

UPCOMING IPN MEETING

Crisis Communications Best Practices: Area PR Pros Discuss Real-Life Crisis Scenarios — A Panel Presentation

DATE: Thursday, February 24, 2005

TIME: Noon to 2:00 p.m.

LOCATION: TBD

COST: IPN members - Free; Non-IPN members - \$10, payable by cash or check to "Sole Practitioners Collaborative"

The Isabella Stewart Gardner Museum robbery, a hospital strike, mishaps at City Hall, and a Boston University president search gone awry — all are crises handled by the seasoned public relations professionals we've assembled for this panel. They are crisis communications experts with very interesting scenarios to present and best practices, tips and ideas to share for executing a flawless crisis communications campaign. This program is not to be missed!

PANELISTS:

Nancy Sterling, ML Strategies
Barry Wanger, Wanger Associates
Joanne Stanway, Stanway Public Relations
Michael Morgan, Morgan & Associates

To RSVP, contact Beth Bryant via email - bbwrites@comcast.net

February 2005 News & Views

Here's News & Views February issue at a glance:

- *January Program Review: Vendor Trade Show Blends Show-How With Know-How*
- *Letter from the President*
- *IPN: Crisis Communications best Practices*
- *PRSA Response to 'No Child Left Behind'*
- *Anheuser Busch's Tribute to the Troops takes the Top Spot*
- *Fitzgerald Communications Strengthens Boston Team*

SECOND ANNUAL 'VENDOR TRADE SHOW' BLENDS 'SHOW HOW' WITH 'KNOW HOW'



(From left to right), Steve Bennett, Media Mentor, Kirk Hazlett, APR, PRSA Boston chapter president, and Mike McKenna, New England Newsclip Agency, pause for the requisite "candid" photo.

By Kirk Hazlett, APR, President, PRSA Boston

PRSA Boston's first event of 2005, the chapter's second annual "Tools of the Trade" product and services showcase, placed 18 of the area's finest suppliers of products and services to the communications profession in direct contact with nearly 70 public relations professionals.

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Eric Neal, Bacon's Information, Inc., explains his company's services to an attentive group of attendees...potential customers, perhaps?

(Trade Show continued from page 1)

For nearly three hours, vendors and practitioners had a chance to talk one-on-one, network, and celebrate the beginning of the Boston chapter's new year. With displays ranging from commercial photographer Fay Foto to wire services Business Wire, US Newswire and PR Newswire and public relations firms Topaz Partners and The Catchpole Corporation, attendees had a wide range of services to explore and new contacts to make.

A brisk (8 degrees) day did little to dampen the spirits of the crowd, although it *may*



Jane Breschard Wilson, Boston Women Communicators, had numerous opportunities to explain the mission of BWC and advise attendees of upcoming BWC events.

have been a factor in encouraging them to tarry just a *little* longer while enjoying the tasty pastries and bracing coffee served by the Fairmont Copley Plaza.

A special note of thanks to Roger Bridgeman, Bridgeman Communications, for making copies of former AT&T VP Dick Martin's book, *Tough Calls*, available for raffle prizes during the meeting and also to Joan Schneider, APR, Schneider and Associates, for donating copies of her recently released book, *New Product Launch: 10 Proven Strategies*, as prizes.



Exhibitors, including Troy Baker and Bill Thompson, Factiva, a Dow Jones & Reuters Company, had a busy morning with nearly 70 public relations professionals moving from table to table examining display materials and quizzing them about their services

Thanks, too, to David Fox, David Fox Photographer, for generously donating his services to document the activities.

A totally unofficial new research technique dubbed "ROOF...Research On Our Feet" conducted by your intrepid reporter walking among the attendees and chatting indicates a high level of satisfaction with the overall event and an eagerness for a return visit next January by both vendors and professionals alike. We look forward to that occasion!

Letter From The President

Kirk Hazlett, APR

The morning of January 29th...a day of bitterly cold temperatures and bright, sunny skies...was an amazing occasion for PRSA Boston as we presented our second annual "Trade Show" at the Fairmont Copley Plaza.

If you were fortunate enough to have been there, you know what I mean. If you were unable to attend, you missed one GREAT event!

Nearly 70 public relations professionals and more than a dozen vendors enjoyed each other's company while (to paraphrase Program Committee co-chair Roger Bridgeman) "noshing and networking."

Proof of the events success lies in the fact that, at 10 o'clock, the program's official ending, the room was still packed (perhaps it was the 8 degree day awaiting outside, but I prefer to believe it was the warmth of the camaraderie that kept us together!).

Events like this don't just happen overnight, though. A dedicated team of PRSA Boston members including Program Committee co-chairs Roger Bridgeman and Tom Nutile, along with a supporting cast starring Howie Sholkin, Karen Kennedy, Nancy Sterling, Beth Bryant, Julie Dennehy, and Liz Goldsmith (please tell me I didn't leave anyone out!!) pulled this extravaganza together.

Kudos to Liz for having had the creative foresight a couple of years ago to suggest a PRSA Boston-organized trade show and then to work tirelessly to make that first incredible event come to fruition!

True to form, though, our intrepid Program Committee isn't resting on the laurels of its first successful event of the year. Plans are

nearly finalized for a second blockbuster event...Agency & Corporate Public Relations: *Exploring the Dynamic... scheduled for Wednesday, February 16, at Regis College. Details are available in this newsletter.*

Whether you are on the agency side or are with an organization and either are working with an agency or considering hiring an agency, this must-see program promises to deliver a lively, real-life discussion of the often prickly relationships that exist between agencies and clients. I hope you'll be able to join us.

This is just a glimpse at the year ahead. We are committed to providing you with the programs and services that will give your membership in PRSA and PRSA Boston value and give you a sense of pride in belonging to Boston's premier association for public relations professionals.

To borrow, as I so often do, the slogan of our national society, the mission of PRSA Boston is advance your profession and you, the professional. Thank you for helping us achieve that goal!



Pausing to smile for the photographer, Tiffanie Williams, Tiffanie Williams & Company, and Rebecca Hancock, also with Tiffanie Williams & Company, enjoyed their first trade show visit.

PRSA Response to "No Child Left Behind" Media Story

PRSA, rather than being missing in action, has, in fact, been leading the profession by speaking out on behalf of ethical public relations practice throughout the Armstrong Williams-Ketchum-Department of Education debate. On January 11, PRSA issued a strong statement making it clear that paying for media coverage is not an acceptable practice and that full disclosure is a key tenet of the PRSA Code of Ethics. Since that time, PRSA President and CEO Judith Phair, APR, Fellow PRSA, has conducted interviews with more than a dozen national media outlets, and her statements defining the ethical practice of public relations have been included in coverage in the *New York*

Times, *The Washington Post*, *USA Today*, and *MSNBC* as well as trade sources, including this Web site. PRSA has also issued a statement in regard to the proposed Senate investigation strongly objecting to activities of those who have abused or might abuse the public trust in regard to the use of public relations on behalf of government agencies, pointing out that legitimate public relations activities play a vital role in government. PRSA has been the consistent and aggressive voice speaking out on behalf of the profession, and we will continue these efforts in the coming weeks.

Anheuser Busch's Tribute to the Troops Takes the Top Spot in America Online's Super Sunday AOL Ad Poll

Cast Votes on AOL(R) and AOL.com(R) Services and Through Mobile Devices, America Online announced today that Anheuser Busch's ad Tribute to American Troops is the winner of its Super Sunday AOL (R) Ad Poll. Approximately 200,000 votes were cast on the AOL and AOL.com services, as well as through mobile devices, with the Tribute ad garnering 14% of the vote versus 12% for the second place finisher, Bud Light's Skydiving spot. Ameriquest's Romantic Dinner ad came in third with 8% of the vote and its other ad, Store Trip, and Diet Pepsi's P. Diddy ad each had 7% to round out the top 5 positions.

FitzGerald Communications Strengthens Boston Management Team

FitzGerald Communications LLC, a strategic technology communications agency and an Omnicom company, today announced the appointment of Greg Wind to the agency's Boston management team. Wind, an account manager, is a seasoned marketing and corporate communications consultant who brings a decade of experience in technology communications to FitzGerald.

At FitzGerald, Wind will be responsible for account leadership, and the development and management of strategic communications initiatives for clients. In addition, he will play an integral role in the agency's ongoing operational management and business development efforts.