatively speaking, they also emerged as something of a "silent minority" in corporate America.

Over five, seven and 10-year periods, we discovered that *the positions of truly "best-in-class" fluctuated less than most of the perennials which made these lists,* at least across the first six industries studied. Even more striking, this comparatively tiny group shared at least four other characteristics.

They were typically <u>not</u> their industry leaders by traditional metrics such as sales, revenues and market share. They attracted a disproportionately <u>smaller</u> share of U.S. general business as well as trade press attention in any given year than most competitors. The percentage of this media attention devoted to their chief executives was usually much lower than that of peers. Indeed, many firms with the most consistently top-rated reputations seem to have a history of decidedly low profile

*(Continued on page 10)*

# Professional Connections

## Senior Vice President

Fleishman-Hillard, recently recognized by the Holmes Report as the best large agency to work for in its annual agency workplace survey, has an immediate opening for a Senior Vice President in its Boston, MA office. The position provides opportunity to take a key leadership role on an energetic team, working in a fast-paced global market, serving existing clients while creatively and aggressively adding new ones.

Requirements:

The ideal candidate will have broad communications experience in the public relations industry, plus specific expertise in the medical device sector. To be considered, candidates must have proven experience in developing and implementing consumer and professional communications programs to support products throughout their development and commercial life cycles, while possessing a strong understanding of the regulatory environment, including the FDA approval process. Agency experience is a plus, but not required. The successful candidate must be a self-starter with excellent credentials in new business development throughout various industries in media relations, crisis communication, writing strategic plans, team management, making presentations, budgeting and confidently providing communications counsel to senior executives. Experience in corporate communications, including reputation management, executive speech writing, and community relations, is highly desired.

Career opportunities with Fleishman-Hillard are posted on our website www.fleishman.com.

Contact information:
Megan Cammarata
Fleishman-Hillard Inc.
Talent Development
Phone:314-982-7725
cammaram@fleishman.com

## Publications Manager

Hallmark Health is a nonprofit health system just north of Boston with Melrose-Wakefield Hospital and Lawrence Memorial Hospital of Medford as its anchor institutions. The marketing and public affairs department oversees the system-wide marketing and initiatives. The publications manager will coordinate the planning, production and distribution of marketing communications materials, including annual report, community and physician newsletter, brochures, advertising and direct mail. This person will also be responsible for web site content. Ideal candidate will have 5+ years of experience in managing collateral development and publications. Must be strong writer, editor, and project manager. Interested candidates to resume to Julie Corwin at jcorwin@lmh.edu. No phone calls.

---

*(Reputation- Continued from page 9)*

management teams. Based on estimates from a range of knowledgeable sources, including our own database, these firms also tended not to be the biggest spenders on public relations activities within their sectors.

Does all of this suggest that less is more insofar as the continued importance of media coverage in helping to build corporate reputations? That so-called “celebrity CEOs” might do more harm than good along the way? Or that organizations allocating a good deal less in resources than the biggest spenders in their industries may find themselves on an ever more level competitive playing field? To the consternation of many clients, the answers to these and many of the most pressing other questions facing corporate public relations departments are both “yes” and “no.”

*Byron Reimus is a former president of the Boston Chapter of PRSA. He is president of Byron Reimus & Associates and a founding partner of Heyman Consulting, a joint venture with Heyman Associates.*

# Tids & Bits

♦ **<u>BMA Annual Analyst Panel</u>**
Leading analysts from IDC, Aberdeen and ARC will address the economic outlook for important sectors of the New England economy, including wireless and mobile devices, PC technology, manufacturing automation, and enterprise technology on Tuesday, April 9, at the Sheraton Four Points Hotel, Waltham. Fee includes dinner and entrance to vendor showcase. $45 for BMA members, $55 for non-members. Call 781-238-2649 or email bmainfo@yahoo.com.

♦ **<u>3D-PR</u>**
A dozen senior-level public relations practitioners are launching 3D-PR, a new, full-service public relations agency that will provide experienced Public relations talent to area businesses in a Variety of industries, including high tech, professional and financial services, healthcare and utilities. The practitioners include: David P. Kowal, APR, President, Kowal Communications, Inc., Northboro; Arthur Sesnovich, President of AGS Public Relations, Hudson; Julie K. Dennehy, APR, President, Dennehy Public Relations, Inc., Med way; Arthur Dimond, Principal, Dimond Commu nications Consulting, Boston; Rick Goldberg, Rick Goldberg Communications, Winchester; Michael Morgan, Michael Morgan & Associates, Boston; Richard Price, President, R&P Communications, Chelmsford; Vicki Ritterband, Principal, Ritterband Comunications, Newton; Fred J. Schlicher, President, Schlicher Communications, Medford; Leslie J. Scott-Lysan, President, Montrose Communications, Wakefield, and Elinor Stout and Patti Jacobs, Principals of Stout and Jacobs Communications, Cambridge. For additional information, visit 3D-PR's Web site at www.3D-PR.com.

♦ Barry Wanger, APR, Fellow PRSA, has accepted a pro bono project to promote an event to raise funds for Eleanor Roosevelt's Val-Kill, her home in Hyde Park, NY which is a national historic site.

♦ Stimpson Communications, Wayland, Mass., headed by Henry Stimpson, APR, has been named PR agency for E.G. Bowman Company, New York City, the nation's largest minority- and woman owned insurance brokerage.

♦ Dennehy Public Relations was recently selected to provide ongoing media relations, promotions, and special event services to the CambridgeSide Galleria, the largest shopping mall in Boston with over 110 stores.

---

*(Solo - Continued from Page 8)*

Goldsmith and others to get the Sole Practitioners section rolling in the Boston chapter. Currently he serves on the Boston PRSA board of directors and as a national assembly delegate, as well. And, just for the record, that's Henry Stimpson, APR!

How to sum up a challenging and rewarding career achieved through a combination of individual initiative and mutual support in the Boston PRSA sole practitioner community? "Both the sole practitioners group and the chapter group have been a lifeline," says Henry. "They're professionally and personally rewarding."

*Peter Golden is the principal of The Golden Group and can be reached at Petewrites@aol.com.*