

news & views

Volume 49, Issue 2

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UPCOMING PROGRAMS

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February 18th Program: *Writing Award Entries That Win*, more information on page 2

February 26th Program: *Analyzing Analyst Relations: A Panel Discussion*. More information on this page

***Tech2003: Reclaiming The Dream: The Search For Leadership, Accountability and Innovation Monday, March 3*. More information on page 3**

February 2003 News & Views

Welcome to the February 2003 issue of News & Views. Here's what you'll find in this month's issue:

- February 13th Program: Young Professionals Networking Night
- February 18th Program: *Writing Award Entries That Win*
- February 26th Program: *Analyzing Analyst Relations: A Panel Discussion*
- Letter From The President
- Tech Conference to Feature Steve Forbes as Keynote Speaker
- Now Accepting Applications for Third Annual Grant Program
- 2003 Chapter Committee Chairs
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February 26th Program Analyzing Analyst Relations: A Panel Discussion

Analysts play an important role in shaping the industries they report upon. While it is critical to have good relationships with the analysts in your industry sector, they have different needs than journalists. Our panel will include representatives from the technology, financial and healthcare sectors, along with an agency representative who can speak about how they've worked successfully with analysts in the past.

Location: Sun Life Financial, One Sun Life Executive Park, Wellesley Hills
Cost: \$40 member; \$45 non-members.

«

February 13th Program: Young Professionals Networking Night

Sponsored by the Young Professionals Affinity Group of PRSA Boston

WHAT: A networking event and panel discussion geared for junior-level PR professionals. Junior-level practitioners are invited to network with their peers in PR, and talk with some of Boston's top senior-level practitioners as they discuss "How to Survive and Succeed in PR in the current economy." Special guests will include:

- Jack Agnew, Senior Counsel, Manning Selvage & Lee
- Roger Bridgeman, President, Bridgeman Communications
- Lynn M. Davis, APR, Director of Public Affairs, Fidelity Investments
- Jim Joyal, President, Sterling Hager

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President's Letter, Barbara Wellnitz, APR

The program committee and the membership committee have been busy planning for new members, young professionals, the more senior members among us — and even those of us who **implemented** what might be award-winning public relations programs.

The young professionals will gather together for the first time on February 13th to meet some of our industry leaders and network with one another. We'll join with our Pub Club colleagues on Feb. 18th to learn how to write winning entries for the premiere Silver Anvil and Bell Ringer awards. On Feb. 26th, we'll hear from several analysts who follow industries critical to the Boston area economy.

We'll hold another of our new member (and prospective member) orientation programs on Feb. 26th as well — an hour before the formal program and supper. Fourteen people turned out for the first orientation program in November, and we're hoping for an equal number this time.

Here's an advance peek at programs planned for the spring:

Crisis Communications — March 20
Job-Hunting Strategies — April 24th
Venture Capital Forum — May 22

Finally, we hope to launch an affinity group for our colleagues in the non-profit and education sectors. For more information, please contact Cherylann Dorsey.

Kudos go to Liz Goldsmith, programs; John Boyle, young professionals; and Cherylann Dorsey, membership, for all their work in planning these programs. Each of them would welcome your help. Don't sit back. Get involved. That's the best way to make our chapter responsive to your needs.

Barbara Wellnitz, APR
President, PRSA Boston «

(February 13 program continued from page 1)

- Michael Ward, President, Ward Rovner & Partners.

WHEN: Thursday, February 13, 2003

6:30 p.m. - 7:00 p.m. - Networking

7:00 p.m. - 7:30 p.m. - Panel Discussion and Q&A

7:30 p.m. - 8:00 p.m. - Networking

WHERE: Boston University
College of Communication, Room 317
640 Commonwealth Avenue
Boston, MA 02215

Cost for PRSA and Pub Club members: \$10. Cost for non-members: \$15.

Attendees can pay with cash or a check at the door. No credit cards, please.

As this is a networking event, we would like to provide nametags and a list of attendees at the event. Space is limited, so please RSVP by e-mailing John Boyle at john.gordonboyle@hotmail.com or calling 617-818-8375. «

February 18th Program Writing Award Entries that Win

Co-Sponsored by the New England Publicity Club

Before you send in your Silver Anvil or Bell Ringer entry, take this opportunity to speak to your colleagues who have judged and/or won these prestigious industry awards. You'll have the opportunity to view winning entries from previous years and find out what made them stand out from the crowd.

Location: Downstairs at Starbucks, 443 Boylston Street,

Corner of Boylston and Berkeley Streets

Time: 6:00-8:00 p.m.

Cost: \$10 members; \$15 non-members «

PRSA Boston Now Accepting Applications for 3rd Annual Grant Program for Communications Students and Researchers

PRSA Boston is accepting applications for its 2003-2004 Grant Program, which provides financial support for worthy college students or researchers in the communications field.

Undergraduate and graduate students attending a college or university in eastern Massachusetts are eligible, as are individuals conducting communications or public relations research. Additionally, the grant can be used by a student working in an unpaid internship at a nonprofit organization. Worth at least \$500, the grant(s) will be awarded based on financial need and academic merit.

The number of grants awarded and the dollar amounts will be based on qualified applicants and

the income generated by the PRSA Boston endowment fund.

Last year's \$1,000 grant was won by Samantha Snitow, a Tufts University graduate who is pursuing a master's degree at Royal Melbourne Institute of Technology. She is researching the highly successful anti-drunk-driving initiatives in the Australian state of Victoria, focusing on the PR and ad campaigns that had been implemented in the previous dozen years.

Grant applications are available now. **Applicants can obtain a copy by contacting Boston chapter administrator Paul Wetzel, APR, at 617-292-0470 or wetzelpaul@msn.com.**

The deadline for applications is March 24, 2003. The winner(s) will be announced at a chapter meeting later in the spring, and the grant(s) will be awarded in September. «

Needed: News & Views Editor

Looking for a chance to make a real difference in 2003? 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 at stevequigley@attbi.com or 781-944-3636 to learn more about this opportunity. Please note: This is a volunteer position. «

Tech Conference Is March 3 In New York City

PRSA's 6th Annual Conference To Feature Steve Forbes As Keynote Speaker

The PRSA Technology Section's "Tech2003: Reclaiming The Dream: The Search For Leadership, Accountability and Innovation" will be held in New York City at the Embassy Suites Hotel on Monday, March 3. The sixth annual conference will feature three tracks of educational seminars and presentations devoted to critical issues facing public relations professionals in high-tech and other industries.

This year's keynote speaker will be Steve Forbes, president and chief executive officer of Forbes and the editor-in-chief of Forbes Magazine.

The deadline is fast approaching to register for the conference! The conference registration (except for "early birds") is \$325 for PRSA Technology Section and New York Chapter members. For more information on the conference or to register, please visit: <http://www.prsa.org/Networking/Technology/index.asp?ident=tech1> «

2003 PRSA Boston Chapter Committees and Chairpersons

Have a question about what's going on in PRSA Boston? Like to get more involved? Feel free to contact one of the chairpersons listed below. And while you're at it, go ahead and say thanks for all their hard work on our behalf.

Accreditation

Ann German, APR
Phone: 617-576-1847
Fax: 617-576-1272
Anngetman@aol.com

Communications

Steve Quigley, APR
Phone: 781-944-3636
Fax: 781-944-5096
Stevequigley@attbi.com

Endowment/Scholarship

Arthur Dimond
Phone: 617-723-7300
Fax: 617-227-5366
Arthurdiamond@aol.com

Professional Connections

Grassroots Marketing and Public Relations

UpToDate Speakers Bureau

Reporting to the Director of Grassroots Marketing, you will manage the day-to-day operations and logistics of an evolving physician speaker's bureau, including: recruiting and placing speakers, communicating and coordinating logistics, developing and distributing materials, tracking and analyzing results and adjusting plans accordingly. In addition, you will be responsible for coordinating ongoing co-marketing programs with community hospitals and implementing PR and subscriber communications programs on an as needed basis.

We seek a strategic, entrepreneurial, details-oriented marketing professional with strong persuasive writing abilities, excellent phone skills and experience in

Membership

Cherylann Dorsey
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cherylann_dorsey@sunlife.com

Programs & Professional Development

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Sponsorships

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News & Views

Steve Quigley, APR
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coordinating and negotiating with multiple parties to meet a common goal. If you have 5+ years of speaker's bureau, grassroots marketing and/or PR experience, preferably in a medical setting, we'd like to talk to you about this exceptional opportunity to play an important role in our continued growth and success. Experience working with physicians would be a plus. Microsoft PowerPoint and Excel skill are necessary.

UpToDate offers competitive compensation and outstanding benefits including salary plus bonus, health & 401K plans, casual work environment and an on-site health club.

To respond, send your resume and cover letter with compensation requirements to: *UpToDate*, 34 Washington St., Wellesley, MA 02481, [mail:hr@uptodate.com](mailto:hr@uptodate.com), reference Speaker's Bureau and PR.

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Publicist The Cambridge Housing Assistance Fund

The **Cambridge Housing Assistance Fund** (CHAF) is seeking a **publicist** to help promote its fifth annual benefit concert on October 3, 2003 at Harvard University's Sanders Theatre. CHAF is a nonprofit organization that provides a bridge to housing for homeless and near-homeless families and individuals by assisting with the startup costs of renting an apartment. It is operated by the Cambridge Community of Realtors in a public/private partnership with the Cambridge banking community, HomeStart, the Cambridge Multi-Service Center for the Homeless, the Cambridge Housing Authority, and CASCAP.

The consultant will be needed on a part-time basis between March 15 and October 15. CHAF is seeking a publicist who is familiar with, and has good connections to, the arts and entertainment media of the Boston area and beyond. The consultant should have a good understanding of the music world, especially in the areas of jazz, blues and Motown, but also in folk and classical music. Fees are negotiable. Please contact **David Pap, Director, at: (617) 864-8566, Ext. 244, or by e-mail at: David.Pap@NEMoves.com.**

Senior Director, Corporate Responsibility Programs Kraft Foods Inc.

Position Description: This position is newly created within the recently established Public Affairs function for Kraft Foods Inc., reporting to the Vice President, Public Affairs. The Public Affairs (PA) function is charged with providing global leadership for Kraft Foods on important public policy issues, guiding relevant worldwide government affairs activities, and promoting corporate responsibility as integral to business success. As a key member of the PA team, the Senior Director must be a thought and action leader within the company for a progressive approach to corporate responsibility, serving as an effective advocate for understanding and fulfilling societal expectations of responsible corporate be-

havior while taking a pragmatic and business-oriented approach to action. He/she will have primary responsibility for development of the company's corporate responsibility stakeholder engagement strategies, as well as internal and external reporting and other communication initiatives related to corporate responsibility performance.

The Senior Director will work closely with North American and International businesses and relevant functions to implement management systems necessary to support corporate reporting programs, as well as to develop and execute communications strategies in support of the company's activities.

Skills and Experience: The ideal candidate will be a leader with significant experience in and previous management responsibility for issues and activities related to corporate responsibility and reporting in a global corporate setting. Exceptional interpersonal skills, a rich understanding of the global corporate responsibility landscape, and strong written and oral communications experience are essential. The candidate must be able to work successfully with large and complex organizations and with people of diverse functional and cultural backgrounds. Demonstrated ability to manage detailed projects against aggressive time frames and on budget is vital. Experience in a food industry related context is beneficial.

**Candidates should respond to Michael Robinson at Hill & Knowlton.
mrobinson@HillandKnowlton.com.**

Public Relations Strategist The New England Society of Professional Organizers

The **New England Society of Professional Organizers** (NEPO-organizers.com) needs someone to develop and implement a PR strategy to increase interest in hiring professional organizers; drive to Web campaign; re-work parts of their Web site. They have budgeted only \$2500 for a whole year, but it might be a nice fit for someone. **Call Maureen Bailey, President, BCI, 617.557.0011.**

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Title: Public Relations

Salary: \$45k minimum....more for the right individual.

Location: New Jersey

Requires: Minimum 2-3 years experience. Must have agency experience in addition to any corporate experience they may have. Prefer someone with high tech background. Ideally someone with telecom/voice over IP and/or video conferencing experience (one, all or combo). However, any tech. background will be considered....can teach person what they need to know. Need someone who can be aggressive, someone who can be a "bulldog" and of course tech savvy with an ability to learn quickly.

Responsibilities: Will work as a team with the Director of Public Relations/Investor Relations. Develop relationships. Handle public relations, press releases, press tours, press calendar, some event management, case studies, manage web content....etc. Will work as a team with the Dir. PR/IR....

Company: With over a decade in business, my client is the industry leading provider of high quality, scalable and easy-to-use products and technologies for videoconferencing, video telephony, and the development of converged voice, video and data over IP and 3G networks. My client is a profitable company with annual revenues of roughly \$50 million. The company's video conferencing sales in-

creased over 47% in the 3rd quarter of 2002 vs. the 3rd quarter of 2001. The company maintains a strong cash position with \$87 million in the bank.

Contact:

Troy Randolph

L.R.A. - Nashville, TN

President/Owner

Brentwood, TN 37027

615-369-0780

615-837-9990

troyrandolph@hotmail.com

Speaking Opportunity

Are you a consultant with knowledge of home healthcare and social services?

Lauren Knebel, PRSA/Boston member, passes on the information for a related speaking opportunity. Lisa Yorra of Elder Service Plan is looking for speakers to talk to an organization of marketers for the home healthcare and elderly services industry. The broad topic areas are: public relations/media; marketing/advertising; and networking.

The group is comprised of 50 member-organizations, both nonprofits and for profits. For more information, please contact Lisa Yorra at 617/296-5100 or lyorra@harborhealthinc.org. <

