

## March 2004 News & Views

### PRSA Health Academy Spring Conference: Convergence in Health Care Public Relations April 1 - 2, 2004, Washington D.C.

Now in its 15<sup>th</sup> year, the PRSA Health Academy Spring Conference provides senior-level healthcare public relations practitioners with the opportunity to discuss the most pressing issues with leading experts from all sectors of the healthcare community. Attendees typically come from pharmaceutical and medical technology companies, professional and advocacy associations, hospital systems and public relations agencies. In this open exchange of ideas, participants will gain perspective on policy, regulatory and industry trends that will directly impact the way they practice healthcare communications.

More information more information can be found at the The Health Academy website is located at [healthacademy.prsa.org](http://healthacademy.prsa.org).

### *Here's what you'll find in this month's issue of News & Views:*

- Red Sox Host Special March Program
- February Program Review: Hosting 15,000 Journalists
- Letter From the President: *The Authenticity Paradox*
- 4<sup>th</sup> Annual Scholarship Grant For PR Students and Researchers
- PRSA Health Academy Spring Conference: April 1 - 2, 2004
- New Member Benefit: Career Tools™
- Call For Entries: 2004 Best Employers For Workers Over 50
- New \$20 Bill Most Memorable New Product Launch of 2003
- Jobs

## Red Sox Host PRSA Boston Special March Dinner Program

Chapter members are invited to a special program hosted by the Boston Red Sox featuring Dr. Charles Steinberg, Executive Vice President of Public Affairs. Attendance is limited and will be available on a first-come-first-serve basis.

Dr. Steinberg will discuss long-term public relations and marketing initiatives

being implemented and considered by the Boston Red Sox.

The event will take place at Fenway Park on Wednesday, March 24<sup>th</sup> at 6:00 p.m. Program details will be emailed in the next few days.

Stay tuned.

## New Member Offer: Get 'A Taste of PRSA' When You Join in February or March

New members who join by March 31, 2004 will not only save, but they will get a "Taste of PRSA" as well. During this special promotion we will waive the \$65 initiation fee, and the new members will receive a \$20 voucher that can be applied towards PRSA's national seminars, teleseminars or e-learning offerings, or books and gift items offered through the PRSA Store. This offer is valid for new members or for members who have been inactive for at least one year,

who join as Members at \$225 annual dues. Sorry, Associate Members are not eligible. Chapter and Professional Interest Section dues are additional. For an application, prospective members should contact their local PRSA chapter or Member Services at PRSA headquarters at [membership@prsa.org](mailto:membership@prsa.org), use the online application at [www.prsa.org](http://www.prsa.org) and be sure to enter TASTE 2004 to receive the special rate. A specially marked application is also posted at [www.prsa.org](http://www.prsa.org).

---

### February Program Review: Hosting 15,000 Journalists

Over 120 Chapter members and guests were on hand last month to learn about plans for managing one of the most daunting and exciting public relations challenges to hit this city in quite some time.

Peggy Wilhide, Director of Communications for the Democratic National Convention Committee, and Karen Grant, Deputy Executive Director of Communications for Boston 2004, won't be getting much sleep in July. And planning an opening night reception for 15,000 journalists is just the tip of the iceberg.

Former State Treasurer Shannon O'Brien moderated the presentation with her trademark skill and humor. Fielding dozens of questions from the audience as well as offering insights and questions of her own, Ms. O'Brien kept the program moving briskly before dashing off to film a live report for WB56.

Peggy and Karen discussed plans for handling terrorist threats, traffic, protests, possible union unrest, preemptive strikes from Republicans, neighborhood groups, and the restless press corps. Our speakers detailed the many positive partnership and publicity opportunities they are busy managing in the run-up to the convention.

Eager to counter the press' sometimes-narrow view of Boston and the region, Karen and Peggy are already working closely with reporters to uncover the heart and soul of our city and region. Their team has prepared varied background story ideas and details - and they are open to more.

To learn more about the 2004 Democratic National Convention and how you might get involved, visit [www.boston04.com](http://www.boston04.com).

## Letter From The President

### *The Authenticity Paradox*

**Steve Quigley, APR, President of PRSA Boston**

*“The secret of success is sincerity. Once you can fake that you've got it made.”*

Man, I wish I'd thought of that. But according to Bartlett's Familiar Quotations, I'm about 150 years too late. Maybe I've just got a bad case of authenticity Jones, but lately, I've been starving for real. I'm not talking about Donald Trump real. I want some *real* real. How about you? Had enough "fresh frozen" and "wardrobe malfunction" and "rightsizing" and "It depends on what the definition of *is*, *is*."?

As public relations pros, our search for authenticity is essential. We embrace the power of objectivity and third party endorsement. We wait with baited breath for the critic's review, certain it will create more momentum than the six-figure ad buy. We know a heartfelt whisper can be mightier than a well-rehearsed pounding of the podium. We know that actions speak louder than words and we strive to build and protect genuine reputations that resonate for our audiences.

In our dreams, we guide and speak for authentic organizations. And we're hardly alone. The Web is rife with homegrown remedies for authenticity starvation. At [www.authenticbusiness.co.uk](http://www.authenticbusiness.co.uk), virtual reality refugees will find a robust (some might say Utopian) array of authenticity inspiring ideas including this "defining feature" of an

authentic business:

*"...everyone coming into contact with the business will experience the integrity of its purpose - the absolute congruence between what it says it stands for, what it thinks, what it believes and what it actually does."*

I wish I'd thought of that too.

Authenticity is powerful stuff. When's the last time someone or something important to you lived-up to a hard-to-keep promise? At times it seems so rare it almost takes your breath away. No wonder we spread the word far and wide after a surprisingly genuine experience.

But what happens in the real, shades-of-grey world where reputational raw material is rarely black or white? What then? When does putting our best foot forward step over the line? When does adding sugar over-sweeten the well from which we all drink? What role has public relations played in fostering overpromising and underdelivering as a de facto business model?

Could it be that my actions and my words as a public relations professional have contributed to the authenticity drought? I sincerely hope not.

And I hope I'm not faking it.

## New Member Benefit: Career Tools™

Career Tools is an Internet-based product that offers a comprehensive collection of job search and career management resources. These include: Job Search Steps (pre-planning, resumes, marketing and interviewing/negotiating), Assessments, Networking, Research Resources (links to help you learn more about careers, companies, industries, salaries and more). It also offers an Online Community to all participants for the exchange of

information. The Career Tools' Career Wizard provides step-by-step directions to conduct a job search and build a personal career development plan. Career Tools, a service of Execuplanet - a Lee Hecht Harrison company, is available to PRSA members at no cost. (Some fee-based services are also offered through Career Tools.) Members can access Career Tools at [http://www.prsa.org/\\_Membership/benefits/index.asp?ident=index0](http://www.prsa.org/_Membership/benefits/index.asp?ident=index0).

### Chapter Now Accepting Applications For 4<sup>th</sup> Annual Scholarship Grant Program For Communications Students and Researchers

We are now accepting applications for the 2004-2005 Scholarship Grant Program, which provides financial support for worthy college students or researchers in the communications field.

Undergraduate and graduate students attending a college or university in eastern Massachusetts are eligible, as are individuals conducting communications or public relations research. Additionally, the grant can be used by a student working in an unpaid internship at a nonprofit organization. Worth \$1,000, the grant will be awarded based on financial need and academic merit.

Last year's grant was won by Kathryn Lee George, now an Emerson College junior studying marketing communications and public relations, whose goal upon graduation is to work for a public relations firm specializing in promoting the arts. Toward that end, she has undertaken a diversity of internships and volunteer assignments on behalf of the Boston Philharmonic and the Wang Center for the Performing Arts, and is a founding board member of "Arts in Education," an

organization which stresses the importance of arts in elementary, middle, and high school curricula.

Grant applications are available now. Applicants can obtain a copy by contacting Beth Bryant at 617-926-3013 or [bbwrites@comcast.net](mailto:bbwrites@comcast.net). The deadline for applications is April 5, 2004. The winner will be announced at a chapter meeting later in the spring, and the grant will be paid in September.

### Wanted: Launch Experts

Joan Schneider of Schneider & Associates, is seeking to interview advertising, public relations, promotional and web industry professionals for a new book entitled, "*New Product Launch: Ten Proven Strategies*." Building on the primary research Schneider has conducted since 2000 on best practices in new product launch, the book will examine strategies for improving the success rate of new products.

If you have an interesting story about how you conducted a new product launch or practical advice for those involved with the process and would like to be included in the book, please contact Joan at [launch@schneiderpr.com](mailto:launch@schneiderpr.com). The book, being published by Stagnito Communications, will be available in October, 2004.

## Call For Entries: 2004 AARP Best Employers for Workers Over 50

AARP is seeking entrants for its annual awards program, AARP Best Employers for Workers Over 50. Now in its fourth year, this program recognizes those employers that create the best working environment for mid-career and older employees. Companies, nonprofit organizations and educational institutions with 50 or more employees are eligible to apply. Last year, 24 employers earned this honor, including M.I.T. and The MITRE Corporation, both based in Massachusetts.

AARP Best Employers for Workers Over 50 rewards innovative organizations that offer policies and features that appeal to workers 50-plus, including good benefits, flexible work options, training and learning opportunities, and age-neutral performance and appraisal systems. Applicants are judged by a panel of experts, and recipients are honored in September. Applications and additional information are available online at [www.aarp.org/bestemployers](http://www.aarp.org/bestemployers). The application deadline is March 15, 2004.

---

### New \$20 Bill Most Memorable New Product Launch of 2003

Consumer awareness of the new \$20 bill was at the top of the second annual Schneider & Associates 2003 Most Memorable New Product Launch Survey, according to an on-line survey of more than 1,000 consumers nationwide conducted by InsightExpress. Three out of four consumers are aware of the new \$20 bill, a level of awareness far exceeding any other new product launch. Only three other products have an awareness rating above 50% -- Crest Night Effects (58%), Claritin OTC (54%) and Campbell's Chunky M'm! M'm! Good! To Go soup (51%).

Approximately 33,678 new products were introduced in 2003, according to ProductScan Online, but past studies conducted by IRI suggest that many of those items won't achieve broad retail distribution, and of those that do get on major retailers' shelves, anywhere from 50% to 75% will fail to sell in sufficient quantities and will be off the market within two years.

The most successful new product launches of 2003, employed a mix of marketing

communications approaches, and more consumers learned about new products from family and friend recommendations than any other avenue, including advertising. Some 55% cited these personal recommendations, 53% cited television advertising and 48% cited in-store advertising and displays. Seventy percent of consumers surveyed said they recommend new products to friends, and 52% said they are "always" looking for new products to try.

"Our survey results show that marketers face a tremendous challenge gaining consumer awareness for their new products," said Joan Schneider, president of Boston-based Schneider & Associates, a public relations firm specializing in new product launches. "Through our research we found that the best new product launches use a combination of marketing communications strategies including advertising, consumer education, special events, sampling, partnerships, endorsements, media relations and coupons to create consumer awareness of the product and its benefits."

For more survey information call Joan Schneider at 617-536-3000 or visit [www.schneiderpr.com](http://www.schneiderpr.com).

## Jobs

### Associate RF Binder Partners, Inc.

RFBinder offers an entry-level (Associate) position to college graduates who are interested in public relations. This is a year-long, full-time commitment that commences with a 3-month training designed to expand the Associate's knowledge of the public relations industry in order to provide better service to clients. Associates are paid a yearly salary of \$30,000. After successfully completing the 12-month period, the Associate is reviewed for possible advancement.

[RFBinder also offers a limited number of **Summer Intern** positions to college students who are between their junior and senior years. There is a separate application process and interested students should inquire directly.]

Applicants for the Associate position must have at least a Bachelor's Degree at the time the session for which they are applying begins. Applicants may also have MBAs, MAs, or other graduate degrees and are seeking entry into the public relations field. Applicants of all majors are considered for the program. RFBinder Partners is looking for applicants who are highly motivated, take initiative on their own, possess a broad range of skills and thrive in a fast-paced, creative environment.  
[www.rfbinder.com](http://www.rfbinder.com)

### Public Relations Manager

One of the most recognized brand names worldwide seeks a Public Relations Manager for a key business unit outside Boston. The position is responsible for managing the PR process including all internal and external resources.

Our client seeks a BS/BA with at least 6 years experience in public relations, preferably with a PR firm, medical device or biotech company. Must have demonstrated

ability managing PR campaigns from start to finish. Ability / desire to work in a fast hands on environment.

Compensation includes a base salary to \$110k+, performance bonus and excellent benefits.

Mary Stark  
Stark Wilton Group  
517-332-4100  
[starkwiltongroup@att.net](mailto:starkwiltongroup@att.net)

### Communications Assistant - Entry-level Houghton Mifflin Company

The Houghton Mifflin Company Corporate Communications Department is looking for a Communications Assistant.

This individual will assist in the coordination of Company communications, perform general administration, such as accounts payable, correspondence, and management of office supplies, and support department team members.

The qualified candidate will have a Bachelor's degree and 1-2 years of related experience in a professional environment. Proficiency on a PC, particularly with MS Word and Powerpoint, is required.

Excellent communication skills, both written and oral, are musts. A good telephone manner and strong organizational skills are important. Knowledge of HTML is a plus.

Interested candidates should email their resume as soon as possible to [nicole\\_evans@hmco.com](mailto:nicole_evans@hmco.com).

**No phone calls please.**

*(Continued on page 7)*

*(Jobs from page 6)*

## **Full-time Communications Position FM Global**

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

You will have 1-3 years of demonstrable public relations, media relations and journalistic-writing experience. You will handle media inquiries, arrange interviews with company spokespeople; engage in proactive media outreach; and help strengthen and maintain ongoing relationships with key journalists to further enhance the company's public relations activities and brand awareness.

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

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

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

### **Experience:**

\* 1 - 3 years of full-time job experience in public relations or corporate communications, preferably in a corporate or agency setting.

\* Experience working with the media.

**To apply:** Interested candidates should e-mail resume, references and salary requirements to [jennifer.carter@fmglobal.com](mailto:jennifer.carter@fmglobal.com). Use **Job Code: FM1388** in your correspondence.

## **Public Affairs Specialist National Agricultural Statistics Service**

**DUTIES:** At the full performance level, the incumbent will have responsibility for the design, development, conduct, analysis, and management of a full range of public relations, promotional, media, and advertising programs for internal and external audiences. Specifically, the incumbent will initialize and manage media, constituency, and partner/cooperator group relations to communicate our messages; craft news releases, feature stories, fact sheets, promotional materials (brochures, bookmarks, ads), broadcast scripts (public service announcements and sound bites), publications, and other documents; work with television and radio reporters to craft VNRs and stories; respond to correspondence from farmers and ranchers; represent NASS at exhibits and trade shows; deliver presentations about NASS to domestic and foreign audiences; prepare communication and marketing plans for products and programs; develop electronic presentations for use by

*(Continued on page 8)*

*(Jobs from page 7)*

headquarters and State Statistical Offices; and plan and implement strategic communication initiatives to promote the USDA's National Agricultural Statistics Service and its programs and products.

Application deadline: March 23, 2004

## **Account Executive Brodeur Worldwide**

Brodeur is a global strategic communications group that works with clients whose growth is driven by technology. Our entrepreneurial culture and commitment to our employees make Brodeur a truly unique place to work. Our employees share a passion for communications, public relations and integrated marketing, and are dedicated to providing the highest level of client service in the industry.

- We are looking for a talented Account Executive to support and manage key clients in our Boston, MA office. Responsibilities will include
- Relations

- Develop a variety of communications materials including press releases, pitch letters, and competitive analysis Ability to think strategically and flawlessly execute public relations programs and tactics
- Organize tradeshow exposures, arranging press tours, and other special events
- Desire to learn and by part of a dynamic, fast-paced client service environment

The ideal candidate will have 2-3 years of public relations or communications experience (agency and/ or corporate); excellent research, writing and client/ account management skills. Expertise in high-tech or consumer-tech preferred.

For more information about our agency, management team, services and open positions, please visit our web site at [www.brodeur.com](http://www.brodeur.com)

Please send your resume to: Alison Kotsopoulos, Brodeur Worldwide, 855 Boylston Street, Boston, MA 02116. Fax: 617-587-2027. Email: [hresources@brodeur.com](mailto:hresources@brodeur.com)