

February 2004 News & Views

PROGRAM ANNOUNCEMENT

MANAGING 15,000 JOURNALISTS: THE CHALLENGE FACING THE DNC AND BOSTON 2004

DATE:
February 24, 2004

COST:
\$40 PRSA Boston and Pub Club Members through Feb. 19
\$45 after Feb. 19
\$50 Guests
\$20 PRSSA Members

TIME:
6:00 PM to 8:30 PM

LOCATION:
Doubletree Guest Suites Hotel
550 Winter Street
Waltham, MA

Here's what you'll find in this month's issue of News & Views:

- *February Program Announcement*
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- *Tools of the Trade: January Program Review*
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- *New Member Offer: Get 'A Taste of PRSA' When You Join in February or March*
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February Program

MANAGING 15,000 JOURNALISTS: THE CHALLENGE FACING THE DNC AND BOSTON 2004

Five months from now, delegates, candidates, elected officials, interested observers and over 15,000 journalists from around the world will travel to Boston for the 2004 Democratic National Convention.

What are some of the communication challenges? How are the Democratic National

Convention Committee and Boston 2004 preparing to welcome the journalists? Where, and how, will journalists file their stories? And, what are the opportunities for communications professionals at the 2004 Democratic National Convention?

WHAT?

Special PRSA Boston program on this summer's Democratic National Convention and plans for working with 15,000 journalists

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New Member Offer: Get 'A Taste of PRSA' When You Join in February or March

Public relations professionals who join the Public Relations Society of America in February or March will not only save money, but will also get a taste of the benefits of PRSA membership.

During this special promotion, PRSA will waive the \$65 initiation fee, and new members will also receive a \$20 voucher that can be applied towards PRSA's national professional development programs such as online seminars and teleseminars, or books or gift items offered through the PRSA Store.

This offer is valid for those joining as full Members at \$225 annual dues. This offer is not available for Associate members. Local

Chapter and/Professional Interest Section dues are additional.

Special membership applications are available from:

- Mark McLennan, PRSA Boston Membership Chair, markm@schwartz-pr.com
- From PRSA Member Services (membership@prsa.org) or 212-995-2230.
- Applicants may also apply online; be sure to mention the code 'TASTE 2004' to receive the special rate.

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WHO?

Peggy Wilhide, Director of Communications, Democratic National Convention Committee

Karen Grant, Deputy Executive Director, Communications, Boston 2004

WHEN?

Tuesday, February 24, 2004
6:00 - 8:30 p.m.

- Light Dinner and Networking
6:00 - 7:00 p.m.
- Program 7:00 - 8:30 p.m.

WHERE?

Royal Sonesta Hotel Boston
5 Cambridge Parkway
Cambridge, Mass

For directions, go to: <http://www.sonesta.com/boston/page.asp?pageid=4490>

Parking will be \$8 for attendees of this special event

COST:

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Register online at <http://www.opinionpower.com/Surveys/842011892.html> or send your check to Beth Bryant, PRSA Boston, 48 Bromfield Street, Watertown, MA 02472. Master Card and VISA accepted. NOTE: Payment is due by the day of the program. Unpaid no-shows will be billed; please cancel by February 23rd to avoid being billed.

For more information contact Beth Bryant at 617-926-9595 or bbwrites@comcast.net.

Letter From The President

Time To Get Back In Sync

Steve Quigley, APR

Any publicity is good publicity; just make sure they spell my name right.

So they say.

Too many barrels of ink have been wasted on our dysfunctional first family of pop. Indeed, spelling J-a-c-k-s-o-n (sorry Osbournes) is *as easy as 1-2-3*. And while Janet may have succeeded in creating buzz for her new CD and pushing brother Michael off the front page for a while, it sure doesn't feel like anything good to me. In fact, if it turns out that fellow public relations practitioners were behind this year's Superbowl halftime striptease, I sure hope they don't belong to PRSA.

If the Janet/Justin exposure was indeed a publicists's plan to generate ... exposure, I don't want them in our Society. While their total media impressions will certainly eclipse even the best Silver Anvil entries, it's the other impressions I worry about.

As PRSA members, we pledge to "serve the public interest by acting as responsible advocates for those we represent." We also agree to "build respect and credibility with the public for the profession of public relations." Let's hope this "tempest in a c-cup" (to quote a New York daily) was not, in fact, a "public relations stunt."

But wait, it gets worse. After the incident, Timberlake uttered his now famous obfuscation about "wardrobe malfunction." Please. Whether intentional or not, his

actions resulted in a stunningly crass display - even by MTV standards. Let's hope he came-up with the malfunction line on his own. Let's hope his public relations team would have counseled him to accept responsibility for his mistake and apologize to those he offended.

And what about the game? Lost in the wardrobe malfeasance was a thrilling championship game. Two teams, both refreshingly committed to the importance of team over individuals, gave us a game that lived-up to the pre-game hype. How unusual and satisfying to watch two professional teams reach the pinnacle of their sport by downplaying individual celebrity for the good of the whole.

How ironic that their character, commitment and accomplishment have been obscured by lip-syncing superstars desperately clinging to their 15 minutes of fame.

Do You Know?

That the Public Relations Society of America (www.prsa.org) is the world's largest organization for public relations professionals helping to advance the profession and the professional. Its nearly 20,000 members, organized into 116 Chapters nationwide, 18 Professional Interest Sections along with Affinity Groups, represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

Tools of the Trade: January Program Review

The Chapter's first annual tradeshow provided members and guests a great opportunity to get to know twenty leading public relations service providers. The Copley Fairmont Hotel served as the elegant setting for communicators to learn about new and well-established products and services that we depend on everyday.

Special thanks to our Program Committee, particularly Julie Dennehy, for organizing this valuable opportunity to learn about vital public relations resources and to connect with the people who provide them.

The following public relations service providers participated in our mini-tradeshow. Click on the company name to learn more.

- Blanchard Press, Johh Sutherland
- Boston Women Communicators, Jane Breschard Wilson
- BusinessWire, Frank Yetter, Abby White
- The Catchpole Corporation, Nicole Bowen
- Corporate Communications, Inc., Matt Farrell, Bob Dobinski, Tim Kildiff
- Cymfony, Julie Woods, Ron Ross
- Factiva, Troy Baker
- Fay Foto, Mark Selig
- iMakeNews (IMN), Brian Cusack, Andy Hatch, Ian Martin
- International Special Event Society, Jill Moran, Kathy Lobdell
- Media Distribution Services, Mark Tavitian
- MediaLink/Delahaye, Tamara Wilder, Monica Zingariello
- The Nat Morse Group, Nat Morse
- New England Newsclip Agency, Mike McKenna, Len Holden
- News Bank Inc., Dan Jones
- PR Newswire, Mariechelle Bonifacio, Michelle Beaudreau
- PR Week, Information Table
- Raindance Communications, Amy Dussault
- Video Monitoring Services, Jason Kidwell, Chantelle Abar
- Vocus, Inc., Ian Bardorf, Kay Bransford

Special Computer Support Offer For Chapter Members

Are you struggling with computer issues that tie up your staff? Do you have Mac or PC problems that distract you from daily activities? Solutions to problems like pop-ups, frozen screens, syncing palms, finding lost files, and similar problems are available through phone support provided by Sickie Brook Services. We take your problems, work through the solution with you, and get you back to work.

Sickle Brook Services is offering a member benefit to the members of PRSA. They are

open from 8:30am to 5:30pm weekdays to help you with your computer issues. One year's support for one computer and one user normally available at \$200 per year has been discounted to \$150 per year for our members.

For more information, contact:
Barbara Dove, President & CEO
Sickle Brook Services, Inc.
Lexington, MA www.sicklebrook.com
781-862-8855

Pick Up The Pace Of Your Paragraphs

Excerpted from
Revving Up Readership, Feb. 4, 2004
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"The first bite is taken with the eyes," says Anita Roddick, founder and CEO of The Body Shop.

Writers would do well to remember this: People take measure of -- and make decisions about -- your copy based on how it looks. And one of the most important visual cues we give our readers is paragraph length.

A story packed with too many long paragraphs looks thick and off-putting. In fact, readers are likely to skip even a single lengthy paragraph.

"They think, 'I don't want to dive into that murky water,'" says Jim Senior, director of executive communications at Unisys.

So how long is too long? Use Jon Ziomek's 1-2-3-4-5 rule to make sure your paragraph doesn't get too thick. Ziomek, a professor at the Medill School of Journalism, suggests that your paragraph contain:

- 1 main thought, expressed in
- 2 to 3 short sentences, taking up no more than
- 4 to 5 lines on the page

What happens at six lines? Your paragraph becomes an inch long. And an inch of type is too thick for most readers.

Job Opportunities

Program Associate, Motor Decisions Matter Campaign **Consortium for Energy Efficiency Job Opportunity**

CEE is seeking an enthusiastic individual to provide marketing, communications and public relations support for the Motor Decisions Matter (MDM) campaign on a full-time basis over the next three years. Launched in 2001, MDM is a national campaign encouraging the use of sound electric motor management and planning as a tool to cut energy costs and increase productivity in the commercial and industrial sector. Managed by CEE, the campaign is sponsored by a consortium of motor industry manufacturers and service centers, trade associations, electric utilities the US Department of Energy and Environmental Protection Agency. For more

information on the campaign see, www.motorsmatter.org.

With the support of the campaign sponsors and CEE management, the individual will be responsible for suggesting, developing and implementing effective marketing and communications strategies to achieve the campaign's objectives. The individual will report to the MDM Program Manager and will be the primary resource for executing the campaign's marketing and communications tactics.

Job Responsibilities:

1. Support MDM's marketing and communications efforts, especially media relations and campaign outreach.
2. Work with CEE staff and sponsors to develop and draft campaign press releases, feature-length articles, and

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case studies on the benefits afforded businesses that adopt motor management.

3. Represent MDM in public settings, including preparing and delivering presentations.
4. Help sponsors identify opportunities to integrate MDM messaging into their marketing and communications programs.
5. Help build alliances with key market players (e.g., manufacturers, distributors, associations).
6. Support/facilitate MDM meetings of campaign sponsors to develop, discuss and evaluate the campaign's marketing and communication strategy and tactics.
7. Manage existing media contacts, and develop new contacts within targeted business and financial publications. The individual will also provide marketing and communications support to CEE and its projects as required.
8. Monitor relevant technology, policy, market and other industry developments for inclusion in MDM's marketing and communications strategy.

Requirements:

- Bachelor's degree in a relevant field, Master's degree a plus (marketing, business, communications, journalism are preferred but not required)
- 1-2 years of experience in a relevant field (media relations, advertising, public

relations, industrial sales or marketing, prior work on business awareness campaigns, familiarity/understanding of industrial marketing and sales etc.)

- Strong oral and written communication skills
- Strategic aptitude
- Understands and can effectively communicate strategic concepts in a persuasive manner, such as the links between motor efficiency, motor management, energy management and economic competitiveness
- Working knowledge of standard office software; desktop layout and publishing skills a plus.
- Willingness to travel on occasion

Compensation:

Competitive salary and benefits commensurate with experience. Starting salary in the mid \$30s.

Contact:

Send resume to: Edward Wisniewski,
Deputy Director

Care of: Howard Newman, Director of Communications
Consortium for Energy Efficiency
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Boston MA 02114-1918
Hnewman@cee1.org