

**SAVE THE DATE!!**

**PRSA BOSTON CHAPTER  
ANNUAL MEETING**  
Wednesday,  
November 15, 2006

Here's November N&V at a glance:

- *From the President*
- *PRSA Beacon Award*
- *Save the Date! PRSA Boston Annual Meeting*
- *Professional Development Teleseminar: "Being an Effective Editor"*
- *PRSA Boston Welcomes Newest PRSSA Chapter*
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- *Pine Street Inn: "Send a Message of Hope"*
- *Career Tips: ABCs of Career Change*
- *PR Profession sought to teach public relations writing course*

**FROM THE PRESIDENT, NANCY STERLING, APR**

*Nancy Sterling, APR, Senior Vice President,  
ML Strategies*

Dear Fellow PRSAers!

Fall started off with a resounding cheer with the Boston Chapter hosting the Northeast District Conference. More than 125 public relations professionals from across the District attended the all day event at Bentley College. Conference Chair Kirk Hazlett, APR, ably assisted by experienced Northeast District Chair Kevin Kane, APR, of the Rochester Chapter, had a stellar team working on the Conference including Roger Bridgeman, Julie Lear, APR, and Pat Pollino, APR, Fellow PRSA. They worked to put together a stellar line-up of speakers and break-out sessions, and the feedback we've received has been overwhelmingly positive. This was an event the Boston Chapter should be very proud to have hosted!

Next on the agenda is our Annual Meeting on Wednesday November 15<sup>th</sup> at 6pm at the Mary Baker Eddy Library at the First Church of Christ, Scientist, in the Back Bay.

Our guest speaker will be Caleb Solomon, Business Editor of the *Boston Globe* and now the executive overseeing Boston.com. We will also elect our new slate of officers for next year. It is always an excellent evening to network with colleagues, so I look forward to seeing many of you there.

I am delighted to report that our most recent teleseminar, "Go Ask Your Search Engine: Utilizing News Search and Blog Search to Increase Visibility," was not only sold out, but boasted a long waiting list! Thanks to Cone Communications for hosting and to Jennifer Bien Posterro for organizing. You can be sure if National runs this one again, PRSA Boston will offer it as well. If you have ideas about which of the national teleseminars you would like to see us host for our monthly afternoon program here in Boston, please email Jen at [jjposterro@comcast.net](mailto:jjposterro@comcast.net)

Hoping to see you at the annual meeting!

Best  
Nancy

## 2006 'PRSA BOSTON BEACON AWARD'

*Who Do You Believe Truly Epitomizes the Words "Public Relations Professional?"*

PRSA Boston is accepting nominations for the 2006 "PRSA Boston Beacon Award," an honor bestowed on an individual who, by act, word and deed, represents the "best of the best" in the field of public relations.

The nominee for the "PRSA Boston Beacon Award" will have demonstrated excellence in one or more of these areas: impact of entire career; significant contribution to the public relations profession; significant contribution to the community as a public relations professional; significant contribution to individuals by education or mentoring; advancing the careers of others and exemplifying professional standards.

Established in 2004, the "PRSA Boston Beacon Award" recognizes extraordinary achievement by an individual, either working in the public relations industry or from the general business (either for-profit or not-for-profit) community.

Previous recipients are Otto Lerbinger, Ph.D., APR, Fellow PRSA, and Barry Wanger, APR, Fellow PRSA. Submit your nomination today for the person who you feel best represents the high standards of professionalism.

For more information and our online nomination form, visit <http://www.prsaboston.org/beaconAbout.aspx>. Deadline for nominations is Friday, November 3, 2006.

## SAVE THE DATE!!

PRSA BOSTON CHAPTER ANNUAL MEETING  
Wednesday, November 15, 2006

Featured Guest Speaker: Caleb Solomon, Business Editor, *Boston Globe*, and executive in charge of *boston.com*.

Also on the Agenda:

- Presentation of the Third Annual "PRSA Boston Beacon Award" for Lifetime Achievement in Public Relations
- Presentation of 2007 PRSA Boston Educational Scholarship
- Election of the 2007 PRSA Boston Chapter Officers

When?

November 15, 2006  
6:00 to 8:30 p.m. (6:00 - 7:00 Dinner & Networking; 7:00 - 8:30 Program)

Where?

The Mary Baker Eddy Library, Christian Science Plaza, 200 Massachusetts Ave., Boston, MA

Cost?

PRSA Boston/Pub Club Members - \$40  
Non-Members/Guests - \$50  
PRSSA - \$20

PRSA accepts Check, Visa and Master Card. To pay by check, please send your check BY DAY OF THE EVENT to: Beth Bryant, PRSA Boston Chapter Administrator, 48 Bromfield Street, Watertown, MA 02472. Payment MUST be received by day of the event. Unpaid no-shows will be billed; please cancel 48 hours in advance to avoid being billed.

...And Don't Forget!

2006 PRSA International Conference, November 11-14, Salt Lake City, UT. To register: <http://www.prsa.org/conference2006/view.cfm?reg=1>

## “Being an Effective Editor: How to coach your writers”

PRSA Boston Hosts Teleseminar Thursday,  
November 30

“Being an Effective Editor: How to coach  
your writers”

A 60-minute teleseminar with writing coach  
Ken O’Quinn

When: Thursday, November 30  
3:00 – 4:00PM

Where: American Cancer Society  
Nine Riverside Road  
Weston, MA 02493

While writing is the cornerstone of the public relations profession, we often do not make time to develop employees’ written communication skills. It is common for writers to complain that they get little guidance in how to improve, and for supervisors to acknowledge that they do not know what specific advice to give their writers. Find out how to create a rewarding climate and share control of the material so that the writer does most of the work – and thereby learns – while the manager does less rewriting on deadline.

You’ll also learn:

- How to criticize without alienating
- How to build a writer’s confidence
- How writers and managers can enjoy a collaborative, rather than an adversarial, relationship

INSTRUCTOR

Ken O’Quinn, a writing coach with Writing with Clarity in Cape Elizabeth, ME, conducts workshops and one-on-one coaching for Fortune 500 communications departments and global PR firms. He founded Writing with Clarity in 1994 after a 21-year journalism career, most of it with the Associated Press. Author of “Perfect Phrases for Business Letters” (McGraw-Hill, 2006), his clients include ChevronTexaco, Visa, Merck, Sprint, Oracle, Edelman, Weber Shandwick, Porter Novelli, Burson-Marsteller, and Fleishman Hillard.

To Register: Contact PRSA Boston Chapter Administrator, Beth Bryant, APR, at (617) 926-9595 or [bbwrites@comcast.net](mailto:bbwrites@comcast.net).

## PRSA BOSTON WELCOMES NEWEST PRSSA CHAPTER

*Bridgewater State College PRSSA Chapter  
Now Official!*

Tom Mickey, Ph.D., APR, PRSSA Faculty Advisor and Professor of Communication Studies at Bridgewater State College, sends in this wonderful news...

PRSA has advised us that the Public Relations Society of America has just given Bridgewater State College a charter for the formation of a new chapter of the Public Relations Student Society of America. This is a significant recognition of both our students and BSC's public relations program. The charter links the group both to PRSA as well as a network of PRSSA student groups

around the country. It is a tremendous opportunity for students both personally and professionally.

A formal ceremony has been scheduled to publicly recognize this new student group, which for the past fifteen years has been known simply as the BSC Public Relations Student Association. The PRSSA status is a new chapter in the history of the group.

Keep this date free and be sure to join us!  
“PRSSA Chapter Inauguration”

Tuesday, November 28 / 3:00 p.m.  
Bridgewater Dining Room, Campus Center  
Bridgewater State College  
Bridgewater, MA

## PRSA BOSTON MEMBER NEWS

Anita Harris, president of Anita Harris Communications (<http://www.harriscom.com/>), sends in this update on recent activities on behalf of her clients.

“Microchips” was featured in the *Wall Street Journal* and 170 other news outlets as a result of our press release about the company's use of handheld wireless technology to control the release of drugs, in vivo, over time. MicroCHIPs, formed on the basis of work conducted in the MIT Laboratory of Robert Langer, PhD, had published an article in *Nature Biotechnology*. The company is currently developing embedded sensors to monitor and release drugs in the body, as needed.

A Forsyth Institute discovery that "blue light" can be used to selectively kill bacteria associated with severe gum disease was covered by more than 450 news outlets--including *ABC News* in major markets, the *Boston Globe*, *Chemical Engineering News*, the *Financial Times of London*, *Medical Device Daily* and *Photonics*. Our press release, based on an article in *Antimicrobial Agents and Chemotherapy*, mentioned that a handheld consumer device is in the works. The release led to numerous VC inquiries for Forsyth--and to a 2006 International Communicator Award for us!

## PROFESSIONAL DEVELOPMENT OPPORTUNITIES FROM PRSA

The following is just a sampling of the many professional development programs offered by PRSA. For more information on a specific program or to access the entire month's list of programs, check out PRSA's "Calendar of Events" at <http://www.prsa.org/>.

Nov. 2

Communications Planning: Start here for more effective planning

Nov. 7

APR Study Program: Problem-solving skills

Nov. 7

On the Edge of Influence — New Media and the Agency of Tomorrow

Nov. 9

Take the “Numb” Out of Numbers: How to make statistics more interesting and accessible

Nov. 11

Accreditation Power Play

Nov. 11

Aspects of Leadership

Nov. 11

Building a Productive Organizational Culture: Why the PR Practitioner Is Indispensable

Nov. 11

Creating True Client-Agency Partnerships

PINE STREET INN: "Send a message of hope this holiday season."

*This is one ample attractive holiday cards available The Street*

The Street New land's ing source home-



*just ex-of the tive day avail-from Pine Inn*

Pine Inn is Eng-lead-re-for less

women and men. In addition to offering emergency shelter and food, the Pine Street Inn also addresses the root causes of homelessness and helps those who are ready to move beyond it through job training programs and permanent affordable housing.

By sending Pine Street Inn holiday cards your company will offer help and hope to homeless men and women. Proceeds will support programs including street outreach, emergency shelter, job training and permanent housing.

Choose from four new images and order cards with a customized message by visiting them online at [www.pinestreetinn.org/holiday](http://www.pinestreetinn.org/holiday) or by calling (617) 892-9178.

PR PROFESSIONAL SOUGHT TO TEACH PUBLIC RELATIONS WRITING COURSE

Stonehill College has an immediate opening for a part-time faculty member to teach an undergraduate "public relations writing" course spring semester 2007.

The course runs on Tuesday and Thursday from 11:30 a.m. to 12:45 p.m.

Interested applicants should contact Professor Yu Xuejian, Communication Department Chair, at [xyu@stonehill.edu](mailto:xyu@stonehill.edu) with a letter of interest and resume.

## CAREER TIPS: Do You Know the ABCs of Career Change?

By Deborah Walker, CCMC, Career Coach ~  
Resume Writer

Making a career change is one of the toughest job-search challenges. For clarification, “career change” means much more than “job change.” A career change means choosing a completely new profession or industry. A “job change” is simply changing employers within the same industry and profession.

Why do people change careers? The two main reasons are:

The industry or occupation becomes obsolete (or is outsourced overseas)  
Job dissatisfaction (If you dread going to work on Monday morning, you’re probably in this category.)

What makes a career change so difficult? After all, most job seekers attempting a career change know exactly why they would do well in a new profession or industry. The problem comes down to communication. Most job seekers have difficulty communicating in their resume their ability to excel in a new career. Resumes, by definition, focus on career experience (history), but career changers need employers to see their expertise (current skills) in order to be viewed as a viable candidate.

If you are attempting a career change, it becomes easier when you understand the ABC’s of career change:

A: Assess  
B: Bridge  
C: Communicate

Assess what you want changed.

Before you can make a successful change,

you must decide what needs changing. Is it the duties you perform? Your overbearing boss? Your current geographic location? The industry you work in? The size of company you work for? The level of responsibility you hold? Once you pinpoint your exact source of unhappiness, you’re on your way to making the correct choice for change.

Bridge the gap between what you’ve done and what you want to do.

The key to selling yourself based on your expertise rather than your experience is transferable skills. Transferable skills work like bridges to help you cross over from one industry to another or one occupation to another. Transferable skills are those skills you now possess that qualify you as a viable candidate for your career change.

Communicate your ability to excel in your new profession or industry.

Your resume is your front-line communication tool to prospective employers. No matter how well you interview, if your resume doesn’t sell you, there won’t be an opportunity to convince them in person. Use your accomplishments to prove the strength of your transferable skills, and you’ll get interviews faster and with more enthusiasm.

An experienced career coach can help you apply these ABCs to your current resume and your interview skills. Once you practice the ABCs of career change you’ll be on your way to changing your career and changing your life—for the better!

For more information, email  
[Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)