

news & views

Volume 48, Issue 1

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MONTHLY PROGRAM

Thursday, January 10, 2002, 6 - 9 p.m.

LOCATION

Sheraton Four Points, Waltham

PROGRAM

PRSA Boston Crisis PR Case-Team Competition

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.

PRSA Boston Hosts Crisis-PR Competition

Professor Lerbinger to address "Crisis Management in the Age of Terrorism"

Head-to-head contest to solve case study; audience joins in voting winners

A fundamental tenet of crisis management is "be prepared for anything." What better way to hone your PR skills than to observe a *pair* of crises unraveling before you, live.

Join PRSA's Boston chapter on Thursday, January 10, 2002, as two teams of PR practitioners confront not only the press, employees, the public, stakeholders and a nasty public relations crisis -- but each other as well.

It's a PR version of TV's *Survivor*. Each team will be briefed at the start of the program, and has a limited time to develop plans to deal with their particular crisis. Only one team can win -- and the audience joins in assessing the merits and effectiveness of the crisis responses.

Moderating the competition is Boston University College of Communication Professor Otto Lerbinger. Author of *The Crisis Manager: Facing Risk and Responsibility*, Dr. Lerbinger will discuss crisis management in the age of terrorism. Professor

Lerbinger has provided public relations and crisis communication counsel to corporate clients throughout the world. He is former president of the Public Relations Society of America's New England chapter and former trustee of the Foundation for Public Relations Research and Education. Dr. Lerbinger is a recipient of PRSA's Distinguished Educator Award, marking his dedication to education and public relations.

Don't miss this one-of-a-kind opportunity to experience this crisis in a laboratory environment, so the next time you face one "in the wild," you can avoid being the Weakest Link.

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NOTE: No-shows will be billed. If you must cancel your

The Upcoming Year

By Jeff Seideman, APR, President, PRSA Boston

Challenges always seem to present opportunities. As I take over the reins of the Boston chapter of PRSA in 2002, I'm cognizant of the fact that our industry, as well as the society, has been hit hard by the recession. I doubt there's a single local firm that hasn't had lay-offs, reductions by attrition or other significant cut backs in the last year.

Yet, despite the havoc these employment issues would be expected to play on membership, both the Boston Chapter and the national society appear to be stable. Yes, we've had turnover, but we've also had new members joining and lapsed members returning to keep our chapter membership around 450 and national membership at just under 20,000.

I think the only reason for such stability in difficult times is relevance. What PRSA provides, locally and nationally, is relevant to its members. It might well be professional development activities, which saw a record number of PD courses, programs and attendance across the country this past year. It might be networking at meetings, as friendly competitors on the playing field become friendly colleagues in the job hunt. It might be APR accreditation, which will be significantly revamped this coming year so applicants will be able to take the exam anytime, at one of the nationwide chains of test preparation centers. It might be *Tactics* newsletter, keeping us up-to-date on the latest issues and developments in our field. It might be...well, it just might be fun and stimulating to hang out with fellow practitioners at our monthly program meetings.

Our challenge in 2002, both locally and nationally, will be to keep things relevant and to keep the organizations fiscally sound. In a recent leadership conference call giving us a taste of what's to come in the Annual Report, we learned that new financial management people and procedures have turned an "in the red" organization into an organization that just returned \$900,000 to the budget. Very definitely a revitalized, fiscally sound organization.

Locally, by converting almost entirely to electronic communications, we've slashed about 25% from our annual expenses. We've also located less expensive meeting and catering space for our Waltham meetings and we're looking to do the same for our in-town get togethers. So, even though times are tough, and we granted our first ever educational subsidy this past year, we're still "in the black."

Letter from the president

Of course, this has been a group effort. I've been fortunate over the last three years, as I became more active in the organization, to observe and learn from the skills, wisdom, and insight of three outstanding PRSA leaders: past presidents John Sheehan, Ann Getman and Howie Sholkin. Look for their fingerprints on anything we do right this coming year.

For 2002 the Chapter is fortunate to have the services of president-elect Barbara Wellnitz, who will succeed me in 2003, new Vice President Steve Quigley and returning Treasurer Burt Peretsky, all of whom I've known and worked with for a number of years. New to me, but highly regarded, will be John Boyle as secretary. They're a great group of dedicated, volunteer PR people, as are the rest of the directors, delegates and committee chairs and members. Keeping track of everything and adding his own invaluable insights and historical perspective will be chapter administrator and national delegate Paul Wetzel.

Thanks in advance to the entire 2002 leadership team, our sponsors, vendors and members, for what I know will be an outstanding year of growth and opportunity for our profession and the Boston Chapter of PRSA. I look forward to working with all of you.

Sincerely,
Jeff Seideman, APR

Cheers!

Fifty Chapter members, friends and sponsors celebrated with style and plenty of cheer at the December holiday party. Laughter and friendship filled the room. The evening offered a welcomed break from the pressures of the past three months and a chance to catch up with friends. Howie Sholkin offered special thanks to board members, committee chairs, volunteers and sponsors who worked so well together during 2001. Members of the board chipped-in to present Howie with a gift for the extraordinary hard work and leadership he brought to the Chapter throughout the year. Cheers to all.



"Changing of the guard:" Howie Sholkin congratulates newly elected chapter president Jeff Seideman.



"Wired" Meagan Ellis and Scott McKenna from Business Wire receive well-earned thanks from Howie for all the support they've given the Chapter.



"Not since Thomas Jefferson dined alone..." Ann Getman and Howie enjoying the evening. Ever notice how outgoing and former chapter presidents smile more than incoming presidents?



"Best creation yet" Julie Denehey and Amanda Coo-long join Chapter Webmaster, Milo Caruso and his wife Sarah, while Audrey catches a few winks.



"Vaudeville bound?" Tom Nutile from Staples and Howie hitting all the right notes - as usual.

Pro Bono Opportunity

The *Keep Moving Program* at the Massachusetts Department of Public Health in Boston seeks a talented and experienced individual to design an attractive graphic **“how-to kit”** to demonstrate all aspects of the program for replication in other states across the nation. A second project is an impact **4-minute video** focusing on men’s health messages, physical activity and including a celebrity introduction. We need a communications professional who is creative, writes in a persuasive and simply stated style, will follow the project through to completion and help create the *Keep Moving* message into a social movement. The *Keep Moving Program* began in 1985, and currently oversees 150 community-based senior walking clubs with 3,000 senior walkers led by trained peer leaders. Please call or email if interested in discussing the project further:

Jan Marble, Director of *Keep Moving*
Tel: (617) 994-9808 Email: Jan.marble@state.ma.us

You Can Go Home Again

Take *that* Mr. Wolfe.

Pat Pollino, APR, Fellow PRSA, has built a career convincing journalist to profile his high-powered clients at Mercer, Arthur D. Little and beyond. Last month it was his turn. The Johnstown, Pennsylvania *Tribune-Democrat*, where Pat worked from the time he was a junior in high school until he graduated from University of Pittsburgh, turned the table on their former cub reporter. The in-depth profile includes plenty of high praise from Pat's colleagues, competitors and journalists with whom he has worked. A fitting tribute to a guy who has given much to PRSA and our profession over the years.

Got Something to Say?
Send it to:
stevequigley@mediaone.net

Professional Connection

Fisher Scientific International Inc. - Manager, Corporate Communications

As the world leader in serving science, Fisher Scientific International Inc. (NYSE: FSH) offers more than 600,000 products and services that enable scientific discovery and clinical laboratory testing services to more than 350,000 customers located in approximately 145 countries. Currently, we are looking for a **Corporate Communications Manager** to be based out of the Hampton, N.H. office.

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

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/ year

Contact Information

Sylvia Swartz
Executive Assistant
Corporate Communications
Liberty Lane
Hampton, NH 03842
Fax: 603-929-2449
Email: Sylvia.Swartz@nh.fishersci.com

Deadlines

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

BU's PRLAB

Boston University's student-run public relations agency is available to provide no-cost public relations services to government and non-profit clients. Our student account teams provide clients with a full-range of public relations services. PRLab also partners with its sister program at Boston University, AdLab, to provide advertising and design services. Interested organizations should e-mail a brief project description to Steve Quigley at squigley@bu.edu or call (617) 358-0066 for more information.