

## October 2004 News & Views

Plan now to be at the most important gathering of Public Relations Professionals in 2004.

The 2004 PRSA International Conference in New York City is an absolute must-attend for public relations and communication professionals.

Complete info on Page 6

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

- Letter From The President: Fall Classic
- September Program Review: Crisis Creators
- Otto Lerbinger- Legendary PR Professor, To Be Honored at BU
- Ballot for 2005 Chapter Leadership
- PRSA International Press Conference 2004
- PRSA And The American Red Cross Present 'Power of Two'
- Industry Announcements

## Professor Otto Lerbinger To Be Honored On November 5<sup>th</sup>



### Boston University Hosts Gala For Public Relations Community

Legendary public relations professor, scholar and mentor, Dr. Otto Lerbinger, will be honored at a dinner celebration on Friday, November 5<sup>th</sup> at Boston University. Dr. Lerbinger is well known and well loved throughout the public relations community, particularly in the Greater

Boston area, where generations of his students serve as industry leaders.

Dr. Lerbinger retired from Boston University's College of Communication in May 2004, having served as Professor of Public Relations at B.U. for fifty years.

Professor Lerbinger is widely regarded as one of the world's leading experts in corporate public relations, communication theory and crisis communication. He is a former vice president of New England Consultants, an opinion and communication research organization; former director of research and development at Ruder Finn; and a former senior partner of Cooperative Communication Services. He has served as a consultant to Hill & Knowlton;

*(Continued on page 2)*

## Letter From The President—Fall Classic

Steve Quigley, APR

Everything's changing according to plan. Lawn furniture is headed back to the garage. Start-of-school butterflies give way to mid-term projects. Pre-election signs sprout where dandelions used to be. Skies turn pink on the ride home from work. And Red Sox fans whistle doubts about Yankee pitching, wondering if this fall classic will be another classic fall.

Quietly, the pace quickens before winter. Still time to honor that jogging resolution before snows crowd the sidewalks. Not too cold to finish painting the garage. Maybe a trip north to scout the foliage?

So too it is with your chapter. Nancy Sterling and her band of tireless program planners have turned up the juice just as the leaves begin to fall. Last week, we were

treated to a wonderful "Launch PR" program featuring Joan Schneider. On November 5<sup>th</sup>, we'll be served a dinner tribute to Otto Lerbinger, Boston's very own crown jewel of public relations. On November 11<sup>th</sup>, senior practitioners are invited to an insider's look at corporate communication from the former Sr. VP of AT&T. And on November 16, we will enjoy the most exciting annual meeting in memory. David D'Alessandro will be the keynote speaker, thanks to Kirk Hazlett, we'll present our first annual Beacon Public Relations Award. And, thanks to Barbara Wellnitz, an extraordinary slate of candidates will be elected to serve as your chapter leaders for next year.

Soon we'll be donning our heavy coats. Many will look forward to the chapter's winter programs, eager for new ideas, inspiration and the warmth of old friends.

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*(Program continued from page 1)*

Jackson, Jackson & Wagner; and several other public relations firms. He was publisher of *pr reporter* from 1980 to 2002 and served as editor from April 2002 to August 2003.

Dr. Lerbinger is a former president of the New England Chapter of the Public Relations Society of America and a former trustee of the Foundation for Public Relations, Research & Education. In 1975 he received PRSA's Distinguished Educator Award. He is a member of PRSA, the American Association for Public Opinion Research, the Association for Education in Journalism & Mass Communication, and the Industrial Relations Research Association.

Proceeds from the event will be used to launch a research fund in Dr. Lerbinger's name. The fund will encourage and underwrite cutting-edge public relations industry research.

When                      Friday, November 5  
Reception: 6:30 p.m.  
Dinner: 8:00 p.m.

Where                      Boston University  
One Sherborn Street, 9<sup>th</sup> Floor  
Boston, Massachusetts

Tickets                      \$100 per person

Sponsorship      Special sponsorship opportunities are available for those who would like to make an additional contribution to the Otto Lerbinger Public Relations Research Fund.

To register or to learn more about this special event, contact Karen Huefner at 617-353-6486 or [comalum@bu.edu](mailto:comalum@bu.edu).

## September Program Review: "The Crisis Creators"

"My main message is that stonewalling backfires." That's how Joe Bergantino wrapped up his remarks to a room full of PRSA Boston members and guests last month.

Chapter members were treated to a rare and valuable look inside the hearts and minds of two of the regions most powerful and influential "crisis creators," the Boston Globe's Walter Robinson and WBZ-TV's Joe Bergantino.

Walter Robinson has managed the Globe's Spotlight team for the past four years. During that time the Spotlight Team has become well known (and feared by some) for uncovering and "creating" high profile scandals. Referring to what is probably their most famous investigation, Robinson pointed out that the Globe's coverage of the Archdiocese of Boston sex scandal spanned 800 stories. Comparing himself to TV's Maytag repairman, Robinson added, "Now, no one ever calls me."

Cutting to the chase, Robinson offered this advice, "My view of how PR should handle press varies. It's not always a good idea to have your client sit down with the Spotlight Team. But, most of the time, the ostrich approach does not work because your side ends up getting short shrift."

Robinson offered several examples of how lawyer-driven crisis responses can backfire. "We sat down with a high-powered lawyer

who was put in charge of responding to our charitable foundations investigation. He didn't anticipate our questions and wasn't accustomed to talking with the press. They weren't happy with the outcome."

Bergantino emphasized the unique constraints and power of TV investigative journalism. As the director of WBZ's "I Team," Bergantino's staff is typically limited to a producer and several college interns. He explained that TV's tight deadlines and short staff make extremely complex cases difficult to cover. By way of example, Bergantino pointed out that WBZ had looked into abuses by charitable foundations but - unlike the Globe's Spotlight team - didn't have the resources and financial expertise to cover the story. "And," he added, "TV needs pictures."

Asserting that the Boston Catholic Church scandal is a "classic case of how not to handle crisis PR," Bergantino offered the view that post-crisis missteps are often more damaging than the initial wrongdoing.

"When you refuse to talk with us, it makes us more persistent. With us, we have the camera. After making numerous efforts, we send the photographer and me. Sometimes these are gifts that PR people give us. Thank you very much."

## Ballot for 2005 Chapter leadership

We have an outstanding annual meeting planned for **Tuesday, November 16**, to conduct elections for the 2005 Chapter leadership team. Slate of officers who have been nominated for the 2005 chapter leadership team are:

### **President – Kirk Hazlett, APR**

Kirk has provided public relations counsel to nonprofit and government organizations in Massachusetts and Hawaii for more than 25 years. A member of PRSA Boston since 1982, he also is incoming chair of PRSA's Northeast District, secretary of the board of directors of Boston Harborfest, member of the advisory committee for Leaders of Tomorrow, and adjunct professor of public relations at area colleges and universities. He has chaired the chapter's outreach to PRSSA for several years. Kirk has a B.A. from the University of Georgia and a B.S. and an M.B.A. from Golden Gate University.

### **President-Elect -- Nancy J. Sterling, APR**

Nancy is Senior Vice President of Strategic Communications at ML Strategies in Boston. She has a wide-ranging practice, but her expertise is in crisis communications. Most recently through MLS, Nancy took on the role as Acting Vice President of University Relations at Boston University, while continuing to manage her client roster at the firm. She has held positions in state and city government and her background is in TV news. She holds a B.A. from Boston College and an M.A. from Boston University and currently is vice president of the chapter, as well as program committee chair.

### **Vice President -- Elise Lapham, APR**

Elise is the Public Relations Director for Sun Life Financial's U.S. Headquarters Office, where she is responsible for media

relations, community relations, and internal communications functions in the U.S. A graduate of Wheaton College with a B.A. in Political Science, she received her M.S. in Public Relations from Boston University. Elise currently serves as the secretary of PRSA Boston.

### **Secretary -- Meghan Magner**

Meghan is the Communications Manager at Ropes & Gray, a position that is a first for the 600-lawyer firm now located in Boston, New York, San Francisco, and Washington. Prior to Ropes & Gray, she spent 10 years in agency positions, at The Weber Group and Arnold Public Relations in Boston and at Powell Tate in Washington.

### **Treasurer – Mark McClennan, APR**

A vice president at Schwartz Communications, Mark applies his strategic communications skills to helping his clients leverage public relations to realize their business objectives. His teams have been recognized with more than 30 awards for excellence in public relations, including two Silver Anvils (2002 and 2004). He has served as membership chair of PRSA Boston for two years.

### **Director-At-Large – Jennifer Bien (term expiring in 2007)**

Jennifer Bien is Communications Coordinator for Viacom Boston, which includes CBS4 and UPN 38 in Boston and UPN 28 in Providence. She took on this role upon graduation from Emerson College in December 2003. In 2002, Jennifer was president of Emerson's PRSSA chapter and currently holds membership to Lambda Pi Eta, the National Communication Association Honor Society.

*(Continued on page 5)*

*(Ballot continued from page 4)*

**Assembly Delegate (term expiring 2005) --  
Ann D. Getman, APR**

Ann is principal of Getman Strategic Communications, focusing on research, strategic planning and campaigns to inform, involve and change behavior. She helps nonprofit organizations and businesses operating in the public sector to build reputation and stakeholder relationships. A past president of the chapter (2000) and member of Counselors Academy, Ann was the chapter's accreditation chair for four years.

**Assembly Delegate (term expiring 2005) --  
Patrick (Pat) Pollino, APR, Fellow PRSA**

Pat has been called the "Dean" of public relations for professional services firms, having held executive posts in public relations for management consultancies for the past 23 years and, before that, for 15 years in the utilities industry. He is the Corporate Communications Officer for Mercer Management Consulting. He is a past president of the Boston chapter and has previously served as assembly delegate.

**Assembly Delegate (term expiring 2006) --  
Christine McCue, APR**

A past president of PRSA Boston (1998) and long-time chapter member, Chris currently is a program manager at Tufts Health Plan in Waltham. She oversees the company's award-winning community service program, handles community-oriented employee communications, and works with the CEO on external affairs. Chris is also co-chair of

the Corporate Volunteer Council of Greater Boston, helping to promote employee volunteerism as a component of corporate social responsibility.

**Assembly Delegate (term expiring 2007) --  
Paul Wetzel, APR**

Paul has served more than 85 clients since founding Paul Wetzel Associates in 1982. He focuses on providing management services to professional associations, including the Massachusetts Orthopedic Association. Earlier, he held increasingly responsible public relations management positions at General Motors Corporation in New York, Chicago, Detroit and Boston. He is a past president of PRSA Boston and a former member of PRSA's National Board of Directors.

Please plan to attend the **annual meeting on November 16** and help elect your leadership.

P.S. We welcome volunteers for the following committees: programs, membership, sponsorships, communications, accreditation, endowment, PRSSA, young professionals, independent practitioners, News & Views, and ethics. Please call Barbara Wellnitz (508-698-3374) or Kirk Hazlett (617-489-6067) for further information, or to volunteer. Committee membership is an important step in assuming chapter leadership responsibility.

# Plan Now to Be at the Most Important Gathering of Public Relations Professional in 2004

## The largest ever PRSA International Conference

More than 150 professional development opportunities, conducted by agency, corporate, nonprofit and government public relations leaders, grouped in three new tracks:

The 2004 PRSA International Conference in New York City is an absolute must-attend for public relations and communication professionals. We are the architects of change, helping the organizations we work for listen to and respond to the world around us as it evolves and shifts. And we must be advocates of understanding, interpreting our organizations to stakeholders with diverse and disparate concerns and needs. As the world changes, our profession changes along with it. We demonstrate the ultimate value of our profession to a world that needs our insights, our expertise and our commitment as never before.

### GENERAL SESSION SPEAKERS



**Sunday**

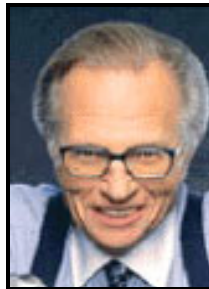
**Donald Trump**

Entrepreneur, author, executive producer and star of NBC's hit series, "The Apprentice"

Whether you love him, loathe him or aren't sure, Donald Trump is the consummate

newsmaker, the ultimate New Yorker and the boldest of business leaders. He has survived well-publicized crises, managed to live in the 24/7 glare of the media spotlight and has taken transparency and visibility to new heights. Trump is a man of vision and imagination, and he knows how to get people to buy into his ideas.

**Tuesday**



**Larry King**

CNN's master interviewer

*Look Who's Talking: It's Larry King, Live!*

One man intimately understands this country's

pulse. No one has interviewed so many individuals from America and around the world, from kings to serial killers, despots to the latest hotties – CNN's Larry King has interviewed seemingly everyone. Celebrating more than 45 years in broadcasting, he is the host of "Larry King Live," the first worldwide phone in television talk show and CNN's highest-rated program.

*(Continued on page 7)*

(PRSA International continued from page 6)



**Ken Auletta**

Media columnist for The New Yorker and author of "Backstory: Inside the Business of News"

***When News Becomes More Business Than***

***Journalism: Who Wins; Who Loses?***

Ken Auletta is described by New York magazine as the "media Boswell," while the Columbia Journalism Review says, "No other reporter has covered the new communications revolution as thoroughly as has Auletta." Join Auletta as he dissects the intricacy of media empires and how those empires intersect with business and politics. No doubt the future of public relations will be profoundly affected by these transformations.

## Special Issues Session



**Alan Hevesi**

Comptroller of the State of New York

***Corporate and Government Accountability: An "Insider's" View***

What's the future of responsible corporate and government management and how can we as communicators support it? Alan Hevesi brings a unique "both sides now" viewpoint to this topic. As comptroller of New York State and trustee for more than \$115 billion in employee retirement plans, he has been a vocal advocate of reform and accountability in government. And he's also been a leader in calling for corporate transparency, most recently joining with the California Public Employee Retirement System and other major pension funds in pressuring corporations, including Safeway, Walt Disney and Citicorp, to install more responsible boards of directors.

## PRSA And The American Red Cross Present – Power of Two

In an effort to channel the specific skills of public relations professionals in times of crisis, PRSA and the American Red Cross joined forces to create "**The Power of Two**" a partnership designed to recruit, train and utilize public relations professionals to help manage disasters on local and national levels.

By becoming a registered member of this national database of communications professionals ready to serve, PRSA and PRSSA members can translate their compassion and skills into immediate action for the American Red Cross disaster

relief efforts.

### **Benefits of Participation**

- On-the-job crisis communications training and experience
- Chance to use communications talents in times of need
- The reward of working to help disaster victims in their time of need
- Satisfaction knowing that you have participated in the development and execution of communications that help save lives
- Maintenance credits for your APR credential

## Industry Announcements

### **Kelley Chunn Speaks on PR as a Force for Social Change at National Public Relations Conference**

Kelley Chunn, principal of Boston based Kelley Chunn & Associates, will speak on "Public Relations as a Force for Positive Social Change" at the Public Relations Society of America's (PRSA) International Conference in New York City from October 23-26 at the New York Hilton & Towers.

The theme of the PRSA International Conference reflects the challenges facing today's practitioners and so is titled, "Architects of Change, Advocates of Understanding: Advancing the Public Relations Profession." For details go to [www.conference.prsa.org](http://www.conference.prsa.org).

### **Porter Novelli adds five professionals to growing Boston office**

Porter Novelli has added five PR professionals to support the growth of its Boston office. Joining the agency's Technology Practice are Mary Keith and Bill Robbins as senior account executives, and Jill Klingler and Kevin Komiega as account executives. In addition, Meghan Stanton was recently promoted to assistant account executive from her previous administrative role.

### **Morrissey & Company**

Morrissey & Company signs new clients in Q3, is retained by the Y as its Agency of Record and hires new Associate  
Morrissey & Company, a national reputation management and public relations firm

based in Boston, announced that LandVest and the City of Vienna recently hired the firm to provide a variety of reputation management and strategic communications projects. The public relations firm has also been retained by the YMCA of Greater Boston area as its agency of record to inform audiences about the organization's development of a state-of-the-art facility planned for the Rose Kennedy Greenway in Boston, as well as to improve awareness of the Y's role as a leading youth and family service provider. Brooke Carey has joined the firm as an Associate. She brings several years of communication, marketing and higher education experience to Morrissey & Company.

### **Checkfree and Schwartz Communications win PRSA Silver Anvil Award**

Schwartz Communications, Inc., one of the nation's leading public relations agencies focused on high-tech, medical technology and biotechnology companies, announced that CheckFree Corporation (Nasdaq: CKFR) and Schwartz have received a 2004 Silver Anvil Award, the highest honor in the public relations industry. The award recognized CheckFree and Schwartz for planning and executing the year's best consumer technology campaign, which educated consumers on the benefits of viewing and paying bills online. This is the second time in three years the companies have won the Silver Anvil for the "Marketing Consumer Services: Technology" category.