

June 2004 News & Views

Welcome to the June 2004 issue of PRSA Boston's News & Views. Here's what you'll find in this month's issue:

- Cause Marketing Experts To Speak on June 14th
- Tele/Web Seminar on Finding and Keeping Clients
- May Program Review
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PRSA Boston June Program: June 14th Program Highlights Cause Marketing/Partnerships

Our June program features three leading companies from the fascinating world of cause marketing and corporate/non-profit partnerships.

- Carol Cone, CEO, Cone, Inc.
- David Giagrando, Director of Cause Marketing, The Jimmy Fund at Dana Farber Cancer Institute
- Jennifer Wilson, Marketing Manager, Hyundai Motor America, Eastern Region

In an age of increasing competition, Enron-esque corporate scandals and heightened consumer mistrust, cause marketing has evolved into a "must-do" business strategy. Companies today must add "humanity" to their brands to build sincere, relevant relationships with key stakeholders.

Carol Cone will tell attendees how companies can leverage cause marketing initiatives to differentiate themselves from their competitors, connect emotionally with consumers and employees and, ultimately, positively strengthen their bottom-lines. David Giagrando will bring the perspective of one of Boston's leading charitable organizations, which has partnered with

many corporations and developed programs of mutual benefit. His credo: Find what's in it for the company, not what's in it for the charity.

Jennifer Wilson will explain how Hyundai looks at various cause marketing opportunities and helps charitable organizations -- including the Jimmy Fund -- raise much-needed funds.

When: Monday, June 14, 2004;
6-7:00 PM - Networking, dinner
7-8:30 PM - Presentations, panel discussion, Q&As

Where: Dana Farber Cancer Institute, Smith Building, Jimmy Fund Auditorium, Corner of Binney St. and Jimmy Fund Way (Binney Street is off Longwood Ave.; Jimmy Fund Way is off Brookline Ave.)
Parking is available in the Smith Building parking garage, or take the "T" (a short walk from the Longwood stop on the Green "D" Line.

New Tele/Web Seminar June 24th

Finding and Keeping Clients: Successful Systematic Approaches to Selling Yourself and What You Know How to Do to Internal and External Clients

Join us for the Chapter's its first-ever tele/web seminar. This 90-minute, interactive tele/web seminar will be lead by James E. Lukaszewski, ABC, APR, Fellow PRSA.

The most inexpensive new customers for products and services are the ones you've previously presented to or those for whom you are already working. This program has two goals: to help you learn how to find clients and how to keep them.

Finding clients:

This part of the program will cover: five key shortcuts to building new business; expanding your market place; professionalizing your marketing efforts; and teaching existing clients how to buy more and refer you to others.

Keeping clients:

This part of the program will cover: avoiding the five fatal errors that kill client relationships; understanding the concept of completed action; conducting a relationship analysis profile; and building the skills that keep them coming back, verbal effectiveness, collaboration, and focusing on what is truly important.

If you're an internal consultant, this experience-tested 90 minutes will help you to better sell and showcase you and your skills

inside your organization. If you're an independent practitioner, this program will help you get your business marketing act together with sensible concepts, doable ideas, and a roadmap to success.

Included with this program is a 31-page handbook that covers the details of *Finding and Keeping Clients* and much more. This program will answer these important questions:

- What are the secrets to shortening the length of time it takes to get new clients internally and externally?
- What is the process for getting more attention during the hiring process?
- How do we find out what the client is really looking for?
- How do we convince a client that our ideas will achieve their expectations?
- If we're a small operation, how can we better compete or even defeat the big firms?

When: Thursday, June 24, 2004, 1-2:30 PM EDT

Where: Boston University
College of Communication
640 Commonwealth Avenue
Room 317
Discounted parking available next door at 700 Commonwealth Ave.

Cost: \$20 PRSA Boston and Pub Club Members
\$30 Guests

Extras: Cost includes a box lunch, coffee, soft drinks and a 31-page handbook

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Costs: \$40 PRSA Boston & Pub Club Members
\$50 Guests
\$20 PRSSA Members
\$25 Students

Register online at <http://www.opinionpower.com/Surveys/692015201.html> or fax registration form (below) to 617-926-4244. Master Card and Visa accepted. Payment MUST be made by day of the event. NOTE: No-shows will be billed; please cancel by June 11 to avoid being billed.

May Program Review: Film Public Relations

by *Shweta Agarwal*

The strategist behind the successful marketing of *Passion of the Christ*, a veteran field publicist and an award winning journalist and film critic came together at the Randolph Showcase Cinemas to give members and guests a glimpse into the world of film public relations and advice on generating the right buzz to ‘get butts into seats.’

Crystal King, VP Exhibitor Relations for Newmarket Films (the team behind *Passion of the Christ*) explained the gamut of film marketing and publicity. With a considerable amount of experience in both film distribution and film marketing, she was able to shed light on the crucial elements of how to get the films to the theatres and how to market the film to get the people into the theatre. She stressed on the importance of time of the release, demographics of the movie, market research ahead of the release to determine who the film will click with, the look of the film, the print ads, the movie trailers and posters. In response to one query, she acknowledged that there’s no sure fire success formula. “Take My Big Fat Greek Wedding. Its success was organic. Sometimes films just take-off all of a sudden.” She summed-up by saying that unless audiences connect with the film, all the publicity in the world won’t create the kind of buzz that gets butts into seats.

Crystal also shared some interesting details about ‘*The Passion of the Christ*’. In addition to the obvious publicity and box office benefits of controversy, Crystal described the grassroots faith-based marketing campaign that secured a massive, initial, core audience through highly targeted tactics such as direct mail

and special exclusive screenings for church congregations.

Tracy King, film publicist for Paramount Pictures and Newline Cinema, regaled the audience with a wide range of successful (and some not so successful) publicity campaigns. She underscored the importance of approaching each film and each campaign differently. Tracy emphasized thinking outside-the-box and carefully targeting the right reporters as keys to creating the right “media buzz.”

Dixie Whatley, the popular face of entertainment reporting on WCVB-TV for many years, deftly moderated the discussion. Citing examples and anecdotes, Dixie emphasized the “insider” nature of the film industry and the degree to which it is still influenced by the personalities and peccadilloes of industry moguls and stars. She opined that in order to be successful in this business, relationships with critics, radio stations and TV channels were paramount. Being a movie critic herself, she was able to give the audience a journalist’s perspective. Dixie’s pearls of wisdom include:

- Try to find a local story. Adding local flavor to the story while approaching movie critics makes it more appealing to them.
- If your film isn’t a blockbuster, you’ve got to dig deep to find the quirky angle.
- Exclusives work. Don’t sell the same feature piece to competing journalists.
- Make screeners easily available. Sometimes that means bringing the film to the reporter and sometimes it means offering multiple times and locations for a screening.
- Think outside of the box. Sometimes weird ideas work best.

Announcements

Morrissey & Company Adds Three New Life Sciences Clients, Wins Two 'Communicator Awards' and Helps Globe with 2004 CEO Survey

Morrissey & Company, a national reputation management and public relations firm based in Boston, today announced that three life sciences companies have recently hired the firm to provide reputation management and strategic communications services. The three firms working with Morrissey & Company on their external communications programs are DUSA Pharmaceuticals, Inc. Springborn Smithers Laboratories, and NeoTropiX.

The firm won two Awards of Distinction in The Communicator Awards' 2004 Print Media competition. For Raytheon, the company helped to develop the "Six Sigma" brochure as part of an aggressive and thoughtful employee communications campaign. Morrissey & Company won an Award of Distinction for the media kit it produced for the Visiting Committee on Management in the Courts, a blue-ribbon panel of Massachusetts business and academic leaders.

The firm also completed work for The Globe 100, The Boston Globe's 16th annual ranking of the best-performing public companies in Massachusetts. Morrissey & Company, working with its research partner, Opinion Dynamics Corporation, helped business editors devise questions for the Globe's second annual CEO survey, secure responses and analyze the results.

Malden Catholic Appoints First Ever Director of Marketing & Communications

Malden Catholic, a private, secondary school with nearly 75 years of experience in shaping the mind, body and soul of young men, announced the appointment of Donald E. Martelli to the position of director for

Marketing and Communications. This is the first time in its history that Malden Catholic has had someone in this position. With over 11 years of experience in journalism and public relations, Martelli will be responsible for enhancing Malden Catholic's brand and reputation as one of the leading college preparatory schools in Massachusetts.

Kathleen Stefanelli Joins Porter Novelli Boston as VP Health Care

Kathleen Stefanelli has relocated to Porter Novelli's Boston office as vice president of health care. Stefanelli joins the Boston team from the Porter Novelli Toronto office, where she had established herself as a leading communications professional on behalf of pharmaceutical and biotech companies, patient groups and government agencies. The firm's Boston office recently relocated to the Seaport District near the World Trade Center.

Cymfony Launches Dashboard 3.0

Cymfony, Inc. announced the launch of version 3.0 of its Cymfony Dashboard media measurement and market analysis application. The new version provides public relations, corporate communications and marketing executives with the first measurement solution that integrates real-time market intelligence with qualitative media analysis. With this release, Cymfony is meeting the needs of enterprise executives for fast, flexible measurement systems by providing customized analysis and reports in a user-friendly format. Clients will receive actionable business intelligence specific to their industry, products, media campaigns, marketing events and more to help them make faster and smarter business decisions about media strategy, market trends, competitive intelligence, brand management, and corporate reputation management across the globe.

Jobs

Senior Account Executive Porter Novelli Boston

Porter Novelli Boston has immediate opening in Technology practice. The Senior Account Executive is a member of the client team developing strategies, providing counsel, and executing high level media relations planning. The ideal candidate will demonstrate expertise with previous high tech clients, software, and semi-conductor experience.

Responsibilities include: deliver consistent high-level client service; engage media and analysts on behalf of clients; research and analyze industry and competitor trends; produce media results that support client goals; write collateral material; develop client programs; participate in new business efforts; and demonstrate initiative, accountability, and reliability across all accounts. Skills required: critical thinking; creative problem solving; project management; and above average communication in the areas of writing, pitching, and presentation. Education required: Bachelor's degree in Communication, Public Relations, or related discipline with minimum 4 years experience in high tech industry within an agency or corporate public relations environment.

Candidates interested in being a member of our high performance firm should send cover letter, resume and salary history to bostoncareers@porternovelli.com.

Latoria Carroll

Human Resources & Operations
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Public Relations Account Executive Tiziani Whitmyre Inc

Tiziani Whitmyre, Inc. (www.tizinc.com), a strategic business Communications company based in Sharon, Mass., is seeking a public relations account executive with the drive and desire to increase their professional responsibilities - and rewards -- as a key member of its PR team. The right candidate will live and breathe media relations, is a hard-hitting writer, and excels as a quality-focused, fast-paced, results-oriented team worker. The position requires: -- 3 to 5 years of agency and/or corporate public relations experience -- A very strong record of proactively, aggressively and successfully calling, pitching, and securing press interviews and placements -- Impressive expertise in establishing and leveraging editorial and analyst relationships on behalf of clients -- Superior writing skills with experience in the development of news releases, case histories, articles, backgrounders and other related press materials -- Demonstrated ability to research and secure additional PR opportunities, including speaking engagements, product awards, and contributed articles Salary is commensurate with experience. Tiziani Whitmyre, Inc. is a growing strategic business communications firm focused on the unique needs of business-to-business clients. The company offers integrated advertising, direct response, public relations and interactive marketing services to a broad range of bioscience, high technology and manufacturing enterprises. For employees, Tiziani Whitmyre provides a comprehensive benefits program, including profit sharing and insurance coverage. The firm is an equal opportunity employer. Application Process: For consideration, e-mail resume and salary history to: admin@tizinc.com. No phone calls, please.

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Director of Marketing Law Offices of James Sokolove

The Law Offices of James Sokolove, a national leader in marketing legal services, is seeking a self-motivated individual to assume the responsibilities of the Director of Marketing. We are looking for a creative thinker and driven entrepreneur to lead the development and direction of the firm's marketing and public relations efforts. He/she will be expected to review and analyze changes and trends in the marketplace and industry and develop and execute PR and marketing objectives and strategies accordingly; coordinate with outside advertising agency to develop and direct effective advertising campaigns and oversee local and national media placement.

Qualifications:

- 10+ years of professional services marketing.
- Advanced degree in business or marketing.
- Agency or direct response advertising experience, a plus.
- Strong project management skills.
- Strong interpersonal, organizational, management, and technical skills.
- Excellent verbal and written communication skills.

We offer a competitive salary, excellent benefits and collegial work environment. We are committed to creating a diverse work environment and are proud to be an equal opportunity employer. To learn more about our firm please visit our website at: www.jimsokolove.com

Please send your resume to ckritharas@jimsokolove.com

Public Relations Specialist MassRIDES

URS Corporation, a nationally recognized leader in transportation consulting services, is accepting applications for a Public Relations Specialist in its Boston, MA office.

The Boston position will be part of the MassRIDES team and will design and implement a Public Relations program to promote MassRIDES' traffic and pollution-reducing programs to Massachusetts commuters. MassRIDES is the Massachusetts Department of Transportation's new, statewide travel options program which provides assistance to commuters, employers, students and other traveler markets.

Job Responsibilities include:

- Develop and define Communication Objectives for MassRIDES' PR efforts.
- Develop messaging as part of MassRIDES launch efforts.
- Develop media kits, press releases, media advisories, etc.
- Prepare byline/OpEd pieces as appropriate.
- Cultivate relationships with various media outlets and key stakeholders to promote the services provided by MassRIDES.
- Develop and maintain a database of organizations with an interest in the work of MassRIDES.
- Create a set of benchmarks and goals to measure effectiveness of MassRIDES' PR efforts.
- Serve as MassRIDES' spokesperson for interaction with the media, political groups, community groups, and other audiences.
- Identify and secure feature story coverage of MassRIDES in local, city-wide, and regional media.

Candidate should possess:

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- Experience developing materials for various media formats.
- Experience developing “launch” materials for a new organization, including messaging, media kits, press releases, etc.
- Personal contacts within multiple media providers, i.e. – multiple newspapers, magazines, radio, and television.
- All applicants are subject to a background check, and must be eligible to work in the United States.
- Please send resumes to jennifer.carroll@state.ma.us

Massachusetts Cultural Council Position Available

Job Title: Communications Coordinator

Summary: Under the Communications Director's supervision, the Communications Coordinator advances the work of the Massachusetts Cultural Council in the areas of media relations, public outreach, writing and editing, Web site development, and administration. This is a full time position with benefits.

Description: The Communications Coordinator works closely with the Communications Director to generate media coverage for a variety of agency activities. Writes, edits, and manages the production of copy for a wide range of agency communications, including those designed for the Web. Works closely with the Director in all aspects of public outreach and promotion.

Also provides administrative support in a variety of roles that reflect the agency's annual cycle. These include: maintaining media and other databases; coordinating

photography and graphics for press and Web purposes; coordinating logistics for special events; and responding to internal and external requests for information.

Qualifications: The ideal candidate for this position is an enthusiastic, highly motivated self-starter with excellent written and oral communications skills, and exceptional interpersonal and organizational skills. An ability to think and write clearly and conversationally is essential, as is an entrepreneurial orientation to technology. Undergraduate degree in English or communications, experience in public relations, and fluency in the language of art and culture preferred. Proficiency with Internet browsers, Microsoft Word and Excel, Microsoft Access, Web design applications (Dreamweaver or Frontpage) is necessary. Skill with page layout programs (PageMaker, Quark Express) illustration, and presentation programs a plus.

Salary: Mid to upper \$30's.

Application process: Applications are due right away. Start date July 1, contingent on state approval of agency budget. Send cover letter and resume to Michael Nagle, Massachusetts Cultural Council, 10 St. James Ave., Boston, MA 02116.

The Massachusetts Cultural Council is a state agency that promotes excellence, access, education and diversity in the arts, humanities, and interpretive sciences in order to improve the quality of life for all Massachusetts residents and to contribute to the economic vitality of our communities. The MCC is committed to equality of opportunity as a matter of law and policy; minorities and other affirmative action populations are encouraged to apply.