

news & views

Volume 47, Issue 9

December 2001

MONTHLY PROGRAM

Wednesday, December 12, 2001, 6 - 9 p.m.

LOCATION

Cheers Replica Restaurant and Bar, Faneuil Hall Marketplace, Boston

PROGRAM

PRSA Boston Annual Holiday Party !!

COST

\$15 members; \$25 non-members.

RESERVATIONS

Advance registration is required. RSVP by Monday, December 10. 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.

December News & Views

The end of the year typically marks a time for contemplation, and the tragic events of this year pose a compelling reason to reflect on what 2001 represents. This month's News & Views takes a circumspect look at our world and how the business of public relations has changed due to September 11 and the economic downturn. Inside you'll read how PR practitioners responded to the events, how they are advising their clients, and what other changes companies are making.

You'll find five articles on this topic. First, we hope you enjoy our in-depth interview with Renita Hosler of the American Red Cross of Massachusetts Bay in Boston, who went to Ground Zero only hours after the planes crashed to serve as the Red Cross spokesper-

son to national and international media. In this month's Letter From The President, Howie Sholkin speaks to some of the challenges we face since September 11th. Lynn Kettleon of Clarke & Co. writes about leadership communications. I've shared a more personal story of Horn Group's experience in losing one of our clients in the attacks. You'll also find a piece by Mark Feldman of Cone Communications describing how Americans are forming opinions of a company's brand and reputation based on its corporate citizenship.

There's no doubt our world has changed dramatically in the past few months. We hope this issue inspires you to reflect on how your role as a public relations professional has changed and will continue to evolve in 2002.

- **Mara Bartucca**

Note: Special thanks to Mara Bartucca and Susan Rozmanith from Horn Group, Inc., who served as guest editors for this month's issue.

Post-September 11th: How do PR practitioners help bring brand values to life?

By Mark A. Feldman, Executive Vice President, Cone, Cause Branding

In the wake of the national tragedy, a renewed sense of citizenship and

caring has emerged. Many Americans have begun to reevaluate their role in society (What am I contributing? How can I make a difference? What do I stand for?) as well as their relationships in life, including those with their family, friends, co-workers - even the companies with which they do business. In fact, **I believe** the questions that Americans are asking themselves are also be-

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Top Ten Holiday Gifts For Every PR Practitioner

10. Your boss tears up your performance review and says, "This is a waste of time. You do exemplary work. There's no way you can be any better. I'm honored to have you working for me." *Jack Powell, Executive Writing Services*
9. A PC that sends an electric shock to the keyboard when you type, "world-class, bleeding edge or coopitition." *Roger Bridgeman, Bridgeman Communications*
8. The CEO of your firm and Chair of your board consult your schedule before booking strategic meetings. *Ann Getman, Getman Strategic Communications*
7. Your mother truly understands what it is you do and can accurately explain it to her friends. *Leslie Scott-Lysan, Montrose Communications*
6. The president of your company announces its greatest asset is its reputation and invites the senior public relations officer to attend all executive committee meetings. *Anonymous*
5. Your new client starts a strategic meeting by saying, "Here's what I think, but of course I'm not the audience I'm trying to reach." *Ann Getman, Getman Strategic Communications*
4. All three editors at a "Meet The Editors" forum admit that a minimum of 75 percent of their publications are the direct result of press releases and story ideas pitched by PR people. In fact, they say they'd be out of business without PR-supplied content and that there's no way they could ever hope to cover entire industries with just one editor and a couple of freelance writers. *Jeff Seideman, ImageTech Communications*
3. A prospective client who says, "we'll be making a decision on a firm next week," then actually does it. *Roger Bridgeman, Bridgeman Communications*
2. You go on a media and analysts tour with your client. When asked for a list of satisfied customers, the client immediately pulls out a list of 10 who've been using the product for a year and are ready, willing and able to speak and be quoted. You avoid injury as you faint to the floor. *Jeff Seideman, ImageTech Communications*

And the number one gift for PR practitioners...

A lawyer reviews your news release, annual report copy or speech and says, "Wow, this is great. I wouldn't change a word." *Jack Powell, Executive Writing Services*

A Judges' Special Award to:

Ten Prospects A-Signing (new letters of agreement)
Nine Writers A-Typing (as I pitch a story)
Eight Reporters Inquiring
Seven Clients Piping (my praises to other prospects)
Six Figure Budgets
Five Silver Anvils
Four Calling Cards (for out of town meetings)
Three French Chefs (for client parties)
Two Warm Gloves (I always lose one rushing to meetings)
And a return call from the Boston Globe.
Julie Dennehy, Dennehy Public Relations

Pulling Together in Difficult Times and PRSA Leader Meets with Agency Executives

PR agencies have been severely impacted by the economic slump. The dramatic growth of recent years has been followed by traumatic cutbacks. The downturn had taken its toll prior to September 11, but any thoughts of a recovery were dashed by the terrorist attacks. Too many communications professionals are wondering what is next and how do they weather the storm until the next upturn. Unfortunately, there are no easy answers but as I have suggested in the past, this is the time to help colleagues with contract work, job leads, and encouragement. In some cases volunteer work can provide professional satisfaction and growth. A case in point is PRSA's response to September 11. Nearly 150 public relations professionals have already signed up to participate in the recently announced PRSA/American Red Cross initiative, "The Power of Two," to train public relations and public affairs professionals to support Red Cross communication and public information initiatives during local and national disasters. Of those, 28 professionals become certified volunteers during a special training session led by Red Cross disaster relief public affairs specialists during PRSA's 2001 International Conference in Atlanta. (<http://www.prsa.org/pressroom/redcross102301.html>) PRSA's national headquarters will continue to collect the names of those interested in participating in the initiative through the end of the year. To participate, send your name, mailing address, telephone and e-mail information to redcross@prsa.org.

National PRSA Chair and CEO Kathy Lewton, APR, Fellow PRSA has been instrumental in the Red Cross program. On November 8, she spent the day meeting with leaders of three major PR agencies in the Boston area prior to her speech at the chapter's monthly program at night. The PRSA leadership in New York and Boston is interested in learning how it can attract more participation by agencies across the country. The discussions in-

Letter from the President
By *Howie Sholkin*

cluded Jamie Parker, president, Technology Operations, The Weber Group, John Brodeur, chairman, Brodeur Worldwide, and Jim Joyal, president, Sterling Hager.

The agency executives requested more programs for senior level professionals that feature business executives, lawyers, or thought leaders rather than PR tactics. For newer practitioners, it was suggested that there be writing and media relations professional development reasonably priced so agencies can send several people. Using the web for training and major speakers was discussed as a way to attract larger audiences and make programs more convenient for practitioners. The cost of membership was discussed and how fees could be made more attractive for agencies with large numbers of potential members.

Finally, this is my last column as president of PRSA Boston. Jeff Seideman, APR will succeed me in January. Jeff will rely on a board of 13 energetic and hard working colleagues. I want to thank last year's president, Ann Getman, APR for not only providing guidance during my on-the-job training period but also contributing to numerous projects as she has done for so many years. Jeff, Barbara Wellnitz, APR, Burt Peretsky, Bonnie Sashin, Steve Quigley, APR, Jack Jackson, Nancy Sterling, APR, Kirk Hazlett, APR, Susan Schumacher, APR, and Henry Stimpson, APR have provided support and many hours of work to make Boston one of the largest and best chapters in the country. And, we could not function without Paul Wetzel, APR and chapter administrator, who is the continuity from one year to the next. Paul not only provides sage advice but is also a key advisor to PRSA national.

I look forward to enjoying my active retirement. Happy Holidays!

The Millennium Myth By Mara Bartucca

I'm deeply convinced that there is a millennium myth surrounding the year 2000 and while we all prepared for impending disaster surrounding Y2K, none of us thought the worry was misplaced and premature.

Life in High Tech PR has forever changed, maybe in many ways for the better. One can't run a PR business and NOT be affected by the events of this past year. Gone are the days of saying no to a prospect because they wouldn't pay the steep minimum retainer of \$40K a month. Gone too are the employees demanding the moon and getting it because talent was so scarce. Gone are the inflated egos of editors at new economy publications that no longer exist. Gone as well is our industry's innocence.

As someone who has grown up exclusively in the high technology PR arena during the last 15 years, I have known a vibrant and constantly growing market sector. I have never seen an economic high followed by such a dramatic low. Clients that once stood on the brink of greatness are no longer in business and those start-ups that had real potential can't find the financing needed to get their companies off the ground.

Combine that knowledge with the events of September 11th and I believe you would have a

very difficult time finding anyone whose life hasn't been affected in some way.

In my case, I lost a client in the terrorist attacks. My client was Jim Hayden, CFO of Netegrity. He was on the United Airlines plane that collided with the second tower. I was called into an immediate crisis communications role that required compassion and understanding. I needed to mourn the loss of a colleague and be the one to draft the appropriate public statements and respond to the press inquiries that began to come in. It was one of the most trying times for me both personally and professionally.

Every press release I've written since or press interview I've arranged since then has made me a little more compassionate and lot more focused on finding value even in a difficult situation.

As I recall the events of the second half of this year, I am grateful for the opportunity to represent clients that have integrity and value my experience and truly look to my firm to be their business partner. The biggest lesson for me is that relationships matter most.

There are only 31 days until we can celebrate the beginning of a new year.

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ing asked of companies as consumers begin to judge brands by their reputation and their relevance to society.

In my view, the national tragedy accelerated and intensified a trend that **Cone/Roper** research has tracked over the past eight years - that Americans are forming opinions of a company's brand and reputation based on its corporate citizenship. More than ever, Americans expect companies to play an active role in addressing the needs of society, and they will reward those companies that share their sense of values with their purchasing dollars and employee loyalty.

The combination of the economic recession along with the war on terrorism has companies struggling to hold on to key relationships with customers, employees and partners. Executives are recognizing that, more than ever, the character of a company is defining its brand. Is it a good company with which to do business? Is it a good company to work for? After the events of September 11th, businesses have focused on building sincere relationships with key stakeholders - not just conducting transactions with them. Companies are asking PR practitioners to help them make their community activities work harder, make their brands relevant to their key constituents and make a difference in society.

As we begin the new year, companies must meet Americans' heightened expectations by implementing meaningful, substantive programs around social issues. There will also be a greater demand for appropriate communications around companies' giving efforts. As communications professionals, we can help to bring com-

November Meeting Features Election of PRSA Boston Leaders for 2002 and Job Search Advice from Leading Placement Agencies

The slate of officers for PRSA Boston next year is official following a vote at the chapter's November 8 meeting in Boston. Elected to lead in 2002 are Jeff Seideman, APR, president, Barbara Wellnitz, president-elect, Steve Quigley, vice president, Burt Peretsky, treasurer, and John Boyle, secretary. Also elected were Jack Jackson, director-at-large, and Ann Getman, assembly delegate. They will be supported by a handful of board members who were not up for election including Immediate Past President Howard Sholkin, Henry Stimpson, and Nancy Sterling.

Following the election, national PRSA Chair and CEO Kathy Lewton, APR, Fellow PRSA



National PRSA Chair and CEO Kathy Lewton, APR, Fellow PRSA speaks at the Nov. 8th meeting of the Boston Chapter.

spoke about the nation's recovery from the September 11 attacks. She urged the audience to lead the effort to stop our "feeling in peril." As PR professionals, Lewton, a partner and senior vice president at Fleishman-Hillard in New York, said we should help "manage perceptions." According to Lewton, too often since September 11 feelings have overwhelmed facts contributing to this sense of peril. She urged practitioners to develop messages, counsel, and communicate to key audiences such as employees, stakeholders, and clients.

In closing, Lewton added a personal note. She recounted how she has had to deal with unex-

pected job changes, but she was able to find better career positions as a result.

Following Lewton's speech, representatives from three placement agencies led roundtable discussions on how to find a job in a difficult economy. Ted Chaloner of Chaloner Associates, Jim Ward, president of The Ward Group, Tom Jago, managing director of The Ward Group's N.Y. office, Kerry Buckley, principal consultant at Winter Wyman & Co., and Chris Keller, senior consultant at Winter Wyman & Co. provided guidance and counseled approximately 50 professionals.



Jim Ward of The Ward Group (fourth from left) leads a roundtable discussion of PR professionals seeking midlevel corporate management positions.

Job Search Tips From Winter Wyman & Co

Marketing Yourself

In the job search process, you should consider that you are the product being “sold.” In that way, your resume is your “brochure.” And as with any product, you must have a sales force. When you initiate your search, every personal and professional contact becomes a part of your sales force. The larger your network, the better your chances of finding a new position.

Careful planning, building your network of contacts, preparing for each conversation, making a good impression—all of this is hard work. It is a process which requires determination, persistence (without being bothersome), an assessment of where you belong in the marketplace and a positive attitude. Remember, you’re a salesperson for the product you should believe in most—yourself.

Networking Tips

Here are some guidelines for managing a networking conversation:

- Establish a “bridge.” This is easy enough for people you already know. For referrals, immediately mention who referred you and why. Establish what you have in common.
- Be direct. Make it clear that you are looking for a job but

you do not expect this individual to have a job opening or know of one. This removes the pressure - your contact person will be much more willing to listen and remember you favorably.

- Avoid sounding lame or without purpose. Tell the listener the kind of help you want rather than asking him/her to volunteer direction.
- Be focused. Know the exact companies you are interested in and ask for specific information.
- Be patient. Some professionals cannot return calls immediately. However, be politely persistent and follow-up on calls not returned within three days.
- Do not say you are looking for career advice—that’s a burden to your contact person. Instead, have a specific reason for calling; you need their expert information and you want names of acquaintances to contact.
- Keep conversations short and restrict them to a phone call. Don’t suggest a lunch or breakfast meeting if what you need to know can be relayed by phone. If a meeting is suggested, take advantage of the face-to-face encounter. It is an opportunity to impress.
- Write a short thank-you note after your initial contact. Express your appreciation for their time and effort and gently remind them of any follow-up activity they promised.
- After you’ve been hired, write brief notes to each of your contact people to thank

them for their support and tell them how their assistance contributed to your success in landing a job.

Interviewing Tips

- Be aware of your body language!
- Present a firm handshake to both men and women, smile and greet the interviewer by name.
- Avoid smoking or chewing gum.
- Have good posture.
- Maintain eye contact. Be enthusiastic and interested.
- Listen carefully and attentively.
- Ask for clarification, if you don’t understand a question being asked. If you need more time to respond to a question or provide information, don’t hesitate to state that.
- Ask the interviewer insightful questions, but don’t ask off-the-wall or hypothetical questions. Be positive and enthusiastic; stress accomplishments; try to relax.
- While following the interviewer to his/her office or while on a tour, keep up with his/her pace—don’t lag behind.
- **At the end of the interview, be cordial and thank the interviewer for his or her time. Be direct in asking what the next step is in the hiring process. If appropriate, ask if you can check back with him/her periodically.**

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Words of Caution

- **Don't be negative and complain about anything even when you may be justified.**
- **Don't take notes. Wait** until after the interview.
- Don't think ahead of the conversation.
- Don't talk money, if you can avoid it, unless it's in the context of the job offer.
- Don't try to sell an idea, sell yourself.
- Don't be too clever, cute or jocular. Pleasant is important; brash doesn't work.
- Don't act as if you know more than the interviewer. Being knowledgeable and confident is one thing; being overbearing or conceited is offensive.
- Don't interrupt when the interviewer is talking.
- Don't ask multiple or lengthy questions.
- **Don't talk about yourself for extended amounts of time.**

Follow-Up After the Interview

With the interview still fresh in your mind, take time while you are in the company's parking lot to think about and record details about the interview, such as:

- Names and titles of the people you met with.
- Company name, date and time of interview for reference purposes.
- Whether this was a referral or job interview.

- Details of what was discussed, especially "hot buttons".
- Points you may want to emphasize in a thank-you note.
- Concerns you may have or that the interviewer may have about you which should be addressed in a thank-you note.
- An evaluation of how you did and what should be changed.

Always send a thank-you note to each person with whom you interviewed. This is not only a courtesy, but also allows you to stay in touch with a prospective employer. In the letter, you should restate your interest in the job, emphasize a point about your qualifications or address any of the employer's concerns about your candidacy. Let them know that you would like to continue the process.

If you have not had a response from the interviewer or company within one week after the interview, you may phone the interviewer. He or she may be awaiting your call to see if you're truly interested. Your call may be the deciding factor!

WANTED: NEWSLETTER EDITOR

Looking for a chance to make a real difference in 2002? This could be your opportunity to step up and make your mark. The chapter is looking for an editor for *News & Views*.

We need a talented member to work with the communications committee to produce our monthly newsletter. This is a great opportunity to help shape and create newsletter content, design and direction. You'll work closely with each month's guest editor, our Web master and various chapter shakers and movers.

What involved? Layout and writing, of course, but editing skills are equally important since members contribute most content. Past *News & Views* editors have estimated that each issue takes about eight hours per month to put to bed.

Now's your chance to make a difference. Contact communications committee chair, Steve Quigley (stevequigley@mediaone.net, 781-944-3636) to learn more about this opportunity.

On the Front Lines with the Red Cross, an interview with Red Cross PR Director Renita Hosler

The American Red Cross, by its very nature, deals in crisis. The events of September 11, however, took aim to derail even the most robust communications efforts and crisis plans. Renita Hosler, PR Director for the American Red Cross of Massachusetts Bay in Boston, was among the first group of Red Cross spokespeople on the ground in New York City. Her role was to work with national and international press. She shared her experience in dealing with the September 11 crisis with Susan Rozmanith. Her comments have been edited.

- Was your existing crisis communications plan sufficient for the events of September 11?

Many things worked according to our preparedness planning, but the sheer magnitude of the disaster came into play. The logistics were very complex. Our key challenge was physically getting human and material resources to the right locations. Forty-five minutes after the WTC first crash, all aviation traffic in the United States was stopped. So the issue for the American Red Cross became how to get help to multiple locations, how to mobilize Red Cross workers and equipment to New York, Washington, Boston

and Pennsylvania and beyond to help with relief efforts.

Immediately this was a National Red Cross response. Every chapter and national headquarters responded to provide aid such as shelter, compassion centers and stranded passengers at airports across the country. Although in Boston we had to provide tremendous support to the airport and aid in establishing the family assistance center at the Hilton Airport, this chapter also began providing immediate support to the efforts in New York particularly by sending human resources to the affected region.

Support to the New York Red Cross chapter was crucial: for the first three days, there were only four senior experienced media contacts (including myself) on the ground in New York to handle all on camera interviews for national and international press. Red Cross spokespeople were also based in Pennsylvania at the crash site and at the Pentagon as well as many chapter representatives were also talking to the media in their respective chapter's markets. Virtually every media outlet in the world has a hub in New York City. While the subway, roads and bridges were closed, I was trying to move between studios and the six clusters of satellite broadcast trucks that had been set-up all over Manhattan in order to field all the requests for interviews. In comparison to other large disasters I have responded to, typically a single satellite city crops-up where all media set up their trucks and equipment.

What also worked were our backup plans for fielding inquiries. I could rely on my colleagues at National Headquarters to field all the calls, find out where those reporters were, and inform me so I could get to them.

- What specific event or events led to the Red Cross deciding to give the entire Liberty fund to victims of Sept. 11?

Soon after the attacks, the amount of money being donated to the Red Cross was so unprecedented and immense that a decision was made at national headquarters to establish a specialized fund that would help with terrorist attacks now and in the future. The Red Cross values stewardship and wanted to ensure that our relief efforts were completely transparent to the general public.

We created the Liberty Fund, but we never communicated up front how funds specifically would be utilized. We should have said the fund will help with all families affected by September 11 and whatever the emerging needs are that are coming. For example, we had a million people donate blood and needed to create a strategic blood reserve. We also established a nationwide hotline. There are costs associated with these things, and they were connected to the events of September 11, but we did not communicate it well that these expenses were a result of

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the events on September 11.

-How did the Liberty Fund become the focus of negative media stories? And, what impact did the resignation of Dr. Bernadine Healy have on your activities?

A single wire services article appeared that criticized our use of funds for computers, telephones, and the blood program without an explanation or understanding of the multiple responsibilities that the Red Cross has during a disaster relief operation. That article then snowballed into an overall negative tone from the media that I'm still dealing with the aftermath even today.

One of my biggest lessons learned resulted from the impact of our press release about utilization of the Liberty Fund that did not have enough information. The press release outlined the budget for how the funds would be used, and stated that the money raised would help support future events. It did not provide substantiated support for how we were assisting people in the moment, immediate future and even many months and years to come. We came under fire for that budget, and it led to the overall negative tone on articles about the Red Cross. The press release should have first described how we are helping people, providing direct comfort, care and aid, and then outlined what we needed to do to continue with that assistance.

The timing of Dr. Healy's resignation was unfortunate and inconvenient for the organization. It

came on the heels of the press release. These two events cast doubt and even raised suspicions about whether the Red Cross was misappropriating the Liberty Fund. It created a lot of negative media attention that caused the Red Cross to apologize to the country and restate our intentions and disaster relief mission. The Red Cross made some mistakes on how we communicated about the Liberty Fund, but, I was taken aback with the volume of negative publicity and many times felt it was unwarranted. I have definitely seen first-hand the effects of responding to a community crisis and also having a leadership change simultaneously and how quickly these things can turn negative.

-How have your communication efforts changed since September 11?

After the first wave of publicity about Red Cross efforts to help people, stories became negative and are still negative. Dr. Healy's resignation led to unqualified questions about use of funds. Also, some extended family members of those killed in the WTC attacks have been highly critical of the Red Cross for not being a different organization like an insurance company that can accept a death certificate and quickly process a cash settlement. The media have been quick to focus on those stories without a balance of the work of the Red Cross.

Media opinion makers wanted to oversimplify both the numbers of families impacted and the

process of how these families were helped. In turn, the public wanted immediacy of aid without any verification and lack of understanding that there was not a centralized database of people affected with where a loved one died, a business folded, a job was lost, etc. The sheer magnitude of this disaster covers the entire world. Red Cross is assisting families throughout the United States as well as families of loved ones of foreign nationals based in New York. We're needing to restate our intentions as well as educate the new group of donors who supported the work of a charity for the first time and in the midst of a crisis. We will weather this storm of negative publicity, as long as we continue to communicate frequently and often about our intentions for long-term assistance to families, and to emphasize how we are helping people.

I'm adamantly focused on service delivery, and it's important that we provide a standard level of service for all families. The criticism and biggest heat we've taken as an organization has been that benefit payouts are taking too long and that they have to go to too many places to get help. Red Cross is one of 190 different non-profits or private groups that raised money in multiple states and communities. It's not a simplistic math equation of "take all the money and split it among XX families". However, that's not a story the media wants to report on.

Another story that has not been told well is how the Red Cross is helping those families who

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Fisher Scientific International Inc. - Manager, Corporate Communications

Position Summary:

- Produce employee newsletter quarterly, serving as managing editor.
- Evaluate and implement employee communications initiatives.
- Assist in project management of annual reports, including online versions: perform due diligence; coordinate and supervise photoshoots as needed; proofread copy.
- Assist in drafting a corporate communications/PR plan for 2002 to increase the visibility and awareness of Fisher Scientific in key business media outlets.
- Review and maintain written content on the corporate Web site weekly, specifically to the home page and newsroom sections.
- Provide communications counsel and guidance to content and design of all related subsidiary/affiliated company Web sites worldwide.
- Write, proofread and issue some non-acquisition/non-financial press releases, manage approval process with management/officer team.
- Write executive bulletins and other corporate communications.
- Perform other tasks as assigned by the Director of Corporate Communications.

Qualifications/Skills:

- 6 – 8+ years of relevant corporate communications and media relations experience

- Bachelor's Degree in Communications, Journalism, Public Relations, English or a related field. Masters Degree a plus, but not required
 - Excellent oral and written communication skills
 - Desire working in a fast-paced, deadline-driven environment and on numerous projects simultaneously
 - Quick study
 - Deal with ambiguity on projects
 - Effectively manage rapid change
 - Proactively engage in internal communications to stay informed of current projects and stay knowledgeable on corporate developments
 - Ability to manage outside resources
 - Interact professionally with senior management team
- Qualified candidates, please FAX or e-mail resumes with salary requirements. No phone calls please.

We are an equal opportunity employer, M/F/D/V

Additional Information

Target salary range: \$70,000 to \$80,000 per year

Position Type: TBD

Contact Information

Sylvia Swartz
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suffered from residual effects of the attacks but did not suffer deaths. The Red Cross estimates 30,000 families needed assistance to clean out apartments near Ground Zero, to assist with businesses that were destroyed, to find a place to stay while waiting for news about family members who were eventually found unharmed. I think the next wave of stories will be on the long term recovery efforts and the impact of this tragedy on the larger communities.

What advice would you give to other PR pros about crisis communications plans?

I would also urge PR professionals to counsel their companies to create disaster plans and crisis communications plans in the event that their facility is destroyed and/or employees are killed. The World Trade Center events should demonstrate to all companies that such an event could happen to them. Also, in any moment of crisis ensure that you have someone strategically looking at the "big picture" of what press turns could occur at a later date and to be prepared

Deadlines

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

December Program Announcement

PRSA Boston Picks Cheers Bar For Annual Holiday Party

What better place to rustle up some holiday cheer for the Boston Chapter of PRSA than the Cheers Replica Restaurant and Bar in Faneuil Hall Marketplace? Indeed, the newly opened neighborhood bar "where everybody knows your name" will be the location of the Chapter's annual holiday party, Wednesday, December 12th, from 6 - 9 p.m.

wood set, including a central island bar, Tiffany lamps, a Wurlitzer juke box, TV lighting and a catwalk that will make you feel like you're on the set of the popular comedy show. Memorabilia from the television show decorates the walls along with the navy satin Red Sox baseball jacket worn by Sam (Ted Danson), the letter carrier uniform worn by Cliff (John Ratzenberger) and the Eco-podi

Join The Fun
'Where Everybody
Knows Your Name'

The Chapter is underwriting part of the cost of the evening to attract as many participants as possible. Among those to be recognized for their contributions to the Chapter over the last year will be volunteers and sponsors. The cost of the evening will be \$15 for members, \$25 for non-members (hors d'oeuvres included, with a cash bar), less than half the standard PRSA monthly program fee.

The two-level Cheers bar is an exact replica of the Holly-

jumpsuit worn by Linn (Bebe Newerth).

Cheers is located in the middle building in Faneuil Hall Marketplace, at the end closest to Faneuil Hall. Directions, mass transit and parking information can be obtained from the

Cheers web site,
www.cheersboston.com

WHAT:

PRSA Boston Annual Holiday Party

WHEN:

Wednesday, December 12, 2001, 6 - 9 p.m.

WHERE:

Cheers Replica Restaurant and Bar, Faneuil Hall
Marketplace, Boston

COST:

\$15 members; \$25 non-members.

REGISTRATION:

Advance registration is required. RSVP by Monday, December 10. 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.

NOTE: No-shows will be billed. If you must cancel your reservation please do so by end of day, Monday, December 10, to avoid being billed.

Got Something to Say!?
Send it to:

stevequigley@mediaone.net