

# news & views

Volume 47, Issue 7

October 2001

**MONTHLY PROGRAM**

Thursday, October 11, 2001

**LOCATION**

Four Points Sheraton  
(formerly the Wyndham),  
420 Totten Pond Road,  
Waltham

**PROGRAM**

High-tech Editors Panel

**TOPIC**

"PR Success Stories, the  
Economy, and IT after the  
Terrorist Attacks"

**PRESENTERS**

Derek Slater, CIO magazine;  
Joe Maglitta, Information-  
Week and a former PR prac-  
titioner; Dyke Hendrickson,  
Mass. High Tech; and Bob  
Brown, Network World

**COST**

\$45 for members, \$55 for  
nonmembers

**Deadlines**

**Everyone's  
participation in  
News & Views  
is encouraged.**

**Deadline for  
text is the 21st  
of the month  
prior to press.**

***PRSA Northeast District Conference***

**O**ctober 18, 2001, 8 a.m. -  
4:30 p.m. Don't miss one of the  
top public relations conferences in  
the Northeast this year!

The 2001 Public Relations Soci-  
ety of America Northeast District  
Conference takes place October  
18 at Rochester's Four Points  
Sheraton.

Join more than 150 colleagues  
from Boston to Buffalo to explore  
the hottest issues in the public re-  
lations field. Sessions include:

- PR's Role in Re-launching Schwinn
- Media Relations Panel: Perspectives from National Journalists
- Best Practices in Online/Interactive PR
- Crisis Communications Workshop
- Public Relations Measurement
- Not-for-Profit Panel: The Marriage of Public Relations and Fundraising
- Effective News Release Writing
- Health Care Communications Workshop

**FEATURED SPEAKERS**

- David Cay Johnston  
2001 Pulitzer Winner - Beat Re-  
porting The New York Times
- Gregg Bagni Alien Truth Com-  
munications  
Former Senior VP of Marketing
- Schwinn Charles Smith VP and  
Director, Worldwide Public Re-  
lations Eastman Kodak Com-  
pany, Consumer Imaging
- Katharine Delahaye Paine  
President, Delahaye Medialink
- Nina Shariff  
Editor, Ragan's Interactive Pub-  
lic Relations
- William Patalon III  
Business Reporter, The Balti-  
more Sun
- John Mooney  
Publisher, The Lewis Letter

Added Content, Reduced Prices for  
2001 \$100 PRSA Members, \$150  
Non-Members \$40 PRSSA Mem-  
bers, \$50 Non-PRSSA Students  
All prices include breakfast, lunch,  
and refreshments.

Questions? Contact conference  
chairman Mike McDougall at  
716-654-4688 or  
mikem@pulley.com.

# The Aftermath of September 11

I am very sad to report that a member of our PRSA Boston community is grieving the loss of a loved one. Elinor Stout's son, Timothy, was killed in the World Trade Center on that horrible day. He was an employee of Cantor Fitzgerald, the bond trading firm, which lost 730 of its 1,000 employees at the WTC. Timothy leaves a wife and two young children. Elinor, who is a sole practitioner, is a long time member of PRSA. On behalf of the PRSA Boston board, I extend our condolences to Elinor and her family and want her to know that we are here to help in her healing process.

PRSA New York reports that it is not aware of any of our 19,000 members who were a casualty of the terrorist attacks. However, several members of our profession were killed. All of us must cope with the changes in our sense of security and how we conduct our lives going forward. Kathleen Larey Lewton, APR, Fellow PRSA and Chair and CEO, Public Relations Society of America communicated her thoughts to members on September 27. Some of Kathleen's thoughts are below:

"As always in time of tragedy, PR professionals have been in the midst of the maelstrom, in many capacities. Serving as spokespersons for hospitals, air-

Letter from the President  
*By Howie Sholkin*

lines and governments; handling media inquiries and releasing statements for companies directly impacted; managing efforts to reach employees at remote locations; providing agency support for clients in crisis -- as the tragedy unfolded, even those of us who were watching from afar were well aware that behind the scenes, there were thousands of public relations people hard at work, trying to cope.

Our profession is such that in times of crisis, we are essential. We can never step back or step aside, we can never demur, we rarely even have the chance to ask for a moment to reflect and grieve. Our companies and organizations and communities rely on our skills most in times of disruption and peril, and I know that I speak for the entire public relations profession when I offer our admiration and our commendations to the colleagues who labored so tirelessly and so heroically in the first days of the crisis, and to all those who today are working to help our nation recover. "

And on a practical note, supporting our airlines means we'll preserve our ability to travel. If we

all sit back and wait "for a few weeks," the airlines will be forced to slash schedules again and again -- and then when we're all ready to fly again, there may not be any flights to take. Beyond that, to the macrocosm, if the airlines start going bankrupt and our tourism industry collapses, millions more are out of work. If millions more are out of work, the economy collapses. Finally, if we don't go forward, we let the terrorists win. They will have crippled more than our ability to travel freely across our great country; they will have crippled our spirit."

Kathleen went on to report that the PRSA conference in Atlanta will be held as scheduled the last week of October. She said headquarters has received more than 5,000 suggestions on how PRSA and PR professionals can help after the tragedy. A group will review the ideas and will make recommendations later this year. If you have ideas as to what we might do in Boston, please let me know at [hsholkin@mediaone.net](mailto:hsholkin@mediaone.net) or call 978 625-4518.

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Got something to say?

Your views welcome

Send them to:

[Effjaysullivan@mediaone.net](mailto:Effjaysullivan@mediaone.net)

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## Solo Act - Current news from the Boston-area PRSA sole

When he went solo 17 years ago, Barry Wanger was an experienced public relations practitioner with 20 years of communication experience, boxes full of clips and PR plans, an M.S. in PR from BU - and no business plan.

"I had just spent the last decade heading the public affairs offices of the National Endowment for the Humanities, Brandeis, UC Santa Barbara and Wheelock College. I figured I'd just do higher ed. PR," said Wanger, APR, Fellow PRSA.

During the first five years of his practice, Wanger, a former president of the Boston PRSA Chapter, focused primarily on colleges and universities. But if his previous background as a newspaper editor and political press secretary taught him anything, it was flexibility.

Recognizing that the higher education marketplace was too limited to support a full blown practice, but finding he liked his newfound independence, Wanger decided to be "flexible." That meant staying in the not-for-profit arena where he was knowledgeable, but casting about for clients seeking fresh ideas and unique approaches to solving new problems.

Serendipity struck in the form of the "work-life industry," a nascent employee benefits sector targeting the needs of corporations interested in becoming family-friendly employers.

Wanger acquired a client, Work-Family Directions, which virtually pioneered the field, helping corporations coordinate everything from day care and elder care, to flex-time and telecommuting programs.

"We broke new ground," said Wanger from his Newton home office. "The real break for us occurred in 1992, when we were

### **Niche Player!** *by Peter Golden*

retained to launch the American Business Collaboration for Quality Dependent Care."

The Collaboration was about to launch a national effort to invest more than \$100 million to support elder care and child care programs in 68 cities around the country. ABC consisted of 20 of the largest corporations in the country, including IBM, AT&T, Exxon, American Express, and CitiBank.

"As a true collaboration, there was no president or board. Each company was an individual client. I had to divide my fee and send individual invoices to each corporation. It was a bit strange at first. Here I was this so-called nonprofit guru and all of a sudden I had 20 major corporations as clients."

The Collaboration's launch generated front-page coverage and

network news stories throughout the country, a White House event hosted by Hillary Clinton, and a lot of work for Wanger Associates over the next nine years.

"It was a great run. We worked with outstanding people, placed hundreds of stories, and got to know virtually every reporter in the work-life field." Those contacts helped Wanger build a practice that included a number of other clients in that field. While the work-life field gave Wanger Associates a national reputation, the agency remains true to its nonprofit roots and has had a number of other major clients and projects over the years, including the 50th anniversary of the Framingham Heart Study, and an award-winning crisis communications effort for the Isabella Stewart Gardner Museum when it fell victim to the largest robbery in American history.

When he talks about his 17 years as head of a small shop, Wanger takes great pride in the people who've worked with him. Kate Nixon, his current second-in-command, used to be director of public affairs at New England Medical Center; Roberta Shaw went to head PR at McLean's Hospital, and Pam Frankudakis heads UNICEF's Boston Office.

"We've had wonderfully talented and supportive people over the years," says Wanger. If it weren't for them, I'd probably be back at some university by now."

## Biz Editors Plead For Substance, Complexities, Issues

"Give us story ideas that get at the complexities of the business world," urged Boston Globe Business Editor, Peter Mancusi, the leadoff panelist at the chapter's September 18th program, *Doing Business With the Business Press*. Mancusi's request was echoed by fellow business journalists, Bill Lane, Boston Business Journal Supplements Editor; John Strahinich, Editor of Boston Business Forward; and Anthony Silva, News Anchor and New England Business Editor for WBZ TV and Radio.

Panelists offered a litany of examples of the all-too-familiar misguided pitches and ill conceived press release as well as practical insights and advice on how we can best work together. PR pros were served a bouillabaisse of observations from the business chefs, ranging from empathy (You deal with the burden of working with people who don't know media. Who think you call me and order a story. - Peter Mancusi) to encouragement (Who wouldn't take a good, well-crafted, well-sourced story from a PR person? We're all time strapped. - Bill Lane) to new opportunities (WBZ Radio is launching a New England Business Hour that will air from 1:00 - 2:00 every afternoon. - Anthony Silva) to uncertainty (I don't know how you pitch a magazine. - John Strahinich.) The event was sponsored by ML Strategies, which provides public relations, crisis communications, strategic consulting, and decision support services. Nancy Sterling, MLStrategies' Vice President of Public Relations, organized the evening's event and served as modera-

tor. (Special thanks to Nancy and our panel who managed to pull-off an excellent event in the midst of one of the most difficult weeks in our nation's history.) Here, in no particular order, are a few more excerpts from the panel presentation:

### **Peter Mancusi**

- "Too many pitches are self-serving. We're looking for good ideas and good stories that push our pages forward.
- "We want to work with people who have a good news sense. We're looking for the big picture. More often than not, our role is to be the interpreter - to explain complex information."
- "I don't understand the pitch. I've never understood the pitch. So you have to get in some other way."
- "The business op-ed section might be a good opportunity for some of you. There's less competition for space there."

### **Bill Lane**

- "You have to understand our paper completely and know which sections take which types of stories."
- "I like it when a PR person clues me in to a broader issue and leads me to other experts - even if his or her client isn't one of them."
- "Press releases capture less of our attention than they used to. Personal, short e-mail tends to grab my attention most."

### **Anthony Silva**

- "Above all, there has to be a connection to why this is important to my audience."
- "Don't call me back to ask for a

tape. That's your job. It's pretty appalling."

- "Don't try to pitch the same story to more than one reporter here. We all sit in the same room."
- "David Brudnoy (WBZ Radio) is looking for more business stories."

### **John Strahinich**

- "We're all trying to do the same thing. Break good stories. Write them well."
- "I tend to turn to PR people I've know for a long time and with

*(Continued from page 9)*  
classes.

The cost to attend all eight classes is only \$495 for PRSA members and \$550 for non-members. The four-class first segment, "Writing for PR," is priced at \$300 for members and \$350 for non-members, while the two-class segments, "The ABCs of Media Relations" and "Spokesperson Training," are each priced at \$225 for PRSA members and \$250 for non-members. Individual classes may be taken for \$175 each for PRSA members or \$200 for non-members, and PR agencies or PR departments within companies may purchase \$495 eight-seat "Season Tickets" and use them in any combination desired or among groups of different individuals within their organizations.

All reservations must be made by telephoning PRSA/Boston Chapter Administrator Paul Wetzel at 617-292-0470. Credit cards may be used. Space is limited, and the deadline for cancellations is the Wednesday before each class is presented.

## *Directory of independent PR pros now online at PRSA/Boston Web site*

**BOSTON**-Businesses and nonprofits seeking skilled independent public relations professionals can now find them at the Public Relations Society of America (PRSA) Boston Web site at [www.prsaboston.org/soledirectory.html](http://www.prsaboston.org/soledirectory.html).

The online directory lists 33 seasoned PR and marketing pros who are either sole practitioners or who have small agencies in Massachusetts.

Users can search the directory for experts in PR for 15 industries, ranging from consumer products to high-tech to utilities. They're also listed by 21 practice specialties, from business-to-business to integrated marketing to writing services.

Information includes practitioners' contact information and links to their individual Web sites, when available.

Besides working individually, the Boston-area sole practitioners and small agencies often collaborate on projects. By bringing together specialists with diverse professional skills, the group can act as a large agency and serve clients of any size.

"This is a great resource for anyone who wants to find a highly qualified PR or marketing pro fast," said member Julie Dennehy of Dennehy Public Relations in Medway.

The online directory is the latest step in the evolution of the Boston Public Relations Sole Practitioners Collaborative, which was founded as an informal group about five years ago. The group, which provides mutual support, monthly meetings and networking opportunities, recently hired Fred Schlicher of City Communications as its first paid coordinator.

Organizations looking for sole practitioners or small agencies should view the Web site or contact Schlicher at [schlicher@mindspring.com](mailto:schlicher@mindspring.com) or (781) 395-7766. PR pros considering joining the collaborative can contact him for more information.

## *BU PR interns back in the*

It's that time of year again. The U-Hauls are headed back to Boston bringing - among other things - a fresh group of graduate and undergraduate public relations interns.

Many of you have provided valuable internship experiences for public relations students in the past and know the level of skill and enthusiasm they bring to your organizations. If you are interested in an intern or team of interns from Boston University, please contact Steve Quigley at 617-358-0066 or [squigley@bu.edu](mailto:squigley@bu.edu).

For those not familiar with BU's public relations internship programs, here is a brief summary of the two options you may want to consider.

### *Public Relations Internship Course*

Graduate and senior-year public relations majors intern at private, public and non-profit organizations for at least 15 hours per week for one semester. Sponsoring organizations are required to submit an internship project description and summary of desired qualifications. Interested students contact organizations during the first two weeks of the semester to schedule interviews and "work" begins as soon as both parties find the right match. Intern sponsors are not required to compensate students however most do so. Supervisors are required to complete a thorough intern evaluation at the end of the semester.

To participate, forward an internship project description to Steve Quigley at [squigley@bu.edu](mailto:squigley@bu.edu) or call 617-358-0066.

### *PRLab*

Senior-year public relations majors provide services to government and non-profit organizations through a student-run public relations agency. Students are required to intern for at least six hours per week. Most PRLab students work in teams of two or three students, working on defined projects. Most students enroll in PRLab for two consecutive semesters, so longer-term projects are welcomed.

To participate, forward a project description to Steve Quigley at [squigley@bu.edu](mailto:squigley@bu.edu) or call 617-358-0066. A student manager will contact you to schedule an interview and to determine if PRLab can provide the public relations services you need.

## Medical communication director, University of Vermont

The University of Vermont is looking for a talented and creative professional to lead the communications team for its College of Medicine and Schools of Nursing and Allied Health. The Medical Communications Director will act as chief liaison with local, regional and national media of all types and will be instrumental in developing a comprehensive communications plan for the client area. Minimum qualifications include a Bachelor's degree in communications, journalism or related field, along with at least two to three years of experience in strategic communications planning, national media placement, publications, events management and team building/management. Communications experience in an academic health center highly desirable. For the right person, this is a great opportunity to help shape strategic direction for key UVM academic units, as well as to create, oversee and execute communications efforts. Competitive salary and benefits in a highly desirable Vermont location.

Please send a cover letter, resume, and the names, addresses and telephone numbers of at least three references to: Employment Office, University of Vermont, 232 Waterman Bldg, 85 So Prospect St., Burlington, VT 05405 or email: [employment@uvm.edu](mailto:employment@uvm.edu) (attachments in RTF or HTML format).

## September Professional Connections

### Office coordinator/account coordinator, Loomis Group

Description: Works on office activities to achieve maximum expense control and productivity. Develops practices and follows procedures for office activities, such as filing, interoffice communication, contact records maintenance, typing, word processing, faxing and mail distribution. Responsible for the maintenance of office equipment and supplies. Relies on experience and judgment to plan and accomplish goals. Works closely with the account team and the client, participates in client meetings calls; tracks status of deliverables/action items; logs jobs and trafficking activity in database or on schedule and maintains job files of project materials; develops and tracks editorial calendars; coordinates and distributes news releases; prepares meeting notes, briefing books, press kits and activities summaries; and, researches and compiles reports and scans clippings. Fax Resumes to: (617)-638-0033 or e-mail: [muphyl@loomisgroup.com](mailto:muphyl@loomisgroup.com)

### Manager, Communications and Member Services, Cape Cod Cranberry Growers' Association

Responsible to effectively communicating to members about CCCGA activities, through brochures, newsletters and advisories. Assist committees in the

planning of meetings and activities such as Winter Meeting and Environmental Workshops and the Massachusetts Cranberry Harvest Festival. Assist CCCGA members with regulatory and environmental issues. Coordinate and respond to media and general public on issues relating to cranberry production. Coordinate membership development and renewal process. Coordinate programs to assist with the viability of growers businesses, including the Dept. of Food and Agriculture's Cranberry Viability Program and activities that promote the consumption of cranberry products. Raise funds for various Association activities. Qualifications: Applicants must have a bachelor's degree in agriculture, agricultural economics, environmental science or communication, and a minimum of two years' experience preferably in agriculture or a related field. Demonstrated written and oral communications skills. Strong interpersonal skills. Strong Windows based computer skills. Knowledge of GIS, Desktop Publishing and web site maintenance skills helpful. Ability to organize and prioritize workload (event planning). Independent project management experience. Grant writing skills a plus. Salary: We offer a competitive salary and benefits package. To apply: send or fax an introductory letter and resume to: CCCGA, 266 Main Street, Wareham, MA 02571; Fax: 508-291-1511.

## Thoughts Baking in the Summer Heat

In June, PRSA chapter leaders from around the country met in New York City to share experiences and learn from each other. It was one of the most important PRSA events that I have ever attended. The sessions and discussions covered a broad range of topics from membership services, to web sites, leadership identification and development, and interaction with new national staff and PRSA board members. This organization is on the move, with a renewed focus on member services and how PRSA can change to meet the needs of our dynamic profession. The most visible differences include a dramatic improvement in PRSA's financial picture, major enhancements to prsa.org, efforts to encourage past members to rejoin, and the PRSA International Conference in Atlanta Oct. 27-30. No



### Letter from the President *Howard Sholkin*

previous conference has had as many professional development sessions and networking events with a total of 200.

While you have your calendar open, you may want to note that media relations is being well-covered in Boston with a Sept. 18 business editors program, and a high-tech editorial panel on Oct. 11. In Rochester, N.Y., PRSA's Northeast District is holding an all day professional development program on Oct. 18. There are more details on the events at prsaboston.org.

As you know, these are very difficult economic times not only for PR practitioners but many other professionals as well. I cannot remember a time in my 20 years in high-tech when there is so much uncertainty across market segments in the industry. "Working scared" could be the motto these days, as no one seems comfortable in predicting the future. It is times like these when

## 2002 Elections

The Nominating Committee has been working diligently and, in accordance with chapter bylaws, proposes the following slate of candidates for the calendar year 2002. Each candidate has been contacted, understands the related duties and responsibilities, and agrees to serve if elected. The election will take place on November 8th (Holiday Inn Government Center, 5 Blossom Street, Boston), among those present at the annual meeting. Nominating Committee members are: Ann Getman, Chair, Howard Sholkin, Jeff Seideman, and Barbara Wellnitz, with counsel from Paul Wetzel. Below is the slate proposed by the Nominating Committee, followed by biographical profiles. Please refer to Article VII in the Bylaws (in your Directory) for more details on the election process.

### **Jeff Seideman, APR - President, 2002**

Jeff Seideman, APR, is Founder and President of ImageTech Communications, an award-winning public relations and marketing communications firm focusing on graphic arts, imaging and visual systems. Prior to rejoining ImageTech he was Director of Account Services for Sterling Hager, Inc., a high technology public relations agency located in Watertown,

Mass. Previously, he was Group Manager, Press & Publicity, for Polaroid's \$1 billion technical and industrial product division.

Jeff began his journalism career at the Daily Kennebec Journal in Augusta, Maine, and had stints as a part-time reporter for the Associated Press; as writer and producer for NBC's all-news radio network; as assignment editor and weekend reporter for one of the nation's first all-electronic news gathering TV stations; and as editor of a string of weekly newspapers in lower Manhattan.

For the last year he served as President-elect of the Boston Chapter of the Public Relations Society of America. He was Treasurer the previous two years and has been an Assembly Delegate.

He has won awards for writing, graphic design and photography; has an MBA from Boston University and the APR accreditation of PRSA.

### **Barbara Wellnitz, APR - President-Elect, 2002**

Barbara Wellnitz, APR, brings more than 20 years of corporate and agency public relations experience to Boston PRSA. She has managed and conducted public relations, media liaison, and community relations campaigns - and developed collateral materials for clients in the manufacturing, professional

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## *Elections 2002 continued...*

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services, software, financial services, engineered materials and technology sectors.

Barbara founded The Wellnitz Group in 1994, based on the principle of hands-on attention from senior-level counselors. Before that, she was president of the public relations division of Potter Hazlehurst and vice president/group manager at the New York-based Creamer Dickson Basford, where she managed the agency's business-to-business accounts. Prior to her agency tenure, she was a manager of systems and services publications at The Foxboro Company and a newspaper reporter and feature writer for daily and weekly newspapers. She holds a B.A. degree in English. Barbara also earned a graduate diploma from Harvard University, with a concentration in marketing management. She serves on the Board of Trustees of Green Mountain College, where she chairs the Admissions and Marketing committee and was the 1999 recipient of the College's Distinguished Service Award.

She has been actively involved in the Boston chapter serving on the board of directors since 1998. She currently serves as vice president and chair of the membership committee and has been a member of the Program and Educational Endowment committees and represented the chapter as an Assembly Delegate. Barbara is a founding member of the Sole Practitioners Group of the Boston chapter, and a member of PRSA's Counselors Academy.

### **Steve Quigley, APR - Vice President, 2002**

Steve Quigley, APR, is an Associate Professor of Public Relations with Boston University's College of Communication and Principal of Steve Quigley Communications. Steve has been actively involved with PRSA/Boston for fifteen years. He is currently serving his second term as a member of the chapter board, where he is Chair of the Communications Committee and National Assembly Delegate. Previously, Steve chaired the Membership Committee and the Public Service Committee.

As a public relations consultant, Steve provides media relations, community relations and litigation-related communication services to a variety of professional services and real estate clients. Prior to

launching his firm five years ago, Steve was a partner with Schneider & Associates where he managed the firm's business-to-business and public affairs divisions.

At Boston University, Steve teaches undergraduate and graduate public relations courses, directs the public relations internship program, coordinates PRLab and is the faculty advisor to the College's PRSSA chapter.

Steve earned a master's degree from Boston University and completed his undergraduate degree at the University of Massachusetts in Amherst. A former VISTA Volunteer, he also served as director of Bentley College's Center For Continuing Education and managed employment and training programs for the U.S. government.

The proud father of three never-boring children, Steve is active in local government in his hometown of Reading, where he also coaches a variety of youth athletic teams.

### **Burt Peretsky - Treasurer, 2002 - second of two years)**

Burt Peretsky is the principal of Peretsky Strategic Communications, a Boston-area, full-service public relations and marketing communications practice. PSC works with clients in high technology, e-commerce, tourism and higher and continuing education.

Burt is a 27-year, award-winning veteran of public relations and a former newspaper journalist who also worked for ten years in television. He has directed public relations for WCVB-TV, Channel 5, in Boston, Emerson College and Brandeis University; and has supervised marketing communications programs for major hotels, including the Sheraton Boston, and the Sands Hotel & Resort of Las Vegas.

Burt has won a variety of industry awards including three in the Bell Ringer Awards competition of the Publicity Club of New England and four Gold Key Public Relations Awards from the American Hotel & Motel Association. He was an Adjunct Professor of Public Relations at Stonehill College and lectures at other area colleges on the subject of public relations. Burt developed and taught the chapter's 16-hour professional development course on publicity techniques. He was a speaker on the subject of "Public

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## *Elections 2002 continued...*

(Continued from page 8)

Relations in the Service Industries" at the 1998 international conference of PRSA, and was national Publicity Committee chair for the fourth annual PRSA Technology Section conference, "Tech 2000." Burt has been the chapter treasurer for a year, and for two years before that, he served as chapter secretary.

### **John G. Boyle - Secretary, 2002**

While a student at Boston University's College of Communication, John held internships at Miller-Shandwick Technologies, Boston Ballet, Allied Advertising/Public Relations, Wentworth Institute of Technology, the American Jewish Committee and Mayor Menino's press office. After graduation, he joined Bridgeman Communications, a high-tech public relations and marketing communications firm in downtown Boston. He is currently working as a Loaned Executive at the United Way of Massachusetts Bay helping coordinate the workplace giving campaigns of companies including State Street, Putnam Investments, Andersen, PriceWaterhouseCoopers and Arnold Worldwide.

John has been active in PRSSA since the start of his sophomore year. He was part of the team that secured the winning bid for BU to host the 1998 PRSSA National Conference, and served as president of the BU chapter from 1998-1999. He has been active with the PRSA Boston Chapter since his graduation in May of 2000 as a member of both the PRSSA com-

mittee and the membership committee.

### **Jack Jackson - Director-At-Large (2002-2004)**

Jack Jackson is in his 25th year of a communications career encompassing front-line journalism and technology public relations. As Senior Vice President of Sterling Hager Inc., Jack combines his press background and business knowledge to provide positioning, messaging and PR counsel in support of clients' strategic business objectives.

Previously, Jack founded CommCentric Strategies, a public relations agency specializing in technology and Internet companies that was acquired by Sterling Hager in 2000. Earlier in his career, Jackson served as executive vice president at Shandwick PLC, where he opened and managed the agency's Seattle office. He also worked as a science and technology journalist for United Press International and the Chicago Tribune-New York Daily News Syndicate, and a producer for the ABC network affiliate in Boston, WCVB-Channel 5.

Jack earned his master's of business administration degree, with high honors, from Boston University. He holds a bachelor's degree in science from Pennsylvania State University. In 1999, he was named a Felton Media Scholar, a national media literacy fellowship hosted by Babson College.

### **Ann Getman, APR - Assembly Delegate (2002-2004)**

Ann D. Getman has been principal of Getman Strategic Communications since 1993, building client reputation and relationships

through effective communications. She specializes in stakeholder research; developing strategic plans, programs and messages; and facilitating collaboration. She has 20+ years of agency and counseling experience including rigorous qualitative research; national public education campaigns for nonprofit and government clients; counseling in housing, health, environment and economic justice; projects in public affairs, media relations, community relations; and identity/positioning/awareness campaigns.

Ann has served on the board of PRSA Boston since 1994, and was president of the chapter in 2000. She is a co-founder of the Boston PRSA Sole Practitioner's Collaborative; a past Director of the Better Business Bureau of MA, ME and VT, and a member of Counselors Academy. She has been accredited since 1991.

### ***"Publicity Techniques," an Eight-Class PRSA/Boston Professional Development Course.***

An eight-class course on "Publicity Techniques" will be offered over four Saturdays in October and November by the Boston Chapter of the Public Relations Society of America (PRSA). All classes will be held at Simmons College in Boston and are designed to serve PR practitioners at all levels. The classes will be held at 10AM-Noon and at 1-3PM on Saturdays, Oct. 13, 20, and 27, as well as on Saturday, Nov. 3.

Those interested in the PRSA "Publicity Techniques" course may enroll for the entire course, for individual segments, or for single

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