

July 2005 News & Views

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Tapping the Hidden Market: The Importance of Communicating with the Changing American Audience

By Zoe Parker Geisman

More than 50 public relations practitioners came together at PRSA Boston's June 21st meeting at the Newton Marriott to learn from the pros ways in which they can effectively communicate with diverse audiences.

Marc Curtis Little, Partner in Florida-based BrooksLittle Communications, vice chair of PRSA's Diversity Committee, and moderator for the program, highlighted the fact that minority groups represent a \$600 billion-plus market that public relations agencies and other companies are not focusing their efforts on.

Marc explained the problem with these statistics: "A recent national survey revealed 90% of minority groups say that public relations practitioners need to improve their efforts in representing and communicating with them; 50% say that practitioners need to improve their



From left to right: Marc Curtis Little, Kelley Chunn, Gail Jackson, Eduardo Crespo, Dani Monroe

message and strategy towards women."

Kelley Chunn, Principal of Kelley Chunn & Associates, a local multi-cultural and cause-related marketing and public relations firm, and other panelists agreed that diversity is both an internal and external business issue. Public relations practitioners need to learn how to connect and communicate more effectively with multicultural groups. By achieving a successful internal and

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external communication system, companies will be better equipped to expand their client portfolio as well as their diversity capabilities. This will also strengthen their reputation within the communities.

One of many steps that may be taken to achieve a more diverse internal work culture is to start with the CEO and upper management. Are they open to new ideas? Do they take calculated risks? While focusing on some of the problems minorities face within the industry, Dani Monroe, Founder and President of Boston-based Center Focus International, posed this question: “Who’s sitting in different positions within the company?”

She went on to explain that “filter systems and biases are some of the challenges that slow minorities from climbing the corporate ladder.” As a result of these issues, fewer minorities are interested in pursuing a career in Public Relations compared to other industries.

Having individuals with different ethnic and cultural backgrounds in leadership positions will help a company gain a better understanding of various markets, strengthening the company’s capability to reach larger, more diverse audiences and ultimately making it a fiercer competitor within the industry. Throughout the process of becoming more proactive in the cultural marketplace, employees need to continuously educate and inform the CEO about initiatives being taken to attract diverse audiences as well as the way in which the company is communicating with these groups.

The panelists also pointed out that junior associates within a public relations firm can assist by creating contact lists of local and national media channels that communicate

directly to various multicultural audiences. Identifying these outlets and the groups they represent, public relations professionals can create a more culture-specific pitch that directly relates to members of a specific community, creating a strong connection with that group.

Following up on Dani’s discussion of the importance of companies establishing strong mentor/internship programs for students of color, Marc commented, “People know there’s a diverse talent that needs to be attracted and retained within the field of public relations.”

By providing these programs for young professionals, companies attract more interest to the public relations industry from these groups as well as retaining more qualified students of color for their specific company.

To successfully create change within a company’s internal environment to better match the diverse market that exists in today’s society: practitioners must continuously make a proactive effort. Sharing information and openly communicating with different departments and levels of management will open a faster system to communicate ideas and expand client relationships. External communication and the ability to successfully connect and earn trust within a community are crucial to their reputation.

Eduardo Crespo, CEO of Lawrence (MA)-based Hispanic Market Solutions, addressed two important elements when approaching non-English speaking audiences: language and culture. “Some companies simply internally hire someone with experience in multi-cultural audience communication,” he explained. “This is neither the most time- nor cost-effective solution, especially if this is a new area the

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company wants to create. It's about 'URS- Understand, Reach, and Service.'"

Eduardo went on to discuss the role he and his company play within the minority market, explaining that, if a larger public relations agency hires another, smaller firm that specializes in communications with a specific minority group, the larger agency becomes better equipped and presents a stronger expertise working with a specific ethnic group.

Kelley further emphasized the importance and value of working with outside companies: "You would not be able to survive without collaborating with a sister company and negotiating an alliance with a client."

What's most important, the panelists agreed, is to build strong, trusting relationships with the leaders and members of ethnically and culturally diverse communities, paving the way for a more receptive and trusting audience in which to communicate. Gail Jackson, Chief Marketing Strategist for Collette Phillips Communications, a Boston marketing and public relations firm focused on reaching diverse audiences, noted, "Build

relationships over time so that, in time of crisis, people will trust you."

Everyone agreed that public relations professionals need to start connecting and getting involved during the everyday occurrences within the community in which they are focusing. Consistent communication and involvement with the leaders and other members of the community will enable you to build a strong and trusting relationship within the community. This way, when a problem does occur, you will already have an established relationship with which to work and have an easier time collaborating with that group.

Wrapping up this evening's discussion, Marc commented that, "while there is no simple solution when it comes to learning effective ways to communicate with diverse audiences, it remains an extremely important skill that public relations practitioners must develop in order to compete and thrive within the minority markets." Practitioners need to wake up to the enormous purchasing power these audiences represent and start revolutionizing the way public relations programs are executed in today's market and within today's communities.

PRESIDENT'S LETTER

By Kirk Hazlett, APR, President, PRSA Boston

The first half of our chapter year has been nothing short of remarkable, with a series of monthly programs that touched on areas previously unexplored...agency/client relations, blogs, diversity public relations... and that appealed to a much broader segment of our membership. I use the word "remarkable" because, as a result of excellent program planning by Tom Nutile, Nancy Sterling, APR, Roger Bridgeman, and Karen Kennedy, we have enjoyed the return of many of our senior practitioner members along with an increase in attendance by newer members of the profession.

This is a good thing! Our amazing membership encompasses the width and breadth of the public relations profession. We have members who only last year were ensconced in colleges across the country diligently studying the principals and practices of public relations, and we have members...myself included...who have been working in the public relations field for more than a quarter century. We have representation from Fortune 500 corporations as well as small nonprofit organizations and world-renowned healthcare institutions. What a wonderful mix... one from which we all can learn and to which we all can contribute!

And we're not the only ones to recognize the excellence of our membership. Just last month, Barry Wanger, APR, Fellow PRSA, was presented the Publicity Club of New England's "Crystal Bell" in recognition of his "significant contributions to the industry and to the community" by yet *another* Crystal Bell recipient/PRSA Boston member, Hank Shafran.

To paraphrase a few of Hank's excellent remarks from the evening (the full text is included later in this newsletter), Barry has headed one of the most successful boutique agencies in New England for more than 21 years, concentrating on service to nonprofit agencies. He is credited with being the first public relations practitioner to specialize in the work/life industry. "In addition to providing outstanding public relations services to his clients, Barry has managed to find time to give back to the profession and the community. He has served as mentor to dozens of colleges students, is always willing to provide career advice to entry level professionals, and is a valued colleague to many senior practitioners."

Speaking as one who has benefited from Barry's friendship and counsel for many, many years, the Pub Club chose wisely and well. Edward L. Bernays, the "Father of Public Relations," put it best in his description of the "Personal Qualifications" of a public relations practitioner: "Character and integrity are the most important personality requirements of the public relations man...His character must be strong and his integrity impeccable to survive with honor." ([Your Future in Public Relations](#), Richards Rosen Press, 1961)

Bernays must have seen him coming over the horizon as this is a dead-center description of Barry Wanger. Please join me in congratulating Barry...and in thanking him for setting a standard for public relations practice that we all can and should emulate!

Publicity Club of New England Names Barry Wanger 2005 Crystal Bell Winner

(Following are the remarks made by 2004
Crystal Bell Winner Hank Shafran)

“Thank you very much. The John J. Molloy Crystal Bell Lifetime Achievement Award has been recognizing New England communications veterans for more than 25 years. The Publicity Club is proud to continue this tradition and recognize this year's recipient for significant contributions to the industry and the community. As a previous Crystal Bell winner, I am thrilled to introduce the 2005 Crystal Bell award winner...Mr. Barry Wanger.

Barry is one of the most talented and dedicated public relations practitioners I know. During more than 30 years in PR practice, he has made numerous contributions to our profession and has amassed an impressive record of notable achievements.

He has personally won more than 20 Bell Ringer awards, and was a grand prize and gold medal winner in the international Mercury Awards competition. He has been a Bell Ringer judge on many occasions; a public speaker, and is the author of a number of articles on public relations.

This is Barry's 21st year as head of one of the most successful boutique agencies in New England, where he concentrates on nonprofit agencies and is credited with being the first public relations practitioner to specialize in the work/life industry. Prior to starting his own business, he served as director of public affairs for The National Endowment for the Humanities, Brandeis University, the University of California at Santa Barbara, and Wheelock College.



Among his many accomplishments for clients are:

- Launching the American Business Collaboration for Quality Dependent Care, a 100 million dollar initiative that generated national feature coverage, as well as stories in 68 targeted cities across the country.
- Launching Stride Rite's groundbreaking Intergenerational Child Care Center with a front page story in The New York Times.
- Handling the 50th anniversary of the Framingham Heart Study, resulting in a cover story in U.S. News and World Report, as well as more than one hundred other major feature stories.
- Handling media relations for the first Youth Employment Summit in Alexandria, Egypt, where he worked with reporters from more than 50 countries.
- Handling crisis communications for the Isabella Stewart Gardner museum theft, the largest robbery in the history of the United States, where the value of the stolen art was estimated at more than 200 million dollars. Barry was called in to the museum at 8:30 in the morning and ran his first news conference at noon, working with reporters from more than 60 media outlets.

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Although he's best known for his work in higher education and nonprofits, 11 of the largest corporations in the country have been on his client list for 10 years, including IBM, AT&T, Kodak, Xerox, and Texaco, all of whom he advised and helped with their work-family initiatives.

And even though this is a lifetime achievement award, Barry is far from retirement. His current clients include Northeastern University's Law School, Hebrew College, The New England College of Optometry, Parents in a Pinch, and The Beacon Street Girls.

He's also working on a public relations plan to help a retired business executive sell a photography collection worth more than 12 million dollars.

In addition to providing outstanding public relations services to his clients, Barry has managed to find time to give back to the profession and the community. He has served as mentor to dozens of colleges students, is always willing to provide career advice to entry level professionals, and is a valued colleague to many senior practitioners.

- He is a former President of the Boston Chapter of the Public Relations Society of America, the former chair of PRSA's New England District, and one of fewer than 400 people ever elected to PRSA's College of Fellows.
- He has provided more than 40 media relations workshops for nonprofit agencies, at no charge.
- He served as an adjunct professor at Boston University, teaching a course on nonprofit public relations.

And he has done all of this without the benefit of a large agency behind him, or a staff to whom he can off-load time-consuming chores.

Those are the facts about Barry Wanger, and the reasons he was chosen to win this award. But now, as Paul Harvey says, I'm going to tell you THE REST OF THE STORY:

- Barry's first job in communications was as the sports editor of a weekly newspaper in Granada Hills, CA when he was 16 years old and still in high school.
- In his first major political campaign, when he worked as a press secretary, one of his colleagues was a Yale law student named Bill Clinton.
- When Sen. Edmund Muskie allegedly cried outside the Manchester Union-Leader during the 1972 Presidential election -- which precipitated the demise of his campaign -- Barry was right there, serving as press secretary in the NH primary.
- He served as a press secretary for mayoralty, senatorial and a U.S. presidential campaign. His record is perfect: Not one of his candidates ever won the election!
- He was a newspaper editor and reporter in Hartford, New Haven, St. Thomas in the Virgin Islands, and Hollywood, Calif. He covered everything from the world premiere of Dr. Zhivago, The Los Angeles Dodgers and forest fires in California, to the Black Panthers and Vietnam War protest rallies in Washington, DC.
- Barry was one of very few students accepted into and graduated from Boston University's master's program in public relations, without having received an undergraduate degree. He was

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admitted based on his professional experience. One of his favorite memories of BU was when he told a professor that he would have to leave in the middle of the semester and miss the rest of the year because he was moving to Washington. The professor – who shall forever remain nameless – said "Don't worry, you won't miss anything" and gave him an A.

- Barry was first encouraged to go into PR by Dr. Edward L. Bernays, the man considered by many to be the “father of public relations.” When Barry came to Boston in 1970 to handle the press for Tom Atkins’ mayoral campaign, Tom suggested that Barry meet with Dr. Bernays, so he took the T to Cambridge, walked over to Bernays’ house, and they remained friends for more than 25 years.
- But Barry is not a one-dimensional PR guy. He once played a British soldier in an Israeli movie that was nominated for an academy award for best foreign film of the year. He was on the screen for approximately 1.4 seconds.
- He also received an award at his 10th high school reunion for having the most unusual job – artificial insemination of turkeys at a kibbutz in Israel.

But all kidding aside, Barry has demonstrated that he's a highly ethical

public relations practitioner -- although perhaps not the most savvy businessman. He once voluntarily resigned his largest client because he honestly believed that he had done all that could be done for them.

It's easy for me to stand up here and say nice things about Barry, because he's a truly nice guy. But here's what someone else had to say -- a reporter who Barry has worked with on a number of occasions. Mark Starr, Newsweek's Boston Bureau Chief, said:

"What I particularly value in a pr person is promptness, responsiveness, candor and a dash of courtesy. Barry Wanger has always struck me as an exemplary practitioner of the craft. He has never failed me. He has always been straightforward and there have never been any of those ambiguities that drive reporters so crazy."

That quote says a lot about Barry as a professional and as a person.

Congratulations Barry, on the business you have built, the successes you've achieved, the people you've helped and the clients you've served over the past 30 years. You are a most worthy recipient of this year's Crystal Bell award, and it's my pleasure to present it to you this evening."

MEMBER NEWS

Healthcare, Consumer PR Firm Wins Top PRSA Silver Anvil Award *KOGS Communication Gains National Recognition for Innovation and Creativity*

Marblehead-based KOGS Communication is a recipient of this year's prestigious Silver Anvil Award, sponsored by the Public Relations Society of America (PRSA). The Silver Anvil, which recognizes outstanding achievement in strategic public relations planning and implementation, was presented during the Silver Anvil Celebration Event held June 9 in New York City.

"The PRSA Silver Anvil awards are the highest watermark of success for any public relations practitioner," said David M. Imre, APR, 2005 PRSA Silver Anvil chair. "We congratulate KOGS Communication for their public relations program that incorporated measurable and sound research, planning, execution and evaluation. This program contributes to the best practices of our industry."

The Silver Anvil is the third award received by KOGS Communication this year. The company, best known for its work in healthcare, including medical devices, hospitals, and health benefit plans as well as consumer-focused products and services, has also been awarded a Bell Ringer Award from the Publicity Club of New England, and a national Communicator's Award.

"Vying against the world's largest, most renowned PR agencies, we take special pride in these achievements, which recognize our results-oriented approach and accomplishments on behalf of our clients,"

said KOGS Communication president Edna Kaplan.

KOGS Communication received the 2005 Silver Anvil Award for the launch of Montana-based Chrismukkah and its new line of humorous interfaith holiday cards. Despite the daunting challenge of a November launch for a holiday product, Chrismukkah cards exploded as a new holiday tradition as KOGS generated more than 2,000 media placements, leading to a 10-fold increase in orders and far exceeding goals.

"We are very pleased to honor KOGS Communication. They have exceeded the highest level of professional standards and we applaud Edna Kaplan and her team for this achievement," said PRSA's president and CEO, Judith T. Phair, APR, Fellow PRSA.

Morrissey & Company Wins Four 'Communicator Awards' For Work in Print Media, Writing & Creative Services

Morrissey & Company, a Boston-based reputation management and public relations firm, today announced that it received one Award of Excellence and three Awards of Distinction in the 2005 Communicator Awards' Print Competition.

The Communicator Awards program is an international awards competition founded by communication professionals to recognize excellence in the communication field. The Crystal Award of Excellence is given to entries whose ability to communicate puts them among the best in

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the field, and the Award of Distinction is presented for projects that exceed industry standards for quality and excellence.

Morrissey & Company earned these awards with the help of its clients who are committed to teamwork and producing intelligent, high quality communications programs.

- The Crystal Award of Excellence was granted in the category of publicity/magazine placement for work with Biogen Idec (NASDAQ: BIIB), a global leader in biotechnology creating new standards of care in oncology and immunology. Morrissey & Company worked with Biogen Idec to place a cover story on its pioneering strategic sourcing program, helping to position the company as an innovative leader.
- Morrissey & Company also received an Award of Distinction in the publicity/magazine placement category for its work with DUSA Pharmaceuticals (NASDAQ NMS: DUSA), a biopharmaceutical company engaged primarily in the development of Levulan Photodynamic Therapy (PDT) and Photodetection (PD) for multiple medical conditions, with its primary focus in dermatology. Morrissey & Company helped DUSA build an industry presence by securing coverage in media such as The National Enquirer, Allure, Prevention, Elle, Glamour, and Vogue, in addition to television stations nationwide.
- The Mount Vernon Report, a quarterly newsletter on reputation management and strategic communication published by Morrissey & Company, received an Award of Distinction for its writing. Content for the Mount Vernon Report is produced primarily by Morrissey & Company employees, with occasional

contributions from guest writers.

- Morrissey & Company also received an Award of Distinction for a direct mail campaign executed on behalf of RAPID, a not-for-profit company actively enabling agri-business to achieve the economic and stewardship benefits of electronic business. Morrissey & Company designed a dimensional direct marketing initiative that promoted the benefits of e-business in the agricultural industry. As a direct result of the campaign, the President of RAPID was asked to present the benefits of e-commerce for agriculture at an upcoming national conference, and RAPID's registration increased.

"We consistently strive to provide our clients with the highest level of counsel and service, and are pleased to receive recognition for our efforts," said Peter Morrissey, president and chief executive of Morrissey & Company. "Strong, effective communications are an important component in a reputation management program. Morrissey & Company's expertise in this area helps our clients strengthen and grow their reputations."

This year's Awards mark the third time Morrissey & Company has been recognized with Communicator Awards. In 2003, Morrissey & Company earned two Awards of Distinction for a Six Sigma brochure it developed for Raytheon Company (NYSE:RTN) and a media kit produced for Visiting Committee on Management in the Courts. In the 2002 competition, Morrissey & Company won for a marketing brochure on offshore IT service delivery produced for Covansys Corporation, and for an annual report produced on behalf of Boston Private Financial Holdings (Nasdaq: BPFH).

VOLUNTEER/PRO-BONO PR OPPORTUNITY

Boston Cares seeks Agency Partner for Fall Volunteer Campaign

Boston Cares, Greater Boston's premier volunteer service agency, develops and delivers team-oriented volunteer opportunities that make a tremendous impact in the community. This fall Boston Cares will roll out a 10-week Volunteer Campaign under the banner: "Be the Change - Volunteer!"

This campaign will build awareness and enthusiasm for public service and Boston Cares while showcasing both the wide variety of opportunities and the great need for volunteers in Greater Boston. The campaign will kick off September 14 with the Fidelity Investments / Boston Cares Community Volunteer Fair and wrap up November 19 with National Family Volunteer Day. In between there will be numerous opportunities for individuals and companies to engage in community service.

Boston Cares is looking for a local PR or advertising agency to help develop and support this exciting initiative. The organization needs assistance in developing the look and feel of the campaign as well as outreach to potential media partners and implementation of media relations.

Through the campaign, Boston Cares plans to recruit 500 new members as active volunteers in service to the Greater Boston non-profit community. The organization also plans to engage 500 volunteers through corporate service projects, including a big day with Home Depot. To learn more please contact Rick Wallwork, Associate Director at Boston Cares, 617-422-0910, ext. 202 or rwallwork@bostoncares.org.

Boston Cares organizes and leads team oriented volunteer opportunities and services in and around Boston that have a positive impact on individuals and communities. Since its founding in 1991, thousands of people of all ages have volunteered through Boston Cares at over 240 Greater Boston schools and non-profits. Boston Cares is a member of Hands On Network, an alliance of volunteer organizations working to transform individuals and communities through service and civic engagement, with affiliates and partners in 43 US and international locations.

PRSA SPECIAL PROMOTION

Give Yourself a Bonus in July and August and Save \$20

Attention Members and Associate Members!
Join a Professional Interest Section during July and August and save \$20 off the first year dues of \$60; you pay just \$40.

Membership in a Section gives you access to networking and learning opportunities in your specific practice area. Whether you were a member of a Section in the past, have never been a member of a Section, or are a member of one (or more) now, you can take advantage of this offer to join a Section.

Choose from: Association/Nonprofit, Corporate, Counselors Academy (special requirements, dues are higher), Counselors to Higher Education, Educators Academy, Employee Communications, Entertainment and Sports, Environmental, Financial Communications, Food and Beverage,

Health Academy, International, Independent Practitioners Alliance, Military and Public Safety, Multicultural Communications, Public Affairs and Government, Strategic Social Responsibility, Technology, and Travel and Tourism.

For more on joining a Section paste this link into your browser: https://www.prsa.org/_Networking/pis/proform4.cfm. Note: the form will display the full dues rate but when you join a Section in July or August you will only be charged \$40. This offer is limited to one bonus-priced section per member. Offer may not be used for renewal of an existing section membership. Bonus cannot be used if renewing online. For more information about Sections visit Networking Groups at www.prsa.org.

Don't forget to visit our website at www.prsaboston.org!