

PROGRAM
ANNOUNCEMENT

Sharpen Your "Tools of
the Trade" at the New
Product Showcase

COST:

PRSA, Pub Club and Ad
Club members \$10,
Non-members \$20

TIME:

7:30 – 10:00 am
(Feel free to arrive any
time between 7:30-
10:00.)

LOCATION:

Fairmont Copley Plaza
138 St. James Ave.,
Boston

January 2004 News & Views

Happy New Year. Here's wishing all our fellow members a happy and productive 2004.

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- *Penant Fever Sweeps Hub: Letter From The President*
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- *PRWeek Announces Expanded Coverage*
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Sharpen Your "Tools of the Trade" at the New Product Showcase

*Tuesday, January 20th, 7:30 – 10:00 a.m.
Fairmont Copley Plaza, Boston*

Start the New Year with new knowledge by joining PRSA Boston members and fellow communication professionals at the first annual PRSA "Tools of the Trade" New Product Showcase.

This mini trade show – complete with breakfast, networking and an "8-minute speed feed" information session – will provide you the opportunity to meet more than a dozen industry experts and learn about the hottest new tools and technologies related to the marketing communications industry.

Products and services showcased will include integrated media relations tools, contact management and tracking services, digital photography, webcasting, conferencing, newsclipping, newswire services, and a variety of news monitoring and research services, among others.

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Letter From The President

"Penant Fever Sweeps Hub"

Steve Quigley, APR, President, PRSA Boston

Could that vaguely familiar feeling be optimism? Admit it. After *this Game Seven* you swore you'd never let them do it to you again. Yet here you are - ten short weeks after another October meltdown - and you can't wait for spring training.

2004 *really* could be the year!

There's even more reason for optimism - and this you *can* take to the bank. PRSA Boston has fielded another extraordinary leadership team for 2004. This group of committed colleagues is already hard at work hoping to inspire and educate and connect with you - our fellow members. Like you, we want to grow as professionals. We want to be proud of our profession, our colleagues and ourselves. We want to enjoy our time together. We want 2004 to be a year of growth and opportunity and involvement for members of PRSA Boston. In particular:

- We want to make our programs even more relevant and informative.
- We want to make it easier for members to connect with, enjoy and learn from one

**This could
be the
year!**

another.

- We want it to be easy and rewarding for you to get involved - however you choose.
- We want to strive for and represent the very best of public relations.

Before I introduce your 2004 leadership team, I would like to thank Barbara Wellnitz, APR, for her tireless hard work, grace and leadership as our 2003 chapter president. She was, without a doubt, our MVP. Fortunately, Barbara will continue to guide the chapter this year as Immediate Past President and Assembly Delegate.

Thank you Barbara. You are the epitome of grace and professionalism.

Take a look at the roster on the next page. Your professional society is in very capable hands. Call us. Any one of us. Send us an email. We want 2004 to be the year you get the most out of your membership in PRSA Boston.

This could be the year.

Play ball!
Steve

(Program continued from page 1)

Come network over breakfast, enjoy raffles and giveaways, and participate in hands-on discussions and demonstrations from such industry leaders and leading edge independents as PR Newswire, Business Wire, New England Newsclip Agency, Fay Foto, AltaVision, Cymfony, Raindance, Lexis Nexis, and the Nat Morse Group.

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COST: PRSA, Pub Club and Ad Club members \$10, Non-members \$20
TIME: 7:30 – 10:00 am
(Feel free to arrive any time between

7:30-10:00.)

LOCATION: Fairmont Copley Plaza
138 St. James Ave., Boston

Register online at:
<http://www.opinionpower.com/surveys/587011005.html> or send your check to Beth Bryant, BBWrites Communications, 48 Bromfield Street, Watertown, MA 02472. Master Card and Visa accepted. NOTE: no-shows will be billed; please cancel by January 19th to avoid being billed. Payment is due by the day of the program.

For more information, call Beth Bryant at 617-926-9595.

PRSA Boston Leadership Team

BOARD OF DIRECTORS

Chapter Officers

President – Steve Quigley, APR	781 944-3636	stevequigley@comcast.net
President-Elect – Kirk Hazlett, APR	617 489-6067	mkhazlett@msn.com
Secretary – Elise Lapham, APR	781 446-1689	elise_lapham@sunlife.com
Treasurer – Henry Stimpson, APR	508 647-0705	hstimpson@stimpsoncommunications.com
Vice President – Nancy Sterling, APR	617 348-1811	nsterling@mlstrategies.com
Immed. Past Pres. – Barbara Wellnitz, APR	508 698-3374	bwellnitz@ryanwellnitz.com

Directors-At-Large

Liz Goldsmith	781 259-8584	liz@goldsmithpr.com
Mara Bartucca	781-356-7100	mbartucca@horngroup.com
Hank Shafran	617-951-8193	hank.shafran@bingham.com

Assembly Delegates

Barbara Wellnitz, APR	508 698-3374	bwellnitz@ryanwellnitz.com
Bonnie Sashin, APR	617 778-1902	bsashin@bostonbar.org
Ann D. Getman, APR	617 576-1847	ann@getmanpr.com
Paul Wetzel, APR	617 451-9663	wetzelpaul@msn.com

COMMITTEE CHAIRS

Accreditation

Ann Getman, APR (Interim)	617 576-1847	ann@getmanpr.com
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Communications

Ann Getman, APR	617 576-1847	ann@getmanpr.com
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Endowment

Art Dimond	617 960-3505	arthurdiamond@aol.com
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Ethics

Jack Jackson	781 444-1020	Jack@On-Message.com
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Independent Practitioners Network (IPN)

Beth Bryant	617 926-9595	bbwrites@comcast.net
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News & Views

Vacant

Membership

Mark W. McClennan, APR	781-685-0770	markm@schwartz-pr.com
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Programs

Nancy Sterling, APR	617 348-1811	nsterling@mlstrategies.com
Hank Shafran	617-951-8193	hank.shafran@bingham.com

PRSA Northeast District

Kirk Hazlett, APR	617 489-6067	mkhazlett@msn.com
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PRSSA

Kirk Hazlett, APR	617 489-6067	mkhazlett@msn.com
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Sponsorship

Vacant

Website

Liz Goldsmith	781 259-8584	liz@goldsmithpr.com
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Young Professionals

Julie Dennehy	508 533-8311	julie@dennehypr.com
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Chapter Administrator

Beth Bryant	617 926-9595	bbwrites@comcast.net
	617 926-3013	

Celebrating In Style

Friends and colleagues came together last month to enjoy food, drink and - most of all - each other. Chapter President, Barbara Wellnitz, used the occasion to thank the dozens of dedicated volunteers who helped to make 2003 such a successful year for our members. Later, Barbara was presented with a heartfelt (and much deserved) gift from the board, along with a notebook filled with letters of friendship and appreciation from the chapter leadership team.

Photos Courtesy of David Fox Photographer
www.davidfoxphotographer.com



With a smile like that, no wonder Nancy Sterling was elected vice president and chair of the program committee..



Incoming president Steve Quigley gets a laugh out of Barbara.



Liz Goldsmith enjoys well-deserved praise from Barbara for her accomplishments as program chair. .



President-Elect Kirk Hazlett recognized for his tireless work with local PRSSA chapters.



Board Member Hank Shafran seems to be singing his praise for Barbara.

PRSA's Tech2004 Conference Set for May in Philadelphia

PRSA's Tech Section and PRSA Philadelphia are co-hosts for the annual technology conference titled "Tech in Transition: The Changing Role of Public Relations and the Public Relations Practitioner." The conference is May 3 at the University of Pennsylvania in Philadelphia.

Details on the call for presentations are at

http://www.prsa.org/_Networking/Technology/tech2004.asp. The presentation submission deadline is Jan. 12, 2004.

At the annual conference the Tech Section also recognizes journalists for superior work. Winners will be selected in three categories. PR professionals are asked to encourage journalists to submit stories by Jan. 16, 2004. For more details go to http://www.prsa.org/_Networking/Technology/journalism.asp.

PRWeek Expands Coverage

The following note was sent to News & Views:

In mid to late January, I'll be taking over as editor of PRWeek.com, a new position created to help PRWeek provide better, faster coverage of public relations news both in print and online. Along with the print magazine's news editor Paul Cordasco, we'll be taking in many more story ideas on a daily basis, and allocating them to the magazine and website accordingly.

Due to the limited amount of space in each issue of PRWeek, it's long been difficult for us to devote coverage to PR stories from certain industries and sectors. We see this as an opportunity to change that, and we hope that you agree, and can help us along the way. I've sent this message to you specifically because you are a PRSA chapter president in a geographic region that PRWeek, for one reason or another, has had difficulty covering in the past. Starting in mid-January I encourage you to let your members know that PRWeek.com is

going to become a very accessible resource for sharing and gaining professional knowledge and insight. Or if you can offer ideas on how we can better reach your members, please don't hesitate to let me know.

That said, by all means continue to pitch the PRWeek news desk as you normally would, at news@prweek.com, or through me, at eric.arnold@prweek.com. Like always, we'll be providing the hows and whys behind M&As, breakups, wins, losses, RFPs, new hires, and more. And if you have any questions, please don't hesitate to contact me.

Thanks,
Eric
Eric Arnold
PRWeek
114 West 26th St.
New York, NY 10001
646.638.6036
<http://www.prweek.com> «

Captivate Your Audience Four Ways to Make Your Copy More Creative

by Ann Wylie, president, Wylie Communications Inc.

"Nobody ever sold anybody anything by boring them to death."

-- David Ogilvy

Ogilvy was right.

If you want someone to buy what you're selling -- whether you're pitching products and services or positions and ideas -- you must first engage them.

And nothing engages audience members quite so well as creative material. Creative elements get attention, communicate more clearly and

enhance credibility. They paint pictures in your audience members' minds so they understand your points faster, enjoy your information more and remember it longer.

Here are some quick tips for making your copy more creative, engaging and effective.

Climb up and down the ladder.

Scholar, senator and semanticist S.I. Hayakawa created the "ladder of abstraction" as a model to encourage concrete communication.

At the top of the ladder is the abstract concept you're communicating -- the devastating problem of feline illiteracy, for example. At the bottom of the ladder is a tangible illustration of that big idea: Maybe my 13-pound Chartreuse

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(Captive continued from page 5)

cat, Gigi, who has not only taught herself to read and write but is now mentoring less fortunate mewlings.

Too often, information is boring because it lives in the middle. But scaling the ladder fills your copy with all kinds of concrete, compelling details, including:

- engaging quotes
- startling statistics
- descriptive passages
- meaningful metaphors
- anecdotes and examples
- human-interest illustrations

The best communications climb up and down the ladder, from abstract to concrete, from macro to micro, from big picture to little picture and everywhere in between.

Go beyond twist of phrase.

There's nothing like wordplay to make your copy more eloquent. (Think Lincoln, Churchill and King.) But too often, writers stick with just a handful of rhetorical tools.

There is a world beyond alliteration and twist of phrase. From "anaphora" to "zeugma," the more rhetorical devices you master, the more sophisticated and satisfying your copy will be.

One of my favorite literary gadgets is "compression of details." Like squeezing together a lump of coal to make a diamond, compression of details condenses fascinating facts into a passage that's more than the sum of its parts. That's how a writer for Omni magazine created this passage:

Since Erasistratus starved a sparrow to "note the decrease in weight," billions of animals have been starved, suffocated, shocked, shot, boiled, baked, frozen, thawed, refrozen, force-fed, crucified, crashed, crushed, asphyxiated, irradiated, poisoned, and laser-beamed -- all in

the name of science.

You've probably already noted some of the other rhetorical devices -- alliteration, repetition, rhythm and rhyme among them -- that make this passage so powerful.

Translate numbers.

Numbers numb.

But sometimes only numbers can demonstrate the breadth or depth of an issue.

Make your numbers more meaningful by comparing them to something tangible. P.J. O'Rourke is a master of this. In his book, *Eat the Rich*, he wrote:

Everything's expensive in Sweden because, on top of the other government exactions, there's an astonishing 25 percent national sales tax on almost all goods and services.

Here's where a good writer stops and says, "25 percent. Hmm ... What's that like?" P.J.'s answer:

Every time you order a burger, you buy the government fries and a Coke.

Don't let statistics stultify your copy. Every time your finger reaches for the top row of the keyboard, ask yourself: "What's this like?"

Have a point, find a story.

The late Og Mandino -- bestselling author and master speaker -- believed that storytelling was so important that he used an anecdote to illustrate every key point he wanted to cement in his audience members' minds. His guideline for communicating was: "If you have a point, find a story."

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**"When should you use humor in a speech?" ...
... "Only when you want to get paid."**

(Captive continued from page 6)

But that's not all. Stories are so powerful, Mandino said, that you can't afford to waste even one. So the second guideline he gave for getting the message across was: "If you have a story, find a point."

Great advice.

Make your copy more creative.

There's an old joke among professional speakers.

"When should you use humor in a speech?" the young speaker asks the experienced orator.

"Only when you want to get paid," the veteran answers.

A similar concept is true of writers. When should you use creative material in your copy? Only when you want your audience members to pay attention.

Captivate your audience.

Want to learn how to identify, develop and write creative material to make your copy more engaging and effective? Join Ann Wylie at Ragan's "Captive Your Audience: Make your speeches and other copy more creative" Webinar on Mondays in March 2004. Register or get more details at <http://webinar.holtz.com/synopsis/captive.htm> or contact Jessica Soldner at JessicaS@ragan.com.

About the author

Ann Wylie runs a company called Wylie Communications Inc. Ann works with communicators who want to reach more readers and with organizations that want to get the word out. To learn more about her training, consulting or writing and editing services, contact Ann at 816/502-7894 or awylie@WylieComm.com. Get a FREE subscription to Ann's email newsletter at <http://www.wyliecomm.com>.

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Guest Editors Wanted For *News & Views*

Chapter members sometimes wish they could get more involved but feel they're too busy to make an ongoing commitment. If you're interested - but swamped - being a guest editor for one issue of our chapter newsletter might be just the ticket. Here's what's involved.

1. Suggest a relevant and engaging theme for one issue of *News & Views*.
2. Compile 2-3 brief articles around your theme. (Most guest editors opt to write one article and solicit the rest from contributors.)
3. Submit your copy to the editor of *News & Views*.
4. Sit back and enjoy seeing your work (and name) in print.

Interested? Contact Steve Quigley at 781-944-3636 or stevequigley@comcast.net to discuss your ideas.

Your New Year's Resume Checkup

Like millions of people coast to coast, you have probably resolved to start 2004 with renewed job-search enthusiasm. If it has been a while since you brushed up your old resume, you'll want to begin your job search with a New Year's resume check up.

These five questions will help you focus your resume for even better results in the new year.

1. Has your career objective changed since your last job search?

More specifically, are you attempting to change your industry or profession? If so, your resume requires a new marketing message based on your transferable skills. This will help potential employers see you outside of the context of your current industry or profession.

Remember, a resume is more than just an historical document; it is the print ad of your job-search campaign. For peak effectiveness, your resume should be based on the buying motives of your new target audience. Communicating your transferable skills is an excellent way to tap into employer buying motives.

2. Does your current resume reflect your professional growth—or are still using the same resume format that got you your first job out of college? As you grow professionally, you'll need a resume that reflects your level of professionalism. The more sophisticated "hybrid" format allows you to showcase your best accomplishments based on the strategic "selling points" of your career.

3. Does your resume feature accomplishments from top to bottom?

The best way to capture employer's attention and create a strong first impression is with measurable accomplishments.

Accomplishments are most significant when they demonstrate your contribution to an employer's bottom line. If your resume focuses more on what you did than on how well you did it, it's time to rewrite those "features" into "benefits."

4. Was your last job search prior to 2001?

That may seem like an odd question, but if this is your first entrance into the job market since before 2001, you're in for a shock. The job market of the late '90s was fantastically in favor of job seekers; resumes were less important in attracting employer attention. Today's job market, however, is fiercely competitive, and a polished, professional resume is critical to winning an employer's notice. If your last job search was a "walk in the park," look objectively at your

resume. Does it have what it takes to compete against an avalanche of candidate responses or will it likely get lost at the bottom of the resume pile?

5. Most important—are you getting responses from your resume?

Here's the real proof. Your resume has only one job: to get you interviews. If that isn't happening, don't just blame the job market—improve your message. Think of your job search as a professional marketing campaign in a saturated market. The tougher the competition, the more vitally important it is to have a resume with a strong marketing message that sets you above the crowd.

By Deborah Walker, CCMC

Resume Writer ~ Career Coach

For more in-depth information on resumes, job-search strategy and interview skills, check out the article archive at my website:

www.AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com

"are you getting responses from your resume?"

JOB CENTER

Account Supervisor Consumer Marketing Cone, Inc.

Cone is looking for an accomplished public relations professional with 5-8 years of agency experience who has demonstrated success in consumer public relations, specifically in the footwear and packaged foods industry.

This hands-on, strategic, enthusiastic and highly creative leader is a master at managing account teams, delivering premier results, working within client budgets, and leading the day-to-day activities of active accounts. Proven success at high-level media relations and the ability to serve as respected client counsel is required.

Please send resume and salary history to:

CONE
90 Canal Street
Boston, MA 02114
consumercareers@coneinc.com
617-523-3955 fax

Account Director Cause Branding Cone, Inc.

The nation's leading cause branding agency seeks an Account Director to develop and execute comprehensive cause marketing, branding and public relations programs. This highly strategic, hands-on leader we seek has 7-10 years of communications and branding experience (including **agency** experience) who excels at building relationships and managing client expectations. This person is a master at account management including budget management and tracking, managing day-to-day account activities and building trust with the client contacts. We're looking for someone with ability to manage, develop and motivate staff and a deep understanding of

social issues, non-profits and philanthropy. Experience creating cause-related marketing or corporate social responsibility programs is a must. Additionally, this person must illustrate success at high level media relations, excellent writing and presentation skills and a roll your sleeves up approach.

Account Executive/Senior Account Executive Cause Branding Cone, Inc.

The nation's leading cause branding agency seeks an Account Executive/Senior Account Executive to implement innovative cause marketing, branding and public relations programs. This energetic self-starter we seek has 2-4 years of agency experience and a personal passion for and working knowledge of social issues, non-profits and philanthropy. This person has excellent research abilities and writing skills. This team player must be able to work effectively under tight deadlines and deliver top-notch, client ready work product.

Please send resume and salary history to:

Cone
90 Canal Street
Boston, MA 02114
causecareers@coneinc.com
617-523-3955 fax

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(Jobs continued from page 9)

**Public Relations Associates
Morrissey & Co.**

Morrissey & Co. is looking for associate level job candidates. Optimal candidates would have three to five years experience, expertise in life sciences and/or financial services, boundless energy and enthusiasm, willingness to commit to us for five years, knowledge of the difference between clips and reputation, etc. Essentially, M&Co would be their second or third job out of college.

Please forward qualifications to Ed Cafasso at ed@morrisseyco.com.

Corporate Public Relations Manager

This person will develop, deploy and manage global corporate PR programs for a highly successful life sciences technology company in MA. Will be responsible for all media relations, press releases/events, news articles, reports, conferences, corporate events and all interaction with public and industry as they relate to global public relations/communications and driving the company brand and goodwill.

Due to the high visibility of this opportunity, this person must have strong multi-tasking skills, be a high-energy team player who leads by example and have strong creative writing and presentation skills. Must be a hands-on manager with a minimum of 7 years experience in PR/Corporate Communications and at least 5 years in PR management. A demonstrated track record in successful project management and team building is required. Life sciences industry experience preferred. Degree in Communications or related area.

Contact: *Joe Calareso*
Executive Search Consultant
Office: (978) 897-9242
jrcalareso@aol.com

**Public Relations Specialist
FM Global (<http://www.fmglobal.com>)**

Location: Johnston, RI
Job Status: Full-Time
Department: Corporate Communications
Reports to: Manager, Public Relations

If you are a highly-motivated, entrepreneurial and outgoing public relations professional with one to three years' business experience, this is an excellent career opportunity to get in on the ground floor of a busy corporate communications department of a market-leading, global Fortune 1000 company.

The successful candidate will have 1-3 years of demonstrable public relations, media relations and journalistic-writing experience.

In this role you will handle media inquiries, arrange interviews with company spokespeople; engage in proactive media outreach; and help strengthen and maintain ongoing relationships with key journalists to further enhance the company's public relations activities and brand awareness.

You also will write news releases, feature articles and other press materials for business and trade media, assist with proofreading and editing, prepare media coverage clip reports, help with securing speaking opportunities for company experts, and support research and evaluation of public relations programs.

The ability to successfully pitch and place stories with the media, produce outstanding results, take initiative, work effectively with diverse internal and external audiences, manage multiple projects, meet constant deadlines and learn the organization quickly are all a must.

Education: B.A./B.S degree in journalism, marketing communications, English or related field

Experience: 1 - 3 years of full-time job experience in public relations or corporate

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(Jobs continued from page 10)

communications, preferably in a corporate or agency setting. Experience working with the media.

Skills/Knowledge:

- Motivated, self-starter with strong interpersonal communications skills who can work independently but within a team-based, collaborative environment
 - Solid understanding of basic principles of public relations and AP style
 - Persistent and compelling in dealing with the media
 - Excellent writing, editing and problem-solving skills
 - Ability to handle details, manage multiple tasks and adhere to strict deadlines
 - Flexible and creative
 - Professional demeanor
 - Demonstrated initiative and follow-through
 - Proficiency in Microsoft office suite products
- Interested candidates should e-mail resume, references and salary requirements to jennifer.carter@fmglobal.com.

Be sure to mention you were referred by PRSA Boston.

Insurance Programs: For PRSA Members Only

Reminder: PRSA members are eligible to participate in two insurance plans designed for them and their business: profession-specific communications liability and errors and omissions insurance, as well as a group health insurance plan. For details, visit <http://www.prsa.org/About/overview/insurance.asp?ident=over9> or contact PRSA Member Services at 212-995-2230 for a brochure on these plans.

www.prsaboston.org