

June 10th -- Yankee Chapter Meeting  
Guest Speaker:  
Mike McCurry  
Time: 4:00 p.m. *More info at:*  
[www.yankeeprsa.org](http://www.yankeeprsa.org)

June 12th-Successful Internship Management  
Thursday, June 12, 2003  
6:00 p.m.–8:30 p.m.  
Suffolk University  
Donahue Building /  
McDermott Conference Room, 1st floor  
41 Temple Street, Boston more info to right

June 18th. –Young Professional Event at Fire + Ice, Boston, More info on page 4.

June 19 –Chapter Meeting, *Rethinking Communications ROI*  
7:30-9:00 a.m  
WHERE: Brodeur Worldwide, 855 Boylston Street, Boston. More info on page 3

## June 2003 News & Views

Special thanks to Kate Munro for serving as guest editor of this Month's *News & Views*. Kate, a former journalist turned high-tech PR professional, focused this issue on common mistakes that PR professionals make, and asked some of PRSA's wisest members to offer their input. Everything from client relationships to dealing with reporters; everyone can relate and benefit from these words of wisdom. As one member put it, "Learn all you can from the mistakes of others. You won't have time to make them all yourself."

Here's what you'll find in this issue:

- June President's Letter
- June 12<sup>th</sup> Program - *Successful*

*Internship Management: Maximizing Your Investment*

- June 19<sup>th</sup> Chapter Program: *Rethinking Communications ROI: A Contrarian View*
- Young Professionals Event at Fire + Ice, Boston, June 18<sup>th</sup>
- Live and Learn: *Lessons From The Public Relations Trenches*
- New Accreditation Exam Begins This Fall: *Are You Ready for the Challenge?*
- May Program Review -- *The PR and VC Connection*
- Today's PRSA Boston Members Sponsor Tomorrow's Professionals
- Chapter Volunteer Opportunities
- Professional Connections

### June 12th Program - Successful Internship Management: Maximizing Return on Your Investment

- How to set up your internship program...what to do, how to make sure it gets done
- Identify and communicate your expectations to your intern
- Monitor and evaluate your intern's progress and productivity
- Satisfy everyone's expectations

**Panelists:**

**Paul Tanklefsky** – Director, Career Services and Cooperative Education, Suffolk University

For more than 20 years, Paul has helped employers connect with skilled graduates and helped thousands of students land jobs, internships, and co-op education placements.

**Frank Faggiano** – CEO, Faggiano Consulting... "Helping Recent College Graduates Successfully Launch Their Careers"

*(Continued on page 2)*

## President's Letter

Dear PRSA Colleagues,

We have a wonderful line-up of programs planned for you this month. Please take a minute to read the announcements in this newsletter, on the prsaboston.org web site, and the e-mail announcements we send to you.

Join us at Suffolk University on June 12<sup>th</sup> for a program on "Successful Intern Management." The program is designed for mid- and senior-level managers who want to set up an intern program that will both meet the expectations of interns, and maximize the return on time and resources invested in setting up an intern program. Many thanks to Suffolk University for generously sponsoring this event.

The following week, on June 19<sup>th</sup>, we are offering a program for our senior-level agency and corporate colleagues who want to look at measuring the impact of public relations in ways that will get the attention of the executive suite. This will be a breakfast meeting, sponsored by Brodeur Worldwide, Boston.

The Independent Practitioners Network of Boston PRSA has a program on "buzz marketing" planned for noon on June 25<sup>th</sup> at the Lincoln Public Library. Non-IPNers are more than welcome to attend. And, a networking event for the Young Professionals group will be held on June 18<sup>th</sup> at Fire + Ice in Boston. Check the web site for more details.

Program planning requires a lot of dedication on the part of our all-volunteer program committee and chapter board -- all in response to the member survey we conducted during 2002. You told us you wanted more programs, more variety, different venues and different times. We're working hard to meet your expectations. Please respond by registering for and attending programs. And, if you have an idea for a program you would especially like to attend, give me a call (508-698-3374). Even better, offer to organize or host it! Your participation is most welcome!

Barbara Wellnitz, APR  
President«

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*(Interns continued from page 1)*

The Faggiano Consulting slogan says it all. A veteran corporate human resources executive, Frank now guides young people through the perilous minefield called "the job search."

**Dan Tobin** – Director of Communications, St. Sebastian's School

Dan is an experienced user of student help, having supervised numerous interns and work-study students while Communications Coordinator for the nonprofit Massachusetts Service Alliance.

**Marya Otka** – Events & Media Coordinator, Boston Harborfest  
A 2003 Simmons College communications graduate, Marya is a "seasoned" veteran of sev-

eral good and not-so-good internships.

### **When?**

Thursday, June 12, 2003  
6:00 p.m.–7:00 p.m. Networking / Light Supper  
7:00 p.m.–8:30 p.m. Program / Q&As

### **Where?**

Suffolk University  
Donahue Building / McDermott Conference Room, 1st floor  
41 Temple Street, Boston  
(Located behind the State House, between Derne and Cambridge streets)

### **Cost?**

\$30 ~ PRSA Boston Members  
\$40 ~ Others (No Student Discount)«

## June 19<sup>th</sup> Chapter Program - Rethinking Communications ROI: A Contrarian View

Senior PR professionals are under increasing pressure from C-level executives to demonstrate the function's contribution to the success of the business. This search for a supposed "ROI" has led to a hodge-podge of metrics, developed on the defensive, by practitioners who use financial measurement terms interchangeably and indiscriminately. Cathy Lugbauer and Lois Kelly believe it is time to start again, with a new systematic approach to building the value proposition for public relations—one that takes into account the sophisticated back-end tools now available, but refocuses us on the bigger question: what can and should our goals be?

This meeting is aimed at senior level practitioners. Please reserve your space early as seating is limited. There is no student discount for this meeting; however, thanks to sponsorship from Brodeur Worldwide, we are able to offer this meeting to our members for only \$40.

### **SPEAKERS:**

Lois Kelly, partner in the consulting firm Kelly & Lugbauer, has been developing scientific-based approaches to accelerate marketing and communications effectiveness for more than a decade. Prior to Kelly & Lugbauer, she ran the technology-marketing firm Meaning Maker, helping diverse corporations create communications and marketing strategies needed for an increasingly technology-driven world. Lois was also a

co-founder of Thunder House, a pioneering Internet marketing agency that was acquired by McCann-Erickson, and was senior vice president of the Weber Group.

Before co-founding Kelly & Lugbauer, Catherine Lugbauer was COO of Weber Shandwick and former Chair of the Council of Public Relations Firms. She is a recognized leader in applying technology to the practice of public relations. At the Council of Public Relations Firms, Cathy initiated the first study to measure the impact of technology on public relations and led the Council's measurement task force. She is an accredited member of PRSA, former Chair of the Honors & Awards Committee, and former member of the Board of Directors of the Counselors Academy.

**WHEN:** Thursday, June 19<sup>th</sup>, 2003, 7:30-9:00 a.m., breakfast served from 7:30-8:00; program, including Q&As to run from 8:00-9:15 a.m.

**WHERE:** Brodeur Worldwide, 855 Boylston Street, Boston

**COST:** PRSA members: \$40; Nonmembers and guests: \$55.

Register online at:

<http://www.opinionpower.com/Surveys/79905806.html> or send registration information to Beth Bryant, 48 Bromfield Street, Watertown, MA 02472. Master Card and Visa accepted. NOTE: no-shows will be billed; please cancel by June 18<sup>th</sup>, to avoid being billed.«

## Influence the Future of the Industry

What skills do PR people need in the workplace? Do PR degree and masters courses equip them with what they need? These are some of the questions Alison Theaker is hoping to answer.

Working with colleagues at Florida International University, Miami and Rowan University, NJ, Theaker is looking for PR professionals in Bos-

ton prepared to fill in a 10-minute survey listing work habits, professional skills and human relations skills that they look for in the workplace. A similar survey will then be administered to senior undergraduates and masters students at Emerson College to determine whether students agree. The curricula of the relevant institutions can then be examined to evaluate whether they supply what the professionals want. Please email her at [alisontheaker@attbi.com](mailto:alisontheaker@attbi.com) to request a survey. Make your opinion count!«

## **Young Professionals Event at Fire + Ice, Boston, June 18th**

Join PRSA Young Professionals after work on Wednesday, June 18th at Fire + Ice Improvisational Grill in the Back Bay for cool infused drinks, hot appetizers and the chance to make new contacts and get involved in PRSA's newest group for professionals with less than five years' experience. Fire + Ice offers limitless trips to the giant grill (see the website [fire-ice.com](http://fire-ice.com) for more on the restaurant). Starting at 6 p.m., this will be an informal social event to meet one another and talk about issues important to those new to the public relations industry. We have reserved a special section for PRSA until 9 p.m., so join us anytime before that.

There is a nominal \$5 fee for this social event. Everyone will pay for their drinks and food as they order. Fire + Ice is located in the Park Square Building, 205 Berkeley Street (up the street from FAO Schwartz and near the Arlington (Green) or Copley (Green or Purple) MBTA stops. Parking available on-street or at 500 Boylston Street, with the entrance on Clarendon just around the corner from the Mass. Pike Copley Square exit.

Visit <http://www.fire-ice.com/locations/locations.html> for directions and more information.

RSVP by 6/16 to Julie Dennehy if you would like to attend: [julie@dennehypr.com](mailto:julie@dennehypr.com).

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## **Live and Learn: Lessons From The Public Relations Trenches**

*By Kate Munro*

We've all made mistakes; maybe in that first job after college or during some well-intentioned moment later on. It's human. Even the most successful company founder or CEO has his or her share of missteps taken along the way.

While working on a keynote together, a very successful entrepreneur once told me: Don't be afraid to make a mistake. It may not be the absolute best choice, but it's better than no choice at all.

What matters is what we do with them. Do we learn and move on or do we cringe and stop trying?

I enjoy hearing stories from those who have been in the business much longer than I have. Their words of wisdom are informative, sometimes cautionary, and sometimes inspiring.

In this issue of News & Views, I've collected a few stories from some of our most experienced PRSA members, so that we may learn from their wisdom. Most who answered the request to share their knowledge preferred to be

anonymous, so all of their names have been omitted.

If you have more stories to share, you can email them to [katemunro@robotechcenter.com](mailto:katemunro@robotechcenter.com).

### ***Client Relationships Do's and Don'ts***

Many of those who responded to queries last month regarding their mistakes talked about experiences they had managing clients. What is the best way to keep a client, or keep a client happy? What worked and what didn't? Here are a few of the lessons learned.

### ***Get a Portion of Your Fee Up Front and Research Your Client***

If you're an independent practitioner or agency, get a substantial portion of your initial fee up front from any new client. If the client balks at putting, say 40% upfront, the person or business may be financially weak and unable to pay. One public relations professional instituted this policy after being stiffed a couple of times in the 1980s, and hasn't had any serious trouble with collectibles since. Of course, if you are dealing with a big corporation, a large insurer, or a financially sound bank, this may not be necessary. One PRSA member shared that one of his

*(Continued on page 5)*

*(Mistakes continued from page 4)*

first clients was a money manager who turned out to have stolen money from his customers. The Boston Globe ran a large story on him. The money manager paid for the brochure the PR professional produced, but in hindsight, part or all of the payment may have been paid with stolen funds.

In another case, a public relations/ad agency took on the job of creating a Web site for a man who owned a contracting business. The site was used as a marketing tool to attract more customers. He paid his bills, but a few months later, it was discovered that this man had been taking money from customers without ever doing the work. On top of that, he stole the credit cards and driver's licenses of two businessmen, then stole almost a half million dollars. Looking back, a simple call to the Better Business Bureau would have revealed the contractor's long history of fraud complaints; and, a search of the daily newspaper archives would have showed his criminal history. In both cases, some background research would have protected the agency from doing business with an undesirable client.

### ***Relationships Count***

One public relations agency had a big client on board for several years when a new vice president of marketing was hired. Suddenly, the agency was up for review. Earlier in the program, the public relations agency had built strong relationships with the other top executives across the company. Since the new vice president of marketing heard only good things about the incumbent PR agency, their contract was renewed for another year.

Several public relations professionals wrote in or called, repeating this lesson. Building strong relationships with top executives, not just the VP of marketing, is the best way to make sure

**"Learn all you can from the mistakes of others. You won't have time to make them all yourself." -- Alfred Sheinwold**

your agency is getting the recognition it deserves for the hard work you do.

### ***Listen to Your Client***

A public relations professional represented a regional nonprofit with a great story and a need for several layers of counsel. While working on strategy and messages, the PR person brought in a colleague. Although the colleague did a great job, the client didn't like the change in personnel. Rather than act immediately, the PR person attempted to make the relationship between the client and the colleague work. The PR person ultimately lost the account by spending too much time "making it work." The lesson learned: Listen to your clients and respect their feelings. Quickly acknowledge a problem and work with the client to figure out what will make him or her happy.

### ***Working with Reporters and Editors***

Working with reporters and editors can be easy, and it can be difficult. Most of us have learned that reporters are under the pressure of deadlines with other stories to write. A major theme from public relations professionals who shared their experiences was to use our time with reporters wisely, and deliver what we promise.

**Below are a few of their tips.**

### ***Never Promise What You Can't Deliver***

A large public relations agency pitches a reporter regarding an editorial opportunity listed on the calendar, promising to let the reporter talk to a very large vendor. A smaller agency also talks to the reporter about the editorial opportunity, and offers to try to line up an interview with a customer from a lesser-known vendor, but is upfront that there is no guarantee someone will be available.

Neither is able to deliver. However, because the smaller agency never promised anything to the reporter, the client gets a positive mention

*(Continued on page 6)*

*(Mistakes continued from page 5)*

in the article.

Never promise something you can't deliver -- ever. It's a credo reporters know in their professional work as well.

### ***Make Sure that Final Means Final***

Too often, executives and others in a company have different opinions about news releases. One PR professional reminded us to make sure that the final approval of copy for a release, article, newsletter, or other bit of collateral, is really final.

Fairly often, this PR professional thought he had a final version only to get a message from the client that someone else in the company had more revisions. Sometimes, the press release had to be re-issued or resent. It's important to have the client do another pass/proofread after you have final copy. Another way to handle this is to agree upon the approval process, in writing, beforehand. This process would include all the stakeholders who have a say in the content of the press release, brochure, or article. If you discover after the first time through that someone else in the company wanted to review it or see the copy before its release, revise the process.

### ***Prepare for the Worst Case***

This public relations professional searched through his past to share one of the ulcer-inducing experiences of his career.

Honeywell Electro-Optics Division manufactured a piece of infrared imaging equipment, at its Wilmington, Mass. plant, that was to be part of a NASA space shuttle mission. It was a great feature with a local angle on a national story. To

**"While one person hesitates because he feels inferior, the other is busy making mistakes and becoming superior." -- Henry C. Link**

publicize the technology and how it was being used, the public relations professional scheduled a mini-press conference at the plant, with scientists, engineers, and others on hand for a tour and lunch.

He sent invitations to local and regional editors of all newspapers covering the areas near the plant, and followed-up to confirm whether or not they were coming. They all confirmed.

The general manager of the division, lead scientists, and engineers were on hand for the briefing, along with lunch and briefing takeaways. None of the reporters showed up.

Lesson learned: An editor's RSVP doesn't necessarily mean "yes." Anything and everything can take precedence. Be prepared to remain in contact with the reporters, even on the morning of the event, and cancel or reschedule the event if the folks being pitched can't come.

### ***Monitor Quality***

A small agency worked on a public relations campaign for a technology company and needed to outsource distribution of releases, some of which offered an exclusive in that market. The outsourcer made the mistake of sending the exclusive release to ALL media on the list, via e-mail, with ALL the other contact information visible in the "to" line. The agency received many complaints and lost some credibility with the press.

Lesson learned: If your name's on the door, it's your reputation at stake, so keep an eye on quality control until others have proven themselves as fastidious as you.

### ***Get Your Fees Upfront and Don't Sue the Client***

One communications director learned through experience that sometimes we need to cut our losses despite knowing that we are right.

He was handling the communications for an existing group of bank directors during a corporate takeover. The board of directors fired the  
*(Continued on page 7)*

## PRSA/Boston Volunteer Opportunities

Would you like to meet more people in the profession? Find a mentor, business partner, or employee? Then get involved and volunteer. Current volunteer openings are listed below along with contact names for more information.

### **News & Views Guest Editors**

Each issue's guest editor is responsible for overseeing theme; soliciting communication committee and leadership approval; developing and ensuring theme related content; and ensuring timing and distribution of each issue. Contact: Steve Quigley, APR, [stevequigley@attbi.com](mailto:stevequigley@attbi.com), 781-944-3636

### **PRSSA**

Want to reconnect with your Boston-area alma mater and serve in a mentoring capacity for PRSSA students? We are looking for individuals to serve as PRSA Boston's "face" with a PRSSA

chapter...attending that chapter's meetings whenever possible, providing advice and counsel to the executive board and other members of the chapter when requested, and serving as that chapter's "champion" at any and all PRSA Boston and PRSA events. He or she should have at least two or three years' experience in public relations and should be currently employed in a public relations function. He or she should be...or should plan to be...an active participant in PRSA Boston meetings and other activities...in other words, be visible.

Time commitment really depends on the individual but shouldn't be more than three or four hours a month at max including attending PRSSA chapter meetings. We need advisers for the following universities: Simmons, Northeastern and Boston University, as well as for BridgewaterState College (an "unofficial" chapter).

*Contact: Kirk Hazlett, APR, PRSA Boston/  
PRSSA Liaison, 617-489-6067,  
[mkhazlett@msn.com](mailto:mkhazlett@msn.com)*

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president, feeling he had done things that were inappropriate. The president turned around and mounted a campaign to oust the directors on the board who voted against him. For three weeks, each side tried to convince the bank's customers and shareholders they were right. The board of directors claimed the president did things inappropriately. The president argued he did nothing wrong: he knew how to run the bank, and the directors who voted against him did not.

It was a tough campaign. In the end, the directors lost the vote. The president filled the board with those who supported him, allowing him to run the bank.

The agency had a signed contract with the bank—a four-week program for \$40,000—and they were collecting it in weekly \$10,000 increments. In the fourth week, the person responsible for picking up payment did not. After the president won the fight, he and the new board

decided against making the final payment. The agency sued on behalf of their legal contract; after \$30,000 in legal fees, both sides walked away with nothing.

"The mistake was, we never should have sued them," said the PR director. At the time, he said, a former boss and one of the founders of a large public relations firm in New York called him and warned not to sue, because it would cost too much in money and negative publicity.

"I should have listened to him," he said.

Live and learn. It's what makes us human.

**"When you make a mistake, don't look back at it long. Take the reason of the thing into your mind and then look forward. Mistakes are lessons of wisdom. The past cannot be changed. The future is yet in your power." --  
Hugh White (1773-1840)**

## **New Accreditation Exam to Begin in Fall**

**By Ann Getman, APR**

**Accreditation Chair, PRSA Boston**

As you know, the exams for Accreditation in Public Relations (APR) have been suspended pending the roll out of the new examination materials and protocols. Full details, including a process flow recap, details on preparing for and applying for readiness review, links to Prometric, and the Study Guide for candidates are available now at [www.prsa.org/\\_Advance/apr/index.asp?ident=apr1](http://www.prsa.org/_Advance/apr/index.asp?ident=apr1). The key changes are in the order, content and delivery of the exam as summarized below.

### **Readiness review in advance**

Candidates will need to conduct a readiness review with a panel of APRs before getting the green light to proceed to the written exam. The review will include a written submission and presentation of past work, and serves literally as a way for the panel to see whether the candidate is ready to be tested on knowledge, skills and abilities in public relations.

Candidates who fail the readiness review must wait 90 days before reapplying to National and asking the chapter panel to reconvene. Candidates who pass the readiness review then proceed to the full exam.

### **Written exams on demand at testing centers**

The exam is no longer the grueling 8-hour written exam with multiple choice, short essays and full case development. It is all multiple-choice; taken on computer at a centralized testing center. Exams are booked on demand through the provider, Prometric ([www.prometric.com](http://www.prometric.com)); there are 5-6 sites in the Greater Boston area. Candidates will be notified by PRSA of the outcome within six weeks.

### **Costs**

The cost will remain the same, but will be paid as follows:

\$25 application fee paid to PRSA before the readiness review. This fee will cover any retakes of the readiness review.

\$275 fee for the exam, to be paid to Prometric upon scheduling the exam (after passing the readiness review). NOTE: Prometric will charge a small fee to reschedule with at least two business days notice; but no-shows will forfeit the fee and must reapply.

### **Stay tuned...**

The chapter will not be providing a summer school for APR, though we are considering a series in the fall. The Accreditation committee is currently exploring the best way to be responsive to candidates' needs, while keeping the logistics of on demand review panels manageable. Stay tuned for the September issue, when all will be revealed. [And check back to [prsaboston.org](http://prsaboston.org) over the summer for updates.]«

## **May Program Review: Back to Basics**

### ***The PR and VC Connection: Panelists discuss how effective PR can boost a company's value***

*By Sara Rodriguez, Simmons College*

The discussion was hosted and sponsored by Weber Shandwick, and moderated by Peter Mancusi, the head of Weber Shandwick's corporate practice in New England. Panelists included Jim Savage, Partner of Longworth Venture Partners; Andy Capener, Director of Marketing for Starent Networks; and John Caron, President of Round One.

The core question of the meeting was to address whether public relations efforts can help a company boost its value by attracting investors. Each panelist addressed this question and also commented on how the current economy has changed the investment environment.

Overall, the three panelists felt that business leaders in the current climate need to return to business fundamentals and shy away from the hype that dominated the boom years. They stressed the importance of communicating with customers, employees and analysts as the most critical audiences, with investors and potential

*(Continued on page 9)*

*(May Program continued from page 8)*

investors becoming secondary or tertiary audiences (who are nonetheless influenced by what they read in the press and what industry analysts tell them).

First, a company must get the public to understand the value of the company's services or products. Public relations can be used to create traction for the company, build a brand, change a market, and ultimately increase the value of the company, but its role in reaching investors is primarily to give voice to a company's customers. Customer satisfaction will build and reinforce positive perceptions, which will in turn attract investors. As to the value of targeting venture capitalists directly, Jim felt there were better ways to reach them – if a company does its research, it will find there are relatively few investment companies dealing with specific markets and specific company growth stages, and these companies can be contacted directly.

When developing a PR plan for a start-up company, Jim, Andy and John had a few suggestions: understand the market, avoid an overhyped launch, and work with the company to strike when the opportunity is there. Public relations can help a company build momentum and appear "larger than life," but it must also track with reality – something that doesn't always happen. In fact, too much hype too early in the life of a company can actually detract from its long-term success as it can build expectations in the market that the company cannot meet.

How can a company stay visible in the critical time between Series A funding and the next stage of financing? John suggested leveraging soft news, such as press releases on new hires to show that a company is attracting talent and continuing to grow.

Panelists also discussed changes in the process of getting media coverage. Another result of the economic bubble bursting is that it is now more challenging to get coverage, as journalists have become skeptical about what to print. However, by really studying publications you can still find opportunities where start up companies can gain traction. For instance, the new Boston Works section in The Boston Globe offers a great opportunity for a feature about a company's president.

Asked if start-ups prefer a big public relations agency or an independent practitioner, Andy reflected that most choices are based on finding practitioners with industry knowledge and synergistic clients, so they already have relationships with key editors and can pitch two stories at one time. As John pointed out, companies are not just buying a walking Rolodex, so when pitching a start-up it's important to show how your relationship with the media can help generate results. John also felt that for many start-ups working with a small agency or independent practitioner was a better match for the company's budget, which probably has very little allocated to marketing communications.

The bottom line: while public relations initiatives should not focus directly on investors, understanding what influences them – customer successes, sales, and company momentum – can help a company position itself well for future funding.

PRSA Boston thanks Weber Shandwick for sponsoring our May program.

***\*Sara Rodriguez is pursuing a double major in Public Relations/Marketing Communications and Graphic Design at Simmons College. «***

## Today's PRSA Boston Members Sponsor Tomorrow's Professionals

*by Kirk Hazlett, APR, PRSA/PRSSA Liaison*

The 2000-2003 chapter years have been nothing short of phenomenal; numerous PRSA Boston members have generously stepped forward to sponsor a chapter member of the Public Relations Student Society of America at our chapter's professional meetings.

In the course of the chapter year, **19** PRSA Boston members sponsored a total of **65** PRSSA members from **five** student chapters...now *that* is truly amazing! And it clearly demonstrates the commitment that our professional society has to the support of PRSSA as an organization representing the future of our field.

While the individual students were given the responsibility for thanking their respective sponsors, I would like to take this opportunity to thank these outstanding individuals publicly:

**Brent Baker** - Dean, Boston University College of Communication

**Roger Bridgeman** - President, Bridgeman Communications

**Ted Chaloner** - President, Chaloner Associates

**Carol Cone** - CEO, Cone Communications

**Julie Dennehy**, APR - President, Dennehy Public Relations

**Sandy Lish** - Managing Director, The Castle Group

**Terry Murphy** - Director of Internal Communications, Allied Domecq Retailing USA

**Pat Pollino**, APR, Fellow PRSA - Vice President, Corporate Communications, Mercer Management Consulting

**Kyle Potvin** - Senior Vice President, Vorhaus & Company

**Walter Salvi** - Metro Manager, Community Relations, NSTAR Electric & Gas

**Bonnie Sashin**, APR - Communications Director, Boston Bar Association

**Joan Schneider**, APR - President, Schneider & Associates

**Susan Schumacher**, APR - Principal, Schumacher Public Relations

**Hank Shafran** - Communications Director, Bingham McCutchen LLP

**John Sheehan**, APR, PhD - Senior Counsel, Sheehan Early & Associates

**Kathy Shepard**, Senior Corporate Communications Manager, New Balance Athletic Shoe

**Howard Sholkin** - Director, Corporate Communications, Getronics

**Nancy Sterling**, APR - Senior Vice President, Strategic Communications, ML Strategies

**Henry Stimpson**, APR - President, Stimpson Communications

I have seen first-hand the excellence of the young people who will soon be entering our ranks as new practitioners. Part of their preparation has been the ability to interact with members of the profession, to network, to observe, and to learn. Thanks to the generous support of so many PRSA Boston chapter members. The future is indeed bright!«

## Professional Connections

### Account Executives and Account Supervisors

New York style public relations agency located in Orlando, Fla., and headquartered in Chicago, seeks Account Executives and Account Supervisors for newly established and rapidly growing retail practice group. Must be entrepreneurial and thrive in fast-paced environment. Retail communications experience required. Community relations, media relations, promotions and sponsorship background preferred. Send resume and salary requirements to [orljobs@ck.com](mailto:orljobs@ck.com).

### Director of Development and Communications

On The Rise, Inc. is an innovative, effective Cambridge, Massachusetts-based non-profit organization working with homeless women in the Greater Boston area who are unable to get the support and services they need from traditional programs. The Street Outreach/Safe Haven Program provides basic human needs as well as long-term, broad-based support, such as assistance accessing other programs, accompaniment and advocacy. Services include, but are not limited to, addressing issues of: housing, addiction, domestic violence, sexual assault, childhood and adult trauma, legal and criminal issues, parenting, physical and mental health, benefits, and sexual orientation and identity. On The Rise also provides outreach to the community, educating the public about the connections between trauma and homelessness. For more information about On The Rise, please visit our website: [www.ontherise.org](http://www.ontherise.org).

### Description of Position

The Director of Development and Communications takes the vital leadership role of building and managing relationships with various community stakeholders. S/he is responsible for shaping the strategic vision for resource and community development through a comprehensive development plan, which focuses on securing and diversifying private operating and pro-

gram funds. On The Rise's annual budget is approximately \$760,000, 80% of which is raised from a range of private sources. The Director of Development and Communications oversees several initiatives which create opportunities for the community to engage in our work, and then cultivates this interest to help people become invested in On The Rise.

On The Rise recognizes the importance and benefits of diversity in the workplace and the community. We are an AA/EOE, and we strongly encourage people of color to apply.

### How to Apply:

Please send your résumé and a cover letter (up to two pages) addressing the questions below:

1. Please tell us about how your experience informs your desire to work at On The Rise.
2. What excites you about development?
3. This position requires an ability to be authentic and have impact in a variety of communities: among funders, community members, staff, other programs, and women who use On The Rise. Please describe an experience that required you to build bridges across difference, how this experience challenged you, and what you learned from it.
4. What are your strongest skills and qualifications that will help you in this position? (This is no time to be modest...)
5. What skills do you hope to develop in this position?

Please submit your materials to:

Director of Development and Communications Search

Attn: Katya Fels, Executive Director, On The Rise, Inc., PO Box 391801, Cambridge, MA 02139

You may also apply on-line by submitting your résumé and cover letter as attachments to: [Katya.Fels@ontherise.org](mailto:Katya.Fels@ontherise.org) with "Director of Development and Communications" in the subject line.◀