

March Program Announcement Navigating the Wide World of Blogs

They are the hottest thing in journalism, marketing and media relations. They have helped launch presidential campaigns as well as products. Use them well, and you can bolster your brand. Misuse them, and your campaign – or your company – can sink.

When: March 30 , 2005, 6:00 - 8:30 p.m.
Dinner & networking 6 – 7:00
Program 7:00 - 8:30

Where: Weber Shandwick
Conference Space
One Main Street ,
Cambridge , MA

Cost: PRSA Boston Chapter and
Pub Club Members \$40; Non-
Members/Guests \$50; PRSSA
\$20

To register, go to: [http://
www.opinionpower.com/
Surveys/381023772.html](http://www.opinionpower.com/Surveys/381023772.html)

Complete info on page 4

March 2005 News & Views

Here's News & Views March issue at a glance:

- *Letter from the President*
- *March Program Announcement: Navigating the Wide World of Blogs*
- *February Program Review: Agency & Corporate Public Relations*
- *PRSA Southeast New England Presents: Media Pitching tips from the Decision Makers*
- *Clean Up your Computer to Cover your Tracks on the Internet*
- *Salem State PRSSA Presents panel on Plagiarism*
- *Bridgewater PRSA Springfest Silent Auction*
- *Junior Achievement Call for Entries*
- *Porter Novelli Promotes Boston Account Staff*

February Program Review PR Pros Discuss Agency/Corporate Search for 'Common Ground'

By Ashley Cheng, PRSA Liaison, BU PRSSA

On February 16, PRSA members from around Boston and PRSSA members from BU and Stonehill College gathered at Regis College to hear a roundtable discussion on "Agency & Corporate Public Relations: Finding Common Ground." Speakers included professionals from both sides of the table.

Denise Kaigler, the senior vice president and chief communications officer at Reebok, offered insight from the corporate PR world of internal employee communications, crisis management, community outreach and work with agencies. She shared her experiences of salvaging Reebok from its all time low in 1999 and her recent dilemma of hiring an agency employed by a major Reebok competitor.

Tony Sapienza talked about his experiences in agency and corporate work as the former head of Weber

(Continued on page 2)

(Trade Show continued from page 1)

Shandwick's Boston offices, press secretary for a past congressman and the current founder of Topaz Partners, a local PR agency.

Tom Nutile, a former vice president of PR at Staples and Tier Technologies, is now the vice president of the agency Colette Phillips Communications. He shared his perspective from an agency side, as one of the leading professionals from Colette Phillips working on the Reebok account.

Roberta Carlton started her career as a journalist. She worked in technology as a corporate PR professional before forming her own agency, SparkSource. Acting as the moderator for the evening, Byron Reimus is a PR consultant and author.

In a lively discussion involving speakers and audience members, the room came to a consensus that understanding key issues such as experience, access, money, communication and ethics is essential when forming a successful relationship between corporate and agency PR professionals. Working in PR, we must learn how to articulate these issues in a comprehensive communication plan. Reimus found it alarming that many major businesses do not have strategic communication plans. From the agency side, the panelists and audience expressed concern of corporate clients' lack of experience in PR. Corporate

representatives must be accessible so agency professionals can work to better the corporation and its business plan as a whole.

Mark Kennedy of Regis College commented on both sides' responsibilities: "when working for an agency, you have to understand the business strategy, and as a client, you have to understand what you're hiring these people to do."

By the end of the two-hour program, communication, ironically, seemed to be the missing component in agency and corporate PR relationships.

"The communication gap is the problem," another PRSA member explained. "Clients are always wondering, 'What are agencies doing with all our money?' and agency people are always wondering, 'Do our clients know how much work we do for them?'"

Although they work to achieve the same goals and advocate the same messages, PR professionals in agencies and corporations have always been stereotyped as rivals. PRSA brought these two sides together for one night and over lemon chicken and chocolate cake, proved that they could "find common ground."

Check www.prsaboston.org or email ashleyc@bu.edu for details on PRSA's next monthly chapter event.

Bridgewater State PRSA Annual Springfest Silent Auction

Bridgewater State PRSA will be hosting its fourth annual Springfest Silent Auction in April. All of the proceeds will benefit the Boston Medical Center's Supporting Parents and Resilient Kids (SPARK) program. The only medically specialized therapeutic day care center for children

with HIV/AIDS in New England, SPARK provides education, nutrition, and family mental health services to the children and families living with HIV. It is now in the process of collecting items like tickets, electronics, books, dolls, filled baskets, etc. to be auctioned from friends, family, and local businesses. Any contributions would be greatly appreciated. Anything and everything will be welcomed except used items.

Letter From The President

Kirk Hazlett, APR

It's hard to believe that we are nearing the end of the first quarter of the year, although a quick glance outside makes me think we're still in December or January! PRSA Boston has gotten off to a great start with two excellent programs that have drawn rave reviews from all who were able to attend either or both.

My hat is definitely tipped to our stellar Program Committee headed up by Roger Bridgeman and Tom Nutile, our incredibly energetic Sponsorship chair Karen Kennedy, and a small army of volunteers who have made this all possible and are offering up the promise of more to come!

Our February meeting at Regis (a recap of the event is also in this newsletter) was outstanding. The panelists, an assemblage of seasoned public relations professionals representing both the corporate and agency "worlds," presented candid views and opinions on the relationship (or lack of the same) between the two entities along with suggestions on how to nurture the partnership to the benefit of both sides.

Not only was the program itself terrific; the venue, Regis College, was magnificent. My sincere thanks to all the good folks at Regis who worked with PRSA Boston Chapter Administrator Beth Bryant to provide excellent food and unparalleled networking opportunities in an awe-inspiring academic setting.

I also had the good fortune to introduce the newest public relations student chapter in

the Boston area... Stonehill College, represented by three of the chapter's executive board. This brings to a total of seven the active student-organized and run public relations associations associated with PRSA Boston. Congratulations to Chapter President Lindsay Gravel and Faculty Advisor Michelle Recicar for diligently working to make a vision in fall semester 2004 a reality in winter semester 2005...less than three months later!

Finally, I would like to extend my personal congratulations to Julie Dennehy, President, Dennehy PR, and PRSA Boston Director-at-Large. Julie has applied for admittance to and has been accepted for membership in the PRSA Counselors Academy. Julie is one of just eight PRSA members in Massachusetts to belong to this prestigious Professional Interest Section of PRSA! Way to go, Julie!!

Porter Novelli Promotes Three Professionals in Boston Office

Porter Novelli, one of the world's largest public relations firms, announced the promotions of three members of its Boston account staff. Kerry Walker has been promoted from account supervisor to account manager; Mary Beth West has been promoted from senior account executive to account supervisor and Jennifer Newberg has been promoted from account executive to senior account executive.

March Program Announcement

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They are “Blogs” – short for Web Logs.

Sign up now for PRSA Boston’s March 30 th program at Weber Shandwick in Cambridge , where you’ll learn everything you need to know about Blogs – and might have been afraid to ask...

Our panel of experts includes:

Dan Kennedy of the Boston Phoenix, who writes the must-read “Media Log”

Mike Spataro, Executive Vice President for Interactive Services at Weber Shandwick

Adam Gaffin, the man behind the all-important Boston-Online Blog and editor of NetworkWorld.com.

They’ll fill you in on:

What Blogs are exactly
Who some of the key Bloggers are
How to use Blogs for your media relations and branding campaigns
How to harness new technologies to make Blogs and Blogging work for you
How some companies have misread the importance of Blogs – to their detriment

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PRSA Southeast New England Presents "Media Pitching Tips from the Decision Makers"

A media panel featuring "gatekeepers" from local print and broadcast media outlets. You'll discover how decisions are made about news and feature coverage, and learn pitching tips from the people in key print and broadcast media who choose what stories get covered and why.

Panelists include: Moderator Brian Jones, a freelance journalist who spent 35 years of his career with The Providence Journal; Susan Areson, city editor, The Providence

Journal; John Howell, publisher and managing editor, Warwick Beacon; Betty-Jo Cugini, Vice President, News at NBC 10 (WJAR Providence); plus more panelists to be added from local radio and wire services.

When : Wednesday, March 16, 2005

Where : Providence Marriott

Register online at <http://www.prsasene.org>

Cleanup your computer to cover your tracks on the Internet.

Added benefit: Your hard drive will run faster, too.

By Elizabeth Goldsmith

In January I wrote about spyware and how to cleanse your hard drive of these pesky programs. So everyone's computer should be running faster and thwarting all of those adware companies hoping to profit from tracking your web travel.

However, there's yet another insidious threat to your hard drive's productivity: MRUs. Most Recently Used (MRU) files are automatically created by most Windows programs to store information on your hard drive how you've used them. These files leave a traceable history of every file you create or open, and every site you visit. The result is that you probably have thousands – and I mean thousands – of these files hidden on your hard drive. Many users report having more than 1.2 Gigabits of disk space dedicated to MRU storage! I ran a scan while writing this article and was able to delete 12,708 files, reclaiming 130.4 MB

of disk space – and I scrub my disk several times a week!

So, how do you find and delete these files? They are not stored in any obvious directory and therefore can be difficult to find. One solution is Cleanup- a powerful and easy-to-use shareware application that removes temporary files created while surfing the web, empties the Recycle Bin, deletes files from your temporary folders, gets rid of MRUs and unneeded registry entries and more. You can download the program from <http://cleanup.stevengould.org/>. It is extremely simple to use.

Cleanup! Scans your hard drive in a matter of seconds (minutes if you've never done it) and calculates the amount of disk space that it's freed up for you. There's even a contest for who can reclaim the most disk space. It makes a "flushing" sound as it deep sixes the files. Used in conjunction with an anti-spy ware program, such as AVG, the two should keep your hard drive working at maximum efficiency.

Junior Achievement Call for Entries

Junior Achievement has created a bridge between the community and the classroom by bringing together work professionals and students. To celebrate sixty years in Boston, they are organizing Boston Business Hall of Fame Dinner to recognize three businesses from the greater Boston area for excellence, integrity and innovation in their industries, as well as commitment to the region, its youth and their education. Nominations are invited on the basis of significant business achievements, industry innovation, business excellence and integrity, business and community leadership, promoting and supporting the

needs of education, professional and civic achievements and commitment to growing locally. Three categories of company size are under 500, 501-2499, 2500 and more. Nominations are due on March 16, 2005.

The awardees will be honored at the Westin Hotel. To celebrate, Tim Russert, "Meet the Press" Moderator and Anchor will be the keynote speaker. Governor Romney will be a guest speaker. For more information, contact

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Salem State PRSSA Presents Panel on Plagiarism Navigating the Wide World of Blogs

The Salem State College chapter, Public Relations Student Society of America, hosted a panel discussion this past February on plagiarism and ethical behavior in academia as part of the chapter's participation in the Bateman Competition, an annual, nationwide contest among PRSSA chapters sponsored by PRSA and PRSSA. The event was the capstone to a month-long campaign designed to raise awareness of the issue of plagiarism on the Salem State campus. The panel featured representation from Salem State faculty, administration and students in addition to David Kellogg, Professor of English and Director of Advanced Writing in the Disciplines at Northeastern University, whose article on the topic of plagiarism was published in *The Boston Globe*.

Although the Salem State PRSSA chapter had been working on its campaign since November 2004 ... including conducting interviews with college administration representatives and surveying more than 50 students...to get a sense of prevailing attitudes on plagiarism in the Salem State community, the rules of the Bateman competition are strict, and the chapter was not allowed to actually implement its campaign until February.

To kick off its campaign the Salem State PRSSA chapter created and heavily publicized a campus-wide "Ethics Week"

including displaying a banner to promote the scheduled panel discussion. The Bateman team also sent letters to faculty members asking them to discuss plagiarism in their classrooms and notifying them that Plagiarism.org, the online resource for people concerned with the growing problem of Internet plagiarism, had granted Salem State College permission to use its website link (www.plagiarism.org) on SSC syllabi.

The team staffed information tables in the school's main cafeteria where they distributed brochures on ethics in addition to explanatory papers on what constitutes plagiarism and guidance on how to cite previously published work properly. The team also posted flyers around campus promoting the panel discussion and had public service announcements on the topic of ethics broadcast on WMWM, the Salem State radio station, and in the SSC dormitories.

Finally, on an overcast day when most people were harboring thoughts of warm tropical islands, nearly 50 faculty members and students gathered in the Martin Luther King Room of the college's Campus Center for a much-too-brief hour of discussion, debate and challenge... the culmination of the Salem State PRSSA chapter's intense activities in preparation for its Bateman Awards entry.