

## November 2005 News & Views

■ PRSA Boston Chapter Annual Meeting with featured guest speaker - Boston Police Commissioner Kathleen O'Toole - November 15th 11/15/2005 6:00 to 8:30 p.m. Fairmont Copley Plaza Hotel, 138 St. James Ave., Boston, MA

Here's November N&V at a glance:

- Letter from the President
- PRSA Boston: Social Activism Strategy and Communication
- PRSA Announces New Vice President of Marketing
- Getting your APR designation has never been easier

## PRSA Boston: Social Activism Strategy and Communication

By Debbie Chin

On October 24, 2005, PRSA Boston held a panel entitled: "The Insider's View of Social Activism: How Advocacy Groups set their Communications Strategy." Leading public interest professionals revealed key points from their organizations' policy and communication agendas.

Ernie Corrigan, President of Corrigan Communications, stressed on the importance of an organization's ability to stay ahead.

"From a development standpoint, you have to anticipate what is coming next," said Corrigan. "Know what your schedule is and where your story is going to take advantage of future opportunities."

Diego Sanchez, Director of Communications and Marketing for the AIDS Action Committee, spoke about aligning corporate social responsibility with a non-profit organization's needs. As an example, he

related the passage of pharmaceutical access to clean needles to illustrate the importance of corporate partners.

"By figuring out the commonalities we share with the corporation, we have a much higher chance of success," said Sanchez. "You have to figure out the parallel constituents and messages that both organizations share."

Eugene Benson, Esq., attorney for Alternatives for Community and Environment (ACE), revealed a tactic for gaining media attention.

"You have to get quotes from people in the community, not from lawyers," said Benson. "Reporters will be more sympathetic to your story."

Corrigan elaborated on the challenges of advocacy and media relations.

*(Continued on page 2)*

## PRSA Announces New Vice President of Marketing

PRSA has announced the hiring of Barbara McDonald as the Society's new vice president of marketing. McDonald, reporting to Catherine A. Bolton, PRSA's executive director and COO, will be responsible for creating, developing and overseeing a strategic business plan that will meet the needs of the Society's members. McDonald will also work with the volunteer professional development

committee, marketing committee and staff to evaluate and assess the educational and training programs that are presently available.

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"Every issue has its fatigue factor," said Corrigan. "As a communications professional, you need to set a good story for the reporter—a story different than all the rest."

Corrigan also commented on the importance of educating a beat reporter who may not be well versed in the subject matter.

"For example, there are some healthcare reporters out there who don't know the

difference between Medicare and Medicaid. You have to work hard to not only advocate, but educate about your cause."

Sanchez added a final tip for media relations from an advocacy point of view.

"We're ultimately trying to inform and persuade an audience, so tell individuals how the cause influences them and how they can be involved," said Sanchez. "This motivates reporters to cover the story."

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## Getting your APR designation has never been easier!

Step 1. - Fill out an application at [www.prsa.org](http://www.prsa.org)

Step 2 - Study for the on-line exam

Step 3 - Participate in a "readiness review" with local PR professionals

Step 4 - Take the Exam!

Questions? Contact Elise Lapham at 781-914-1222 or [elise.lapham@sbgj.com](mailto:elise.lapham@sbgj.com)

## Letter from the President

By Kirk Hazlett, APR, President, PRSA Boston

The month of October has been nothing if not eventful, and I, for one, am delighted to be looking at it in my life's rearview mirror! The capper, of course, was Hurricane Wilma and the corresponding cancellation of the 2005 PRSA International Conference. A lot of hard work and planning by a group of dedicated public relations professionals both in the Miami area and at PRSA headquarters was basically "blown away."

But life must go on, and life indeed *does* go on for PRSA Boston. We had an *excellent* chapter program on October 24 on activist public relations with more than 40 professionals as well as several students paying rapt attention. (See the recap article in this newsletter written by BU PRSSA member Debbie Chin. *Thanks, Debbie!*) *Special thanks*, too, to President-elect Nancy Sterling, APR, for making space available at ML Strategies!

*This* month promises to be even better with PRSA Boston's Annual Meeting scheduled for Tuesday, November 15, at the Fairmont Copley Plaza. In addition to our annual election of officers for the coming year, we will present the Second Annual "PRSA

Boston Beacon Award" to an individual whose life and career have made significant contributions to the advancement of the public relations profession. Nominations are being accepted now, and selection of this year's winner will be made by a majority vote of PRSA Boston's Accredited members. Then our keynote speaker, Boston Police Commissioner Kathleen O'Toole, will discuss the ways in which public relations plays a part in her role as Boston's "Top Cop."

Finally, I would like to encourage any of you who are interested in becoming more actively involved in PRSA Boston by serving on one of our many committees to please let us know. Contact me ([mkhazlett@verizon.net](mailto:mkhazlett@verizon.net)) or PRSA Boston Chapter Administrator Beth Bryant ([bbwrites@comcast.net](mailto:bbwrites@comcast.net)). We'll get you connected!!

## Save the Date! - November 15

### Annual Meeting: Guest speaker - Boston Police Commissioner, Kathleen O'Toole

11/15/2005

6:00 to 8:30 p.m.

Fairmont Copley Plaza Hotel, 138 St. James  
Ave., Boston, MA

PRSA Boston Chapter Annual Meeting  
Tuesday, November 15th

### Featured Guest Speaker: Boston Police Commissioner Kathleen O' Toole

Commissioner O'Toole will share her experiences facing the media, not only in her current job but in her previous high-profile positions, such as Secretary of Public Safety of the Commonwealth and as an expert advisor on policing in Northern Ireland.

Also on the Program Agenda:

➤..... Election of the 2006 Chapter Officers

➤... Presentation of the Second Annual PRSA Boston Beacon Award For Lifetime Achievement in Public Relations

When:

November 15, 2005 - 6:00 - 8:30 p.m.

Dinner & Networking 6-7:00

Program 7-8:30

Where:

Fairmont Copley Plaza Hotel

138 St James Ave, Boston, MA

Cost:

PRSA Boston Chapter Members \$40

Non-Members/Guests \$50

PRSSA \$20

Full-time Students \$25

To register, go to:

<http://www.opinionpower.com/Surveys/744031007.html>

## DID YOU KNOW??

Through the PRSA partnership with DHL Express, members can save up to 25 percent on air express and ground shipping. More importantly, members can rely on DHL's commitment to guaranteed on-time delivery and customer service 24 hours a day, 7 days a week. To enroll and start

saving, call 1-800-MEMBERS today to speak with a dedicated Member Service Representative, or visit [www.1800members.com](http://www.1800members.com).