

January 2005 News & Views



January News & Views at a glance:

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**PRSA Boston Presents “Tools of the Trade”
Product Showcase & Trade Show**

Start the New Year with new knowledge by joining PR and marketing professionals at the second annual PRSA “Tools of the Trade” product showcase.

This trade show — complete with breakfast, networking and vendor exhibits — will provide you the opportunity to learn about the hottest tools and technologies related to the communications industry.

The “Tools of the Trade” show will feature products and services such as contact management and tracking services, digital photography, Webcasting, conferencing, newsclipping, promotional items, newswire services and a variety of news monitoring and research services, among others.

Come network over breakfast and participate in hands-on discussions and demonstrations from the industry leaders.

DATE: Friday, January 28th
TIME: 7:30 – 10:00 am
LOCATION: Fairmont Copley Plaza Hotel
138 St. James Ave., Boston
COST: PRSA, Pub Club and Ad Club
members \$10
Non-members \$20

To register, go to:
[http://www.opinionpower.com/
Surveys/673021450.html](http://www.opinionpower.com/Surveys/673021450.html)

December 2004 Holiday Party Review

By George M. Fodor



The mellow sounds of the *Tom Nutile Trio*, with the maestro himself, PRSA Boston member Tom Nutile gettin' down on a smooth clarinet, kept spirits jumping throughout the night.

Well, the weather outside was frightful, but the schmoozing was delightful! At least that was the case for 60 hardy members of PRSA Boston and the Publicity Club of New England who converged on Boston's Fire & Ice restaurant for a joint holiday party on a wet and windy December 7th.



A "candid" shot capturing the ebullient spirits of (L-R) Pub Club members Andy Schupack and Karen Cummings, and PRSA Boston members Barbara Wellnitz, APR, 2004 Immediate Past President, and Mike McKenna.

While the restaurant staff kept the hors d'oeuvre trays stocked and beverages flowing, the *Tom Nutile Trio* (and occasional

quartet) riffed on sounds of the season as background to the general conviviality. [Editor's note: visit www.tomnutile.com for more info.]

PRSA Boston President Steve Quigley, APR, briefly interrupted the proceedings to present appreciation gifts to chapter administrator Beth Bryant, members Nancy Sterling, APR, and Henry Stimpson, and incoming president Kirk Hazlett, APR. Bill Fleishman, Publicity Club of New England president, also extended holiday wishes to attendees.



The eternally effervescent Nancy Sterling, APR, PRSA Boston's President-elect for 2005 (red jacket), is living proof that public relations professionals are "on" 24/7 as she chats with members of the Publicity Club of New England while Michael Willett also shares holiday cheer with Pub Club members.

This marks the second time in three years that PRSA Boston and the Pub Club have pooled resources for a holiday event, and there is sentiment within both organizations to continue the collaboration. Despite the frightful weather, most partygoers stayed until the event's appointed 9:00 end time—testimony to the stamina of publicists everywhere.

Letter From The President

Kirk Hazlett, APR
Happy New Year, My Friends!

As I sit here gazing out on yet-to-melt mounds of snow, I'm reminded that living in New England is much like working in public relations...you never know what the next day is going to bring to your doorstep!

I am delighted to have been given this chance to serve as president of PRSA Boston for 2005. My pleasure comes, in large part, from looking back at the simply amazing accomplishments of my predecessor...Immediate Past President Steve Quigley, APR, who has raised the bar for member-focused, member-driven programs and services...and realizing just how far we have come in just a very short time.

Last year, 2004, saw our first real venture into teleseminars that supplemented our regular monthly chapter meetings. These low-cost, high-value meetings, held at various locations around Boston, offer members "hot topic" opportunities to add to their knowledge base while gently tapping their finances. Stay tuned in 2005 as we continue to offer these programs! In 2004, too, thanks to an incredibly forward-thinking Leadership Team, we also saw the introduction of the "PRSA Boston Beacon Award" and its presentation in November to one of PRSA Boston's genuine superstars, Dr. Otto Lerbinger, APR, Fellow PRSA. If you didn't have a chance to join us for that star-studded occasion, please check the News & Views archives at <http://www.prsaboston.org/archive.asp> for a moment-by-moment recap.

Speaking of programs...WOW! What a great year our stellar Program Committee Co-

Chairs, Roger Bridgeman and Tom Nutile, have lined up already. January is PRSA Boston's second annual "Trade Show" (see this newsletter for more details). Then, in February, we will present a panel discussion exploring the all-too-frequent misconceptions and misunderstandings that interfere with "agency-client" relationships.

"March"-ing on, plans are being finalized for a fascinating program on litigation public relations...how we, as public relations practitioners, can best work with our legal partners and avoid the pitfalls and minefields that blanket the litigation landscape. And, finally, April brings a "Meet the Media" opportunity that always draws a large audience and serves as both an introduction to and a refresher course on the priorities, interests and needs of our allies, the reporters and editors on whom we rely to present our client's or employer's story.

Finally, I would like to introduce you to the "2005 PRSA Boston Leadership Team." The names of these stalwart volunteers can be found on Page 3, along with their contact information. I'm confident that any one of them would be delighted to receive a call from you expressing your interest in joining a committee and contributing to the continuing success of your professional association!

On a very personal note, I am ecstatic to report that we have recruited not one, but TWO former PRSSA members to serve on the Leadership Team in 2005...Jen Bien as Director-at-Large, and Jennie Krentzman as PRSA Boston/PRSSA Liaison!

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Boston Chapter Administrator's Report

By Beth Bryant

Happy New Year everyone!

By now, most of you are familiar with me being the chapter administrator. I took over from long-time administrator, Paul Wetzel, in May 2003.

As administrator, I maintain the member roster (including the online directory), coordinate member communications, manage program registration and logistics, assist with program planning, and serve as the chapter liaison.

You want to contact me if you have:
A problem accessing the members-only section of the PRSA Boston Website,
A job you want to post in the Job Bank for your company,
Questions about joining PRSA,
A query about an upcoming program,
An interest in volunteering, or
A program for which you'd like to register.

Surprisingly, my most important task is maintaining the member roster, as it changes almost daily due to the addition of new members, changing contact info, etc. I

obtain all our updated member information through MemberNet, PRSA national's online member directory. I make updates to the chapter's online member directory (at www.prsaboston.org) and to the member email list by utilizing reports that I download or automatically receive from MemberNet.

To ensure that the chapter has your most recent contact info and you always receive communications such as program announcements, you want to keep your MemberNet profile updated. If you haven't checked your profile in a long time (or been to MemberNet at all) there's no time like the start of a new year to get things in check.

To access MemberNet, go to PRSA national's Website (www.prsa.org) and click on "MemberNet login" in the upper right of the Home Page. You will be taken to a login screen where you enter your member ID # as the login and your password (assigned by PRSA when you joined).

If you have any problems or questions about gaining access, well now you know who to call! The Boston chapter phone number is 617-926-9595 and my email is bbwrites@comcast.net.

(President continued from page 3)

Yes!! We have now officially established a solid link between PRSA, the public relations professional's association, and PRSSA, from whose membership come our future public relations professionals!!

2005 promises to be another fantastic year, with programs that are sure to entertain, educate and inform and a Leadership Team dedicated to ensuring that you get the maximum bang for your membership buck.

Yet, with all this good news, there is still one ingredient missing...your input. You are the reason PRSA Boston exists; we, the Leadership Team, are here to serve you and to provide you with programs and services that you feel give you the best return on your investment.

I need your feedback, and I welcome your comments, positive and negative. If we meet your expectations, tell us *how*. If we don't, tell us *why*. *To paraphrase the PRSA slogan, PRSA Boston exists to serve the profession and the professional.*

2005 Leadership Team List

BOARD OF DIRECTORS

Chapter Officers

President	Kirk Hazlett, APR	617 489-6067	mkhazlett@msn.com
President-Elect	Nancy Sterling, APR	617 348-1811	nsterling@mlstrategies.com
Vice President	Elise Lapham, APR	781 446-1689	elise_lapham@sunlife.com
Secretary	Meghan Magner	617 951-7194	mmagner@ropesgray.com
Treasurer	Mark W. McClennan, APR	781 685-0770	markm@schwartz-pr.com
Immed. Past Pres.	Steve Quigley, APR	781 944-3636	stevequigley@comcast.net

Directors-At-Large

Jen Bien	617 787-7092	jennifer_bien@earthlink.net
Liz Goldsmith	781 259-8584	liz@goldsmithpr.com
Hank Shafran	617-951-8193	hank.shafran@bingham.com

Assembly Delegates

Ann D. Getman, APR	617 576-1847	ann@getmanpr.com
Chris McCue, APR	781 466-9400, x 8372	christine_mccue@tufts-health.com
Pat Pollino, APR, Fellow PRSA	617 424-3828	pat.pollino@mercermc.com
Paul Wetzel, APR	617 451-9663	wetzelpaul@msn.com

COMMITTEE CHAIRS

Accreditation

Elise Lapham, APR	781 446-1689	elise_lapham@sunlife.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

Shweta Agarwal	508 881-2166	editornewsandviews@yahoo.com
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Membership

Mark McClennan, APR	781 685-0770	markm@schwartz-pr.com
Barbara Wellnitz, APR	508 698-3374	bwellnitz@ryanwellnitz.com

Programs

Roger Bridgeman	617 742-7270	roger@bridgeman.com
Tom Nutile	508 651-9909	tom@tomnutile.com

PRSA Northeast District

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

Jenny Krentzman	617 663-4829 j	ennyk@wagged.com
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Sponsorship

Karen Kennedy		karenlkennedy100@yahoo.com
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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	617 926-3013	bbwrites@comcast.net
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Ethics Enters 2005 With A Challenge

Like stacks of old newspapers or piles of clippings, ethical questions can be found scattered around any PR or communications operation. What's surprising, in the view of chapter ethics officer Jack Jackson, is how few of them meaningfully come to light.

"PRSA has a 50 year history of establishing and updating ethical guidelines for the profession," he comments. "The most recent revisions were adopted in 2000, before the public meltdowns at Enron, WorldCom or Tyco. If those financial and ethical disasters triggered today's focus on improving business ethics, then we can be proud our efforts put us ahead of the game."

But if we were ever inclined to view this as evidence that PR practitioners are forward-thinking when it comes to avoiding ethical trauma, we have only to glance through the slew of articles this January on "news commentator" Armstrong Williams. Acting in concert with Ketchum Public Relations, Williams promoted the highly visible "No Child Left Behind" federal education program in his print and broadcast news columns while earning a whopping consulting fee for his endorsements.

"Few of us will ever find ourselves in dual roles of columnist and PR practitioner, so this episode has some 'tempest in a teapot' aspects," Jackson admits. "But it reminds us that if ever there was a perfect example of a gap between the theory and application of good ethical practices, this was it."

One aspect of putting ethics into practice is maintaining high business standards for a PR operation, he says, particularly on the agency side. But all PR activities – corporate and agency driven – carry distinct ethical challenges. PR professionals are regularly deposited in an ethical Twilight Zone, forced to choose between competing loyalties or conflicting obligations. How do you strike a fair balance between media relationships and allegiance to an employer or client? At what stage in a PR campaign does public welfare override business commitments to a client or company?

Jackson recounts that in the last 12 months, only three local groups brought ethical questions to him for discussion. One situation resulted in an agency resigning a client rather than promoting a questionable business strategy; the second dealt

with a corporate communications hire; and the third involved sorting through conflicts arising from a new business pitch.

"I find it hard to believe that the sizeable PR community in Massachusetts experienced only three ethical challenges warranting outside discussion in 2004," he said. "It's not that Boston is somehow dilemma-free. More likely, people simply aren't comfortable seeking external feedback around decisions like these."

Over the past several years, PRSA established ethics officers for each of its 116 chapters. With that in place, members can seek private guidance or clarification about ethical principles and standards of conduct in day-to-day practice.

"I may be the ethics *officer*, but I'm not a cop and definitely not a judge," Jackson points out. "My role is to listen, ask questions and maybe offer an outsider's opinion. But, most of all, I help identify elements of the ethics code that could apply to the situation."

The chapter's goal for ethics in 2005, Jackson notes, is to increase the number of times practitioners seek outside discussion on the ethical issues all PR people face. Even in atypical circumstances (like January's No Child Left Behind controversy), a meaningful conversation with an objective arbiter should have raised enough questions about the Ketchum-Williams connection to recommend disclosing it – thus avoiding the fallout.

"The more often we share these matters, the easier they are to recognize in the future," Jackson says. "I'm just as happy if someone finds others to shed light on an issue, say from colleagues in another city – it doesn't have to be me. But preventing an ethical issue from arising is always easier than solving one later. In that sense, I hope my inbox is loaded with questions every day this year."

Jack Jackson, a member of Boston's leadership team since 2000 and president of On-Message Public Relations, pledges a rapid and private turnaround on ethics matters. Reach him via email, Ethics@On-Message.com, to set up a phone or in-person discussion.

Start of the New Year with a Clean Slate, ur, I mean Disk

By Liz Goldsmith

Is your computer acting strangely? Running slower and slower? Chances are it's not a hardware problem, but rather an infestation of Spyware and Adware that's taking its toll.

While most practitioners should by now (I hope) have robust virus protection strategies for their computers, and back up their files nightly, Spyware and Adware are wreaking a new kind of havoc. These insidious programs are designed to collect and disseminate information about you. They track your web surfing habits, profile your shopping preferences, change important system files, and send information to third parties who then sell your data. Aside from violating your privacy, these programs running in the background sap your computer, slowing it down to a snail's pace.

How do you get infected? Every time you surf the 'net, you are bringing back these little parasites. These are not the same as a virus, which you might get from opening an attachment to an email. In fact, Spyware is not spread by email (so, for those of you who've asked, getting html emails like the ones you receive from PRSA will not give your computer a virus, and the mechanism that lets us know if emails are viewed, does not track your movements across the web!) Instead, your computer can become infected by data miners every time you visit a website, and often Adware or Spyware is "bundled" into downloads of software that you want (read the fine print!).

What are the signs that your computer is infected? According to Hewlett Packard's Person Computing Security Center (http://h20239.www2.hp.com/techcenter/security/Fight_Spyware.htm) symptoms can include:

- Your computer is suddenly slower than usual or low on memory and resources
- Pop up ads appear even when you are not online
- Your computer behaves unexpectedly-
 - Some [spyware](#) or [trojans](#) may cause CD drives to open and shut, or programs to open and close unexpectedly.
 - Your hard drive may continually make a working noise even when you aren't using the computer.
 - Software or programs may not start when you expect them to start.
 - There may be an unknown icon in your System Tray, on your desktop or in your Start Menu.
 - Components of Microsoft Windows or other applications may no longer work as they normally do.
- Settings in your Web Browser Change.
- When you start your computer, or when your computer has been idle for many minutes, your Internet browser opens to display Web site advertisements.
- When you use your browser to view Web sites, other instances of your browser open to display Web site advertisements.
- Your Web browser's home page unexpectedly changes.
- Web pages are unexpectedly added to your Favorites folder.
- New toolbars are unexpectedly added to your Web browser.
- Your Web browser suddenly closes or stops responding.

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Sponsor Focus

HTML and Email Management Tools Simplify Follow-Up – and Generate Useful Reports

By Liz Goldsmith

How many of you are using html emails to prioritize and track media relationships? If you aren't already, there are some compelling reasons to put this technology to work on behalf of your company or client.

Hilary Stokes, from Bronto Software (one of PRSA Boston's sponsors), says that the company sees increasing use of their email management tools by PR agencies.

What do "email management tools" do? Stokes explains that they help

organizations manage their email contact lists for sending out email newsletters, email surveys and other email marketing communications. Specifically, the Bronto Software product features automated email list management, email templates, segmentation and real-time tracking of mailings.

A Real Life Example

In one case, Stokes reports, an agency was challenged by a new client in the life insurance industry to conduct a six-month "test" campaign targeting their top-tier

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- Performing a search from a search page provides results on a different site.
- The default search engine in your browser unexpectedly changes.
- You receive unusual returned e-mail-
- Many users infected with spyware or trojans report receiving a lot of returned email or see evidence of e-mails being sent without their knowledge.
- Spamware is a variety of trojans that can turn your computer into a sender of spam or even viruses.
- Emails may be sent to addresses in your address book or to addresses that you have never seen before.

Cleaning House

Getting rid of spyware and adware can be difficult. A recent article in the New York Times recounts the tales of many people who've had to reformat their hard drives to rid themselves of illicit software. Less dramatic methods include installing a

firewall, and regularly cleaning your hard drive using spyware removal software.

Many companies offer free products, including:

- Microsoft (www.microsoft.com), introduced January 7, 2005
- Ad-aware, from LavaSoft (www.lavasoftusa.com)
- SpyBot (<http://www.safer-networking.org/en/index.html>)

Anti-virus software manufacturers, including Norton and McAfee also offer software, but not for free.

Personally, I've been using Ad-Aware with great success for well over a year. I scan my computer daily and it never ceases to amaze me that 20-60 data miners can worm their way onto my hard drive in a matter of hours! Keeping your hard drive free of these free-loading software programs will keep you computer performing optimally; it's well worth the few minutes it takes each day.

(Sponsor continued from page 8)

consumer and financial trade media outlets. To help streamline their efforts and provide in-depth tracking reports with tangible numbers to their clients, the agency turned to Bronto Software for their email management solution. The results and the reports they were able to generate, got them the business.

The majority of the campaign for the life insurance company was spent pitching story ideas to target journalists. Each pitch was emailed to an appropriate list of journalists and the account team used the tracking feature of the Bronto software to optimize the campaign in the following ways:

Automated personalization: The agency imported their database of media contacts into Bronto with the names of journalists, publications, and email addresses. The outgoing salutation was automatically generated, enabling personalization quickly and easily.

Prioritized follow-up: Tracking reports from each email showed the team how many emails had been delivered, how many had been opened and forwarded, how many times the email had been opened by the same person, what links the reader clicked on, and any undelivered or unread messages. This allowed the team to prioritize phone calls or email follow ups based on who had been exposed to the story – or, even better, had “clicked through” to the company’s website to read more about the client’s product.

Content optimization: The account team also took advantage of the feedback generated by the report to test alternate email subject lines with those journalists who had not opened the initial message. This approach resulted in more journalists

opening the email and, ultimately, additional placements.

Closer to Home

At PRSA Boston, we use Bronto Software to correspond with our members. We chose to use this email management solution for several reasons:

We are able to track open rates and click throughs. This gives us the ability to track member interest in our programs. The data we generate from tracking this information helps us better understand members’ needs and interests. And the first step to getting members to our programs is making sure you open our emails!

The emails are interactive. Because html emails allow you to embed surveys, we are able to have you register for programs simply by responding. Our intention is to simplify the way you interact with PRSA Boston and we hope you find this form easier than our previous on-line registration. Over time, we intend to add member surveys to our outreach so that we can report back to you about regional trends and other matters of interest to PRSA Boston members.

We can minimize our email outreach. We know you are inundated with emails, so we are going to use Bronto’s email management software to help us cut back on the number of emails that we send you. Beginning this year, when you respond to a program announcement, we will flag your name so that you will NOT get another email until the next month. All you need to do is let us know whether or not you plan to attend.

In my own practice, I use Bronto Software’s templates to create e-postcards, e-surveys and e-newsletters. I’ve found that html-

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Earn your APR today

Getting your accreditation has never been easier with the new on-line study tools available from PRSA and the on-line exam.

Since July 2003, when the new Exam was launched, 360 candidates have applied to sit for the Exam, 171 candidates have participated in Readiness Review, and 148 have advanced from Readiness Review. A total of 68 have taken the computer-based exam and 49 have passed and received their accreditation.

For more information on pursuing accreditation, interested candidates should contact Elise Lapham at 781-446-1689 or e-mail at elise_lapham@sunlife.com.

Interested candidates can also log onto the www.prsa.org.

The goal of the local accreditation effort in 2005 will focus on educating people on the process and communicating the value of the APR designation.

Rosoff Award Application

The Rosoff Awards were created in 1996 to promote greater diversity in Boston Advertising and Business. The goal is to recognize, reward and stimulate diversity initiatives which have a positive economic and social impact on an organization or a community. The awards are named in honor of Arnold Z. Rosoff, founder of Arnold Worldwide and an avid supporter of diversity in the workplace.

The Ad Club and the Greater Boston Chamber of Commerce are partnering to present the awards to shine a light on outstanding diversity initiatives in our

community, and the terrific people behind them.

The 2005 Rosoff Awards will cover three categories: Diversity Initiative, Marketing to a Diverse Audience, and Outstanding Individual Achievement. All materials are due to The Ad Club by 5PM on January 21, 2005 and may be hand delivered or sent to:

The Ad Club

Attn: Rosoff Awards

38 Newbury Street, 5th Floor

Boston, MA 02116

More information at www.adclub.org

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based outreach offers an efficient and cost-effective alternative to many print-based initiatives (such as pre-show mailers and conventional newsletters). However, hands-down, the most compelling benefit is the ability to generate reports and track responses. While in the past, it was impossible, for example, to track the success of a pre-show mailer, with email management software, you can not only report open rates, you can tell your clients

which products or messages received the most click throughs. In addition, you can survey audiences about the features and benefits that they find the most valuable, or sign them up for newsletters, promotions, or on-site visits.

If you are not already on the HTML email bandwagon, you should definitely consider jumping on in 2005.

Announcements

PRSA Boston Introduces New PRSSA Liaison

The long-awaited transition is now complete, and Jenny Krentzman, Senior Account Executive in Waggener Edstrom's Boston office, has taken the reins as PRSA Boston/PRSSA Liaison. In this Leadership Team position, Jenny will be responsible for serving as the link between the professional association – PRSA – and the many student-based public relations chapters at universities and colleges in the Boston area. A former PRSSA chapter president and Emerson College graduate, Jenny has been with Waggener Edstrom since 2002, first working in the agency's Portland office and then transferring back to Boston to assist with establishing Waggener Edstrom's East Coast presence. She also has worked for Boston-based Greenough Communications and Miller-Shandwick, now Weber.

Jenny takes over this important link between practicing public relations professionals and future professionals from current PRSA Boston president Kirk Hazlett, APR, who has held the position since returning from Hawaii in the mid-1990s.

"I'm very excited to help Boston-area students build their PR and business networks within the region," said Jenny. "PRSSA/PRSA delivers a hands-on

experience, which provides a solid foundation as students begin their PR careers."

A Social/Networking Event to Bring Boston PRSSA Chapters Together

On November 17th executive board members from PRSSA chapters Emerson, BU, NE, Simmons and Bentley came together at Waggener Edstrom's Boston office to brainstorm ideas around how to bring all the Boston area chapters together for a night of networking and the opportunity to introduce all the chapters and their members. The executive board members participated in a collaborative strategy session to narrow down their ideas and decided to host a social/networking event to help Boston PRSSA members build a network of their peers in the PR industry. The event is tentatively slated for the weekend of February 25th. Please contact Jenny Krentzman, jennyk@wagged, if you would like more information.

Forbes magazine to feature Silver Oak Solutions in its January issue
Henry Stimpson, APR, owner of Stimpson Communications in Wayland placed a feature article on new client Silver Oak Solutions in Forbes magazine. The story is expected to run in late January.