

## November 2004 News & Views

### Holiday Party

Enjoy networking, catching up with friends, and holiday cheer with your peers!

PRSA Boston and the Publicity Club of New England are co-hosting their annual holiday gala event at the hip Fire & Ice in Boston.

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## PRSA Boston Presents Its First Annual "PRSA Boston Beacon Award"

The klieg lights are circling in the sky. Eager fans are staking out early spots along the street, leaping to their feet each time a stretch Humvee rolls up. Paparazzi huddle on the corners, eyes craftily watching their competitors to see who will score the first candid photo.

*What's this all about?*

It's the **First Annual "PRSA Boston Beacon Award"** presentation, and public relations professionals across the Commonwealth are all atwitter as to who the first recipient might be.

Nearly a dozen nominations for this award were submitted by PRSA Boston members, and the judges...all sworn to secrecy (as well as kept totally in the dark as to the

results!)...have been feverishly reviewing the entries, pondering late into the night, pacing furiously back and forth as they attempt to decide from among the stellar nominees just who will receive this year's recognition.

A note of sincere thanks goes out to the 60-plus Accredited members of PRSA Boston who volunteered (more-or-less) to serve as the judging committee for this occasion. They have demonstrated, by having personally prepared for and passed PRSA's rigorous Accreditation Examination, that they are committed to advancing the profession and the professional. And they once more are lending their expertise by serving as awards program judges.

## October Program Review: Launch Public Relations

Mixing wisdom, war stories, research results and humor, Joan Schneider, Sharon Barbano and Derek Beckwith gave Chapter members and guests a high powered seminar on how to use public relations to support new product launches.

Joan Schneider, President of Schneider & Associates, kicked-off the program by drawing lessons from her firm's research and her just-published book, *New Product Launch: 10 Proven Strategies*. Citing more than 33,000 new products launched last year, Joan offered a mix of public relations strategies and tactics that separated the winners from the losers. Joan highlighted the launch of the new \$20 bill as the most memorable product launch of 2003. "Consumer packaged goods marketers can learn a few things from the U.S. Bureau of Engraving and Printing based on their run-away success of the new \$20 bill," she said.

Showcasing her skills as a nationally recognized media spokesperson, Sharon Barbano regaled the audience with anecdotes and advice drawn from her

extensive career as an athlete, commentator, marketer and public relations executive. Using visual aids to drive home her lessons on simple and clear product messaging, Sharon's props ranged from a new Saucony running shoe to a first-of-a-kind running bra. Sharon completed her remarks by summarizing the pros and cons of working with superstar athletes to support the launch of new sports and fashion products. .

While Sharon and Joan examined consumer product launches, Derek Beckwith focused his comments primarily on the world of business-to-business public relations. And though Derek joked about the differences between marketing running bras and telecom devices, he also emphasized the common challenges both types of products face in the marketplace. For PR pros, he explained, the lessons are the same: know your product, understand your audience, craft your messages to cut through the clutter.

## Holiday Party

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PRSA Boston and the Publicity Club of New England are co-hosting their annual holiday gala event at the hip Fire & Ice in Boston.

Featuring: A bountiful appetizer buffet & live music with the Tom Nutile Trio

**When:**

Tuesday, December 7, 2004,  
6:00 p.m. - 9:00 p.m.

**Where:**

Fire & Ice  
205 Berkeley St., Boston, MA  
(Park Square Building)  
617-482-FIRE (3473)

For directions, go to: <http://www.fire-ice.com/locations/boston.html>

Green Line accessible (Copley or Arlington stops)

Parking is available nearby

**Cost:**

PRSA, Pub Club and PRSSA  
Members - \$15  
Guests - \$20

## Letter From The President

### Beacons

*Steve Quigley, APR*

I've lived in Greater Boston most of my life. For a while I lived in Rochester New York where I met some of the best people I've ever known. But something was missing. Years after moving back, standing on the deck of the Martha's Vineyard ferry, I figured it out: the ocean. Sure, Rochester has Lake Ontario and yes there were times when it almost looked like an ocean. Almost.

What is it about the ocean? The smell. The sound. The wind. The feeling of freedom, of infinite possibility.

Whatever it is, it's a big part of why so many of us crowd the coasts and put up with long commutes and high mortgages.

Still, we can't entirely shake our fear of its vast power. And while few of us venture out to the sea, we're all comforted by the lighthouses that dot our rocky coast. Quaint and vital, they speak to us of simpler times and they guide us home. They ask nothing of us. They light the way. They inspire.

This month, we celebrate the first PRSA Boston Beacon Award. The Beacon Award honors public relations leadership and integrity. Through it, we recognize an individual who has guided us through example. The PRSA Boston Beacon Award acknowledges the challenges of navigating sometimes-choppy seas and honors the determination and skill it takes to stand tall as a source of inspiration and guidance for others.

## Volunteers Please Step Forward...

Homes for Our Troops, a Boston based charity is working towards building and modifying homes to accommodate catastrophically injured vets returning from Iraq. The Founder, John Gonsalves is being widely recognized by the media for this noble cause. We are looking for pro bono volunteers to provide some basic media training to the spokespersons of the charity to enable them to effectively leverage media relations to raise funds.

### **Please contact:**

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## Bridgewater State PR Student Association Solicits Bids...Helps Kids

By: Alicia Barresi



Bridgewater State College's PRSA presenting the check of \$1648 to the Boston Medical Center's Children's AIDS Program.

In October 2004, Bridgewater State College's Public Relations Student Association donated \$1648 to the Children's AIDS Program of Boston Medical Center. This is the 3<sup>rd</sup> year BSCPRSA has donated money raised from its Silent Auction.

Bridgewater State PRSA is a growing organization and is gaining popularity across campus, publicizing student organizations and events on campus and hosting fundraisers. One of the most successful fundraisers has been the annual

Silent Auction, held in April during the Bridgewater State's "Spring Week."

Auction items were donated from individuals, companies, and organizations and varied from Boston Celtics tickets and Boston University hockey tickets to blankets and stereo systems. The donations were collected by BSCPRSA members and were auctioned off to BSC students, staff, and faculty.

Boston Medical Center's Children's AIDS Program, a community-based, hospital-affiliated program that serves children from throughout eastern Massachusetts, was started in 1988. The only New England Program specializing in therapeutic day care to children living with HIV/AIDS, it is both an after school program to children 5-14 years old and a day care to 35 children under six years old.

Bridgewater State faculty member Thomas Mickey, APR, is BSCPRSA's faculty advisor, and Darlene Hollywood, Vice President/Account Director at Laura Tomasetti & Associates, is the organization's professional advisor. Currently holding an "unofficial" status, the Bridgewater student public relations group hopes to officially affiliate with PRSSA in the near future.

## Industry Announcements

### Sappi Fine Paper North America Selects Morrissey & Company to Provide Reputation Management and Strategic Communications

Morrissey & Company, a national reputation management and public relations firm based in Boston, today announced that Sappi Fine Paper North America (NYSE:SPP), the leading manufacturer of coated fine paper in North

America, has selected Morrissey & Company to provide reputation management and strategic communications services. Morrissey & Company will work with Sappi Fine Paper North America to create and execute a variety of strategic communications programs to build greater corporate and brand awareness for the company and its products.

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### **Wanger Associates brings in three new retainer clients**

Wanger Associates, a solo practice headed by former Boston PRSA president Barry Wanger, APR, Fellow PRSA, brought in three new retainer clients and two project-based clients during October. The retainer clients are Hebrew College, Newton, MA; Parents in a Pinch, a company that provides in-home corporate back-up care, Brookline, MA, and Child Care Connections, a chain of child care centers, Lincoln, RI. Wanger was also retained to handle a crisis communications project for Berkshire Healthcare of Pittsfield, MA, and a communications audit for the Massachusetts Dental Society, Southborough, MA.

### **Non-Profit Organizations Dominate Upper Ranks of 2004 Massachusetts Corporate Reputation Survey**

*Brigham & Women's Hospital and Lahey Clinic Post Largest Gains*

Non-profit institutions in higher education and health care delivery enjoy the best reputations among business executives in Massachusetts, according to survey results released today rating the reputations of the Bay State's leading private and public enterprises. Leading executives view

Harvard University as the state's most reputable academic center, Children's Hospital as the most esteemed medical institution, and Fidelity Investments as the local for-profit company with the best reputation, according to the results of the second annual *Massachusetts Corporate Reputation Survey (MCRS)*. It was Harvard University's second consecutive appearance at the top of the reputation survey conducted exclusively for Morrissey & Company, a national reputation management and public relations firm based in Boston. Rounding out the top 10 were: Children's Hospital, Boston University, Massachusetts General Hospital, Tufts University, Boston College, Northeastern University, Fidelity Investments, Brigham & Women's Hospital and Staples, respectively.

### **Laura Tomasetti & Associates Public Relations Adds Clients, Staff**

Laura Tomasetti & Associates Public Relations LLC, the boutique PR shop, best known for its work in the consumer products area, has added to its client roster Zoe Foods, which distributes its Zoe's Flax & Soy Granola Cereals & Bars to 2,300 stores nationwide, and Isis Maternity, the premier resource center for expecting and new parents in Greater Boston. In addition, three new staff members recently joined the agency.

## **Do You Know?**

That the Public Relations Society of America ([www.prsa.org](http://www.prsa.org)) is the world's largest organization for public relations professionals helping to advance the profession and the professional. Its nearly 20,000 members, organized into 116 Chapters nationwide, 18

Professional Interest Sections along with Affinity Groups, represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations.