

May 14th

-- Networking Night
Location: The Naked Fish, Waltham (Totten Pond Road Exit)
Time: 5:30-7:00 p.m.
Cost: \$10/Members, \$15/guests
Pre-registration not required. *More info to the right.*

May 21st IPN Program -- Alive and Thriving: How and What Independent Public Relations Practitioners Are Doing Today.

Date: May 21, 2003
Time: Noon to 2:00 p.m.
Cost: \$10 for non-IPN members
Location: Weston Public Library *More info on Page 4*

May 29th

-- May Chapter Meeting
"The PR and VC Connection. How Effective Public Relations Boosts a Company's Value."

Cost: \$30/members; \$50/guests
Location: Weber Shandwick, 101 Main Street, Cambridge. *More info on Page 2*

June 10th -- Yankee Chapter Meeting

Guest Speaker: Mike McCurry
Time: 4:00 p.m. *More*

May 2003 News & Views

Nothing endures but change. So it is as we wish good luck to Paul Wetzel, our estimable Chapter Administrator, while we welcome Beth Bryant aboard. We do so, in part, via our new and improved chapter Web site. This issue of News & Views was compiled by our new newsletter editor, Ms. Carina Castelli. Read on for details about the recently added new member incentive program as well as a review of last month's program, "Job Tips for the New Economy."

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

- Chapter Networking Night -- May 14th
- May Program:
The PR and VC Connection: How Effective Public Relations Boosts Company

Value.

- May IPN Program -- Alive and Thriving: How and What Independent Public Relations Practitioners Are Doing Today
- President's Letter: Farewell to Paul Wetzel
- Live! Our New Chapter Web Site
- Panelists Provide Expertise on Job Searching, Starting Your Own Business and Networking
- Beth Bryant: Our New Chapter Administrator
- New News & Views Editor
- Tids & Bits
- Professional Connections

PRSA Boston Networking Night -- May 14th

Please join us for our first "PRSA After Work Networking Night" on Wednesday, May 14th from 5:30 -7:00 p.m. Many chapter members have asked us for more time to network with your peers at informal (and low cost) settings. Join us for appetizers (that's where the \$10 comes in), a cash bar, and the chance to

mingle. Pre-registration is not required for this event.

Date: May 14th
Time: 5:30 - 7:00 p.m.
Cost: \$10/members; \$15/guests
Location: The Naked Fish, Totten Pond Road, Waltham«

President's Letter

Barbara Wellnitz, APR

Farewell to Paul Wetzel

Paul Wetzel, our very able chapter administrator these past 8+ years, told me earlier this year that he wanted to step down from that role as of June 1. His public relations practice, working with industry associations, has grown to the point that he can no longer give us the time the administrator role requires.

Paul has, however, assured us he will continue to be an active member of the chapter, as he was for many years before he became our administrator. At one point, Paul served as president of the Boston chapter. In fact, rumor has it that he is the longest standing, active member of the Boston chapter. And, he continues to be active on the National level with PRSA.

On a personal level, I will miss Paul's sage advice and counsel. He has so much institutional memory that he usually has the answer to any question I have. I am glad he isn't going away — just moving on to other engagements.

We will recognize Paul for his achievements and assistance before he officially turns over the administrator's role to Beth Bryant. (Please see

the "welcome" note elsewhere in this issue.) Several past presidents, and many others, already have indicated that they plan to attend the Paul Wetzel recognition event, which will take place during the supper hour at our May 29th meeting.

Membership Incentive

For those of you thinking about joining PRSA and the Boston chapter, now's the time to act on these thoughts. The membership committee of our National organization has announced a new member incentive, effective only for the month of May. Anyone joining this month as a full member will be able to join the chapter without charge. Local chapter dues will be waived for one year. That's a savings of \$55.

So, what are you waiting for? There are many benefits to being a member of PRSA, including reduced rates on chapter meetings, national conferences, educational materials and seminars — not to mention rental cars, insurance programs, the Professional Resource Center and Professional Interest sections, among others.

Registration materials are online at prsa.org. I'm also happy to take your calls about membership.

I look forward to welcoming you into the society of 20,000 public relations

May 29th Program

The PR and VC Connection: How Effective Public Relations Boosts Company Value.

A recent article in the Boston Business Journal identified the strong role that public relations plays when companies are looking for venture capital. At our May chapter meeting we'll explore how start-up companies use public relations to help boost the image - and value - of their companies. We'll also learn what investors are looking for from the ventures they fund.

A detailed program description will be emailed to chapter members soon. Meanwhile, please save the date.

Date: May 29th
Time: 6:30 - 8:30 p.m.
Cost: \$40/members; \$55/guests
Location: Weber Shandwick, 101 Main Street, Cambridge <

Live! Our New Chapter Web Site

By now you've noticed our new chapter Web site. The site offers a rich and broad array of information for members, potential members and visitors. We hope you enjoy it.

One of the new site features is a "Members Only" section. This password-protected area houses the new online member directory. In addition to providing convenient member contact information, the new directory also allows each member to update his/her member information. Over time, new member-only information and services will be added.

For your first visit to this section, you will need to click on the "if you have forgotten your

username or password" link. You will then be asked to enter your email address and your username and password will be forwarded via email to you. Once you logon using this information, you may opt to change your username and password.

We are currently in the process of developing a "Services Directory" of vendors who provide valuable services to public relations professionals. We are also compiling an agency directory to help potential clients find public relations assistance. If you would like additional information about either directory, please contact Paul Wetzel at wetzelpaul@msn.com.

Beth Bryant: Our New Chapter Administrator

For many Boston Chapter members, Beth Bryant is a familiar smiling face and a highly respected colleague. Members of the Boston Independent Practitioners Network already rely on Beth as their group's administrator. Last week, chapter president Barbara Wellnitz announced that the PRSA Boston board enthusiastically approved Beth's selection as our new chapter administrator.

Beth is already on the job. Throughout May, Beth and Paul Wetzel will work together to ensure a smooth transition. Effective June 1st, Beth will assume the full responsibilities of the position.

Beth brings 25 years of professional experience to her new PRSA role, as well as to BBWrites Communications, the public relations firm she founded. Beth began her career as a journalist at the age of 15, then moved on to management and marketing roles in the service industry. She has been a public relations practitioner for the past 11 years, primarily at agencies serving the technology industry. She also serves clients in manufacturing, wholesale food, retail, non-profit, professional services, and politics.

Please join us in welcoming Beth to her new position. We are delighted to have her on board. Beth can be reached at bbryant@attbi.com. «

Karen Wellerson, APR, Receives Accreditation

Karen Wellerson, APR, was awarded Accreditation in Public Relations by the Universal Accreditation Board of PRSA this past month.

APR is a mark of distinction for public relations professionals who have demonstrated their

commitment to the profession and its ethical practice. Candidates are selected based on passing a rigorous written and oral examination, demonstrating their broad knowledge, strategic perspective, and sound professional judgment. The Boston Chapter of PRSA congratulates Ms. Wellerson on her achievement, hard-won and

May 21st IPN Program

-- **Alive and Thriving: How and What Independent Public Relations Practitioners Are Doing Today**

Join us for a group discussion moderated by IPN member, Martin Cohn. This is Part 2 of the April meeting discussion on the State of the PR Business. All attendees encouraged to participate!

Discussion focus:

- How independent practitioners and agencies can and will grow and improve their businesses.
- What are we doing to generate referrals and obtain leads?
- Who are we networking with?
- How do we leverage our experience and our relationships?
- How do we cultivate agency relationships to serve as an outsource?
- How much time should we spend on business development?
- How much time should we devote to non-

PRSSA Professional Liaison

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

profit activities?

- What are the alternatives if our business fails?

Date: May 21, 2003

Time: Noon to 2:00 p.m.

Cost: \$10 for non-IPN members

Location: Weston Public Library,
Community Room
87 School Street, Weston
(Bag lunch allowed)

DIRECTIONS: From I-95/Route 128, take the exit for Route 20 west. Follow Route 20 almost 1.5 miles until you come to the first traffic light. Take a left at the light, which is School Street. Follow School St. 1/3 of a mile and you'll see the library on your right.. «

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 Bridgewater State (an "unofficial" chapter).

Contact: Kirk Hazlett, APR, PRSA Boston/
PRSSA Liaison, 617-489-6067,
mkhazlett@msn.com «

New Account

Stimpson Communications in Wayland, Mass., has been named public relations counsel to Insurity, a Hartford-based provider of software and services to the insurance industry, according to Henry Stimpson, APR. «

April Program Review:

Panelists Provide Expertise on Job Searching, Starting Your Own Business and Networking By Dana Liss

What are employers looking for in today's job market? Is the PR job market as dismal as it seems? What are the benefits of starting your own firm? How does one go about networking for jobs? These questions and concerns were the topics at the PRSA panel discussion "Job Skills for the New Economy: Tips of Finding (or Keeping) Your Job" on April 24.

The informative discussion, hosted by Schwartz Communications and moderated by PRSA Program Chair Liz Goldsmith, featured Ted Chaloner, president and recruiter for Chaloner Associates, Dan Leinweber, an independent practitioner and founder of Leinweber Associates, and Maria Foley, Associate Director of Public Relations for Genzyme Corporation.

Bringing over thirty years of recruiting experience, Ted Chaloner kicked off the discussion with a revealing presentation on current hiring practices in the PR industry and ways job seekers can improve their interviewing skills from a hiring manager's perspective. A few of his suggestions for interviewees include:

- Be a good storyteller.
- Be clear, concise and catchy.
- Use word pictures or analogies.
- Roll play with family or friends before an interview and videotape it.
- Practice, practice, practice.

Dan Leinweber, an independent PR consultant for more than 11 years, discussed the career benefits of running your own business and how independent practitioners can improve and expand their current practices despite the sluggish economy. Among some of the pros of starting your own business are:

Pros

- Satisfaction of "doing it yourself."
- Ability to focus on client work, not office politics.
- Ability to set your own hours.
- More family time.

Cons

- The need to weather tough economic periods -- he suggested putting aside six months of living expenses in advance.
- Isolation -- you need to create your own peer groups.

Sharing her personal job-search experience, Maria Foley detailed how informational interviews are a valuable way to make new contacts, nurture past relationships and learn about new developments in the PR field. Some of the suggestions Maria shared include:

- Being open to all opportunities -- don't limit yourself; think of everyone who could possibly serve as a contact, including family friends, relatives, neighbors and professional organizations.
- When you call, meet with, or write to a potential contact, make it as easy as possible for them to help you. Explain what you specifically want, and ask detail-oriented questions.
- Keep a record of your networking. Whether you do this in a Rolodex, in a notebook, or in a database file on your computer, it's important to keep track of your contacts.
- Follow up with a thank you letter after you meet with a contact.
- Be assessable to others in need; what goes around comes around.

A solid round of Q&A with panelists and program participants followed the discussions.

On behalf of PRSA Boston, we would like to thank Ted, Dan and Maria for their time and expertise, and Schwartz Communication for hosting the event.

If you missed the meeting and would like to learn about Maria Foley's tips on networking and her personal experience, visit the PRSA Boston web site and check out the June 2002 edition of "News & Views" http://www.prsaboston.org/pdfs/June_2002.pdf

Czech's in the (e) Mail

Loyal News & Views readers may recall the March issue included an email from a reader from the former Czechoslovakia. Curious, we asked for background about our reader and the local PR scene. Here's an excerpt:

I live in the Czech Republic (formerly part of Czechoslovakia) in the heart of Europe. Are you familiar with Prague, Vaclav Havel, Franz Kafka, or the Czech's two primary beers: PilsnerUrquell and Budvar?

The PR market grew between 8-10% a year up to 2001; however, in 2002 [the growth rate] fell to only 3%. The biggest and fastest growing agencies were only local, and once they were big enough, owners would find global partners to join them in international business. The top list of agencies is prepared with the ICCO method and the location depends only on fees. There are three professional organisations in the CZ PR: APRA, Association of Public Relations Agencies; KTM, for press spokespersons; and, PR Klub, for people from the client and agency

side of the business. Media companies who are writing about communications, Ad Age or PR Week, are Marketing & Media (mam.cz) and Strategie (istrategie.cz). The communication services market in the CZ grew rapidly in the 90's; however, nowadays it is on par with other countries in the EU. The pioneer time with "gold on the streets" is over, but there are still a lot of opportunities in the CZ.

I was looking for information about communications in order to improve my professional skills, so I carried out research in both Europe and the US, where I found different news and views. The most interesting n & v were from Germany (www.agenturcafe.de), which has the second biggest communications market within the EU, and the PRSA Boston chapter.

I read every issue and found big differences between writing styles. In Germany, the emphasis it is more on theory, whereas, Boston's is more about practice. I don't think they compete, but rather complement each other.

New News & Views Editor

Please join us in welcoming Ms. Carina Castelli to News & Views. Carina jumped right into the N&V pool to help compile this month's issue. She's already busy working on the June issue.

Carina currently works for the Center for Health Communication at Harvard University and is also a freelance copywriter. Somehow, she manages to find time for the Graduate Publishing Certificate Program at

Emerson College, which she will complete this August. Prior to moving to Boston, Carina served as editor-in-chief of Revolt in Style magazine.

Please send your story ideas, suggestions and warm welcomes to Carina at carina@carinacastelli.com «

Professional Connections **Public Relations/Marketing Specialist**

Qualified applicants, please send resume, cover letter and copies of writing samples via fax, e-mail or the postal service to:

Jeanne Murphy
Manager of Marketing Communications
FT Interactive Data
22 Crosby Drive
Bedford, MA 01730
Phone: 781-687-8548/Fax: 781-687-8270
e-mail: jeanne.murphy@ftid.com

FT Interactive Data is a leading provider of essential market data and information to financial institutions across the globe. We are looking for an energetic, hands-on professional with a solid background developing and executing marketing communications programs, including public and media relations, preferably with experience in both the financial services and technology sectors, to join us in our Bedford, MA headquarters. This position will report directly to the Manager of Marketing Communications.

The qualified candidate is a marketing communications generalist, with a wide range of writing and communications skills. The individual will plan, write and edit public relations and marketing communications materials to support marketing objectives. Candidate must be able to write quality, newsworthy press releases, as well as write articles for internal and external newsletters and some marketing collateral.

The candidate must be able to work well across departments, including business lines, technology and sales. Must have experience creating quality presentations. The ideal candidate will be extremely creative, attentive to detail and capable of handling multiple projects from start to finish.

Responsibilities

- Develop and execute marketing communications programs, including:
- Create news releases, press kit materials, media pitch letters, etc.
- Translate ideas into effective presentations
- Drive editorial placements
- Build and maintain relationships with national, local and trade media
- Build and maintain current press lists
- Organize and track media coverage
- Compose, coordinate and edit content for customer newsletters
- Write and edit collateral and copy for both print and the Web
- Research and write customer case studies and current testimonials
- Liaise with marketing representatives at distributor and partner organizations, providing support through the creation of joint public relations and marketing materials
- Coordinate multiple projects, meet tight deadlines and prioritize assignments on a regular basis. Stay informed on industry issues.

Requirements

The qualified candidate will have a Bachelor's degree, preferably in communications, marketing or public relations as well as 5-7 years of agency, corporate and/or marketing communications experience. Experience in financial services is essential (a technology background is also helpful). Wide range of writing skills, including marketing and journalism. Must have strong written and verbal communications skills, across all levels of an organization. Proficient with Word, PowerPoint and Excel. Must be able to work independently and as part of a team environment. Must be creative, versatile, self-motivated, detail-oriented and responsive.

Salary: \$50K

Office Space

Great opportunity for sole practitioner or small agency! App. 1000 square feet of office/studio space in classic carriage house in Andover. Already wired for broadband high speed Internet. Convenient to Rts. 93 and 495. Just \$600/mo. plus utilities. Call daytime (978) 475-3412. «