

PRSA Boston Chapter Meeting: Wednesday, October 22, 2003

E-Newsletters, Advergimes And Other Internet-Based PR Tactics.

DATE:
Wednesday,
October 22, 2003

COST:
PRSA & Pub Club members
\$40 before Oct. 15;
\$45 after Oct. 15
PRSSA Members \$30
Guests \$50

TIME:
6:00-7:00 pm
Networking & light dinner

7-8:30 panel discussion and Q&A

LOCATION:
Jack Morton Worldwide
142 Berkeley Street,
Boston (at the corner of Berkeley & Columbus—parking lot is across the street)

October 2003 News & Views

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Program Announcement

PRSA Boston Chapter Meeting: Wednesday, October 22, 2003

E-Newsletters, Advergimes And Other Internet-Based PR Tactics. There is a wealth of technologies available today that can help you get your message out faster, more effectively, and, in many cases, less expensively.

Join us on Wednesday, October 22 from 6:00-8:30 pm to learn how to harness the power of Internet-based public relations techniques. Find out how to use html and text-based newsletters effectively, learn how you can better track and leverage your media campaigns, and discover

how you can make your messages stand out from the competition AND become more memorable by making them interactive.

You are guaranteed to leave this meeting with ideas you can put into practice for your clients!

Our staff of expert panelists includes:

- Joan DeCollibus, strategist, Jack Morton Worldwide, is a recognized leader in digital media, named by *Daily Variety* as one of the "Multimedia 20 to Watch."

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President's Letter

Want to stand out as a public relations professional? Earn your APR!

The value of accreditation may be hard to measure in salary and raises, but it's immeasurable in the confidence, clarity and collegiality experienced by candidates who go through the process. Accreditation says a lot about a public relations practitioner. It says she or he is advanced in the knowledge, skills and abilities (KSAs) required for our profession, can demonstrate senior-level perspective and counseling ability, has participated in a peer review of his or her portfolio, and has successfully passed the APR exam. The two-hour, multiple-choice APR exam is delivered online, on-demand at a test center near you.

Do APRs tend to earn more, advance faster and be taken a little more seriously? Yes.

Does accreditation have a positive impact on one's confidence, credibility and prestige? Yes.

Is it worth looking into if you have more than five years professional experience, and want to earn the APR distinction? Absolutely.

For more information, refer to: www.prsaboston.org/accredit.html, and stay tuned for more information on study groups, readiness review and exam preparation. I earned my APR more than a decade ago and have always believed it was worth the time to earn this designation. It has enabled me to participate in the leadership of PRSA and has even resulted in new business for my agency. Recently, a hiring supervisor told me that when she is considering job candidates with near-equal qualifications, she selects the person with the APR designation. To her, this is a significant differentiator.

So, if you want to stand out from the crowd, consider earning your APR. If you have any questions, contact Ann Getman, APR (Ann@GetmanPR.com), or any of us in the Boston chapter who have "APR" beside our names.

Barbara Wellnitz, APR
President, Boston Chapter

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She will show and discuss the concept of "Advergaming: experiential direct marketing that wins leads, drives traffic and builds brands."

- Joe Colopy, president, BrontoMail, will talk about technology that allows you to better manage customer and media relations.
- Brian Cusack, vice president of sales, IMN (Imakenews) will now be the speaker for IMN.

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142 Berkeley Street, Boston (at the corner of Berkeley & Columbus—parking lot is across the street)

Register online at:
www.opinionpower.com/Surveys/87708620.html
or send your check to Beth Bryant, BBWrites, 48 Bromfield Street, Watertown, MA 02472. Master Card and Visa accepted. NOTE: no-shows will be billed; please cancel by October 21, to avoid being billed.

September Program Review

Packed House for Democratic National Convention Panel

On July 24, 2004, the Democratic National Convention (DNC) will host a media party for 15,000 people. That's right, 15,000. And there will be no rest for the DNC's public relations and event planning team; the next night, they're scheduled to run 56 separate delegation parties throughout the city.

"Three hundred and fifty days and counting," exclaimed Julie Burns, executive director of Boston 2004, to a packed room of nearly 100 PRSA Boston members and guests. The September 25 program, *DNC: The Pitch, The Press, The Potential*, gave the early morning crowd of public relations professionals, event planners, and political junkies, an exciting sneak preview of the extraordinary planning, creativity and chutzpah behind the successful bid to win the convention, and the even more mind boggling work to be done in the next 305 days.

Larry Meehan, director of public relations & tourism for the Greater Boston Convention and Visitors Bureau, moderated the panel. Audience members accustomed to staid panel conductors were in for a pleasant surprise as Meehan opened the program with a high-octane summary of the explosive hospitality and convention activities scheduled for Beantown next year. Even more than the obvious economic and reputation-building impacts of DNC 2004, Meehan portrayed a city likely to be transformed by the coming year. "Great events change us and make great cities," he said.

Jill Learner, retail/hospitality writer for the *Boston Business Journal*, sent many in the audience reaching for their notes as she laid out how the DNC is likely to impact her appetite for story ideas and sources. "Who's winning contracts? What initiatives are your clients taking to court convention business? Those are the stories I'm eager to write," she confided. "As most of you know, our sweet spot is \$15-20 million businesses. And while you might get a brief in the *Globe or Herald*, you might get a feature with us. I hope you pitch us."

Jim Delaney, director of marketing/public relations for the Fleet Center, regaled the crowd with behind-the-scenes anecdotes about courting the forty-five DNC site selection members during the visit to Boston. While watching the "*Boston Powers*" video on the giant Fleet Center screen might not have sealed the deal, it certainly was memorable.

According to panelist Chris Reagan, president of the New England chapter of meeting professionals international, DNC 2004 represents much more than the re-birth of Boston. "I see the combined impact of 2004 as a strategic re-positioning of Boston and New England."

To learn more about plans for Boston 2004, including information about their vendor directory and volunteer opportunities, visit www.Boston04.com.

Special thanks to PRSA Boston leaders Liz Goldsmith and Julie Dennehy for planning and coordinating this great program. «

Boston Chapter PRSA Membership Drive

As all of you reading this newsletter know, the Boston Chapter of PRSA is a vibrant, educational, and informative organization--but we need you to help spread the word to the public relations professionals in and around Boston who are not currently members of the PRSA.

The National Chapter is having a membership drive, but we want to bring things home for the months of October and November by hosting our own membership drive. While we could say that the joy of bringing professionals into this organization, expanding our reach, and

helping improve the chapter should be reward enough--we are providing an even greater incentive. The Boston Chapter PRSA member who recruits the most members by November 30, 2003, will be able to attend a Boston PRSA meeting of their choice in the coming year free of charge. Additionally, anyone who recruits a member will be admitted into a raffle for the chance to win prizes.

We need your help to grow the chapter. Membership application forms are available on the PRSA web site (www.prsa.org). Forms will also be available at chapter meetings, or by contacting the membership chair, Mark W. McClennan, APR, at markm@schwartz-pr.com.
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PRSA Boston Announces a New Membership Advantage: Raindance Web Conferencing Solutions for as little as \$.10/minute

PRSA Boston is pleased to announce that it has negotiated special membership rates with Raindance (www.raindance.com)--a premiere supplier of net meetings, web conferencing, audio conferencing and teleconferencing solutions.

PRSA members can now take advantage of Raindance's reservationless audio/web conferencing service (which includes basic PowerPoint support) for just \$.10/minute/person (a significant savings over their standard cost of \$.27/minute/person) or their Web Pro 5.0 service for just \$.34/minute/person (normally \$.49/minute/person). For ongoing unlimited web conferencing contracts, Raindance will waive its standard \$1,000 set up fee and its optional \$3,000 branding fee.

When would you use Raindance conferencing services? Impromptu brainstorming, team meetings, sales presentations, marketing

seminars, training--any time you need to hold interactive meetings with team members in different locations, audio or web conferencing can help you reduce costs and improve productivity.

Raindance offers instant access and 24/7 technical support for its conferencing solutions. You can invite up to 125 users for phone-based conferences and more than 1,000 participants for web-based events.

To receive the PRSA membership rate for Raindance services, members MUST call our local account executive and mention their PRSA affiliation.

Contact:
Amy Dussault
Account Executive
Raindance
21 Weetamoe Lane
Raynham, MA 02767
Phone: DIRECT: 508.386.3882 / Cell
617.828.3833
adussault@raindance.com«

State of the Industry Survey

At our annual meeting in November, we will be discussing the state of the public relations industry. To help drive the discussion, we'd like to hear your opinions before that meeting.

The survey below will be distributed via interactive email. However, if you'd prefer to print it out and fax it to Liz Goldsmith at 781-259-8594, that's fine too.

1. Please select the category that best describes your employment sector:

- a) PR Agency
- b) Corporate
- c) Non-Profit
- d) Education
- e) Independent Practitioner

2. What industry(ies) do you work in/serve?

3. To whom do you report (by title and department)?

4. How many people report to you?

5. Compared to last year, has your department:

- a) Increased in size
- b) Decreased in size
- c) Stayed the same

6. Is your projected net & gross income (or department budget) for 2003

- a) Higher than last year?
- b) Less than last year?
- c) About the same as last year?

7. How long have you been a PR practitioner?

- a) Less than 5 years
- b) 5-10 years
- c) 11-20 years
- d) More than 20 years

8. From your perspective, are PR budgets for 2004

- a) Increasing
- b) Staying the same
- c) Reducing

9. In your opinion, do clients request more upfront effort (e.g. spec creative, spec plans, media lists) before choosing an agency than they have in the past?

10. What two elements do you think most drive client decisions?

- a) Competitive prices
- b) Deep industry knowledge
- c) Individuals on the team
- d) Agency size
- e) Evaluation measures built in
- f) Other (Please specify)

11. Are decision times on projects or programs

- a) Longer?
- b) Shorter?
- c) The same?

12. What new tactics are you using to reach your key audiences?

13. Are you doing more or less mass outreach?

- a) More
- b) Less
- c) The same

14. Are you doing more or less two-way communications?

- a) More
- b) Less
- c) The same

15. Are there tactics that you no longer use, e.g. paper press kits?

16. How do you measure the results of your programs?

- a) Clips
- b) Messaging
- c) Specific project outcomes
- d) Measuring behavioral change
- e) Media content analysis
- f) Other (please explain)

17. How much opportunity does this economic environment offer you/your clients?

- a) More
- b) Less
- c) The same

Do you feel that the public relations field offers you, personally

- a) More professional opportunities
- b) Less professional opportunities
- c) The same opportunities
- d) Thoughts about leaving the industry«

Job Center

Media Relations Professional (High Technology) *PAN Communications*

PAN Communications is a creative, independent, medium-sized public relations agency located in Andover, Mass. PAN delivers full service, strategic public relations programs to clients spanning four portfolios: high technology, consumer technology, professional services, and tradeshows.

Media relations is the core ingredient of our recipe for delivering innovative public relations programs for our clients.

We're looking for a public relations practitioner who loves to create and execute compelling pitches to the trade and business media. You will have very strong media relationships that will afford you the ability to deliver results for your clients on a regular basis. You will also draft and distribute press releases, maintain press kits, conduct analyst relations as needed, and supervise a junior staff.

- 2 plus years experience in high technology public relations
- Existing relationships with the media
- Strong writing skills
- BA/BS degree
- The ability to have fun at work!

Please send your resume via email to HR@pancomm.com or send via mail to:

PAN Communications, Inc.
HR—MRP
300 Brickstone Square, 7th Flr.
Andover, MA 01810

www.pancommunications.com.
No phone calls, please.

Assistant Account Executive/Account Executive/ Senior Account Executive *Porter Novelli Boston*

With a business-centered approach to public relations, Porter Novelli services U.S. and global clients in top-rated national practice sectors that include healthcare, consumer technology and high tech.

The AAE will have a minimum of one year experience; the AE will have a minimum of 3 years experience; and the SAE will have a minimum of 5 years experience with an agency background and proven skills in the technology industry.

Account staff is expected to own the tactical day-to-day responsibilities of delivering clients' expectations: monitor online resources, review trade journals, write press releases, establish rapport, and pitch key media contacts. Ideal candidates will be genuinely enthusiastic about managing the unique challenges of technology-based programs, including a quick grasp of technical language. Enterprise software or IT consulting experience is considered a bonus.

Additional responsibilities include working in partnerships across the office and agency. Porter Novelli offers a competitive compensation and benefits package including exciting professional development programs.

Please forward resumes to:
bostoncareers@porternovelli.com.

Latoria Carroll
Human Resources & Operations
latoria.carroll@porternovelli.com
512.241.2246 Austin
617.897.8223 Boston
312.856.8834 Chicago

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Director of Communications
ACCION

Reports to vice president of communications. The communications director plays a key role in the ongoing branding and public awareness of the organization.

Responsibilities:

- Serve as a creative resource to the VP of communications and internal media team regarding new pitch angles and publications.
- Serve as principal backup to VP of communications in responding to press inquiries.
- Actively generate ideas and leads for new cause-related marketing partnerships and actively generate ideas and leads to put them in place.
- With VP, maintain ACCION brand map and lead internal brand trainings for ACCION staff and key constituents.
- Oversee ACCION's public service advertisement (PSA) campaign, including working with vendors to create compelling ads, and developing and executing a plan for placing them with target publications.
- Serve as a resource for creative conceptualization and as a writing resource as needed for ACCION materials, including annual report articles, brochures, public service announcements, speeches, by-lined articles and other marketing materials.

Qualifications:

- An understanding of nonprofit branding and public/private partnerships; actual experience in creating partnerships preferred.
- Ability to "think outside the box" to create compelling partnership pitches with win-win benefits for all actors.
- Spanish language fluency a must, including ability to translate basic materials and conduct interviews and briefings in person or by telephone.
- French and/or Portuguese familiarity a plus

For more information, and to apply online, visit the employment section of our website www.accion.org.

Senior Media Specialist
United for a Fair Economy (UFE)

UFE, a dynamic national nonprofit organization based in Boston, Mass., is seeking a creative and media savvy professional to participate in our expanding tax education program.

The senior media specialist works in collaboration with the tax team under the supervision of the senior tax organizer to plan and implement UFE's media strategies as they relate to tax fairness issues. We are seeking a person experienced in journalism and/or public relations to lead our media program in this area.

- Develop a proactive media strategy, in conjunction with members of the tax team.
- Research, write and edit press releases, op-eds, and other media copy.
- Identify appropriate journalists to receive UFE media outreach.
- Seek media coverage of UFE issues and arrange for interviews.
- Pitch stories to ethnic media and develop ethnic media spokespeople.
- Work with staff to develop new content specific website materials.
- Other duties as assigned.

Qualifications:

- 2-5 years experience in media relations or journalism
- Website maintenance
- Familiarity with FileMaker Pro, Dreamweaver, Fireworks, and/or Photoshop
- Knowledge of economics, tax policy, labor issues
- Supervisory experience
- Bilingual Spanish/English

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Compensation: \$36,000 to \$41,000, based on experience, 100% employer-paid health insurance, public transportation pass, and retirement plan. Four weeks paid vacation.

For more information about United for a Fair Economy, go to www.FairEconomy.org. Email cover letter, resume, sample letter to the editor/op-ed, and sample press release/press advisory to leslie.belay@verizon.net

Application deadline is October 31, 2003.

Corporate Communications Manager International Data Group (IDG)

Seeking a corporate communications manager with 10+ years experience in media relations and writing. This individual will be responsible for a variety of public relations activities including news releases and media kits, media contacts, story placements, and byline articles. The focus will be on print and broadcast media (business, select dailies, and TV), limited online outlets, and organizations that report on the media, advertising, and events businesses. Other responsibilities include writing for the web, speaker placements, and presentations. You will be working with and providing support to the executive leadership of IDG to promote the company as the world's largest technology related media, research, and events company.

As part of the corporate communications department, you must be a creative and detail-oriented team player who is able to interact professionally with executives, journalists, and industry analysts within IDG. You will be required to manage multiple projects under deadline pressure. Corporate and/or PR agency background preferred. Journalism is experience desirable. Bachelor's degree required.

Corporate Communications Assistant

IDG is seeking an energetic professional who will provide support services to a small corporate communications group. There is room to grow for an ambitious person who is willing to learn and contribute. Responsibilities include general administrative support including maintaining publication subscriptions and collateral supplies, collecting and distributing a daily news summary, ordering article reprints, writing/editing for PR and web projects, and updating/maintaining web sites. This position requires interaction with senior people within the company as well as vendors. Candidate must be extremely organized, able to multitask and be persistent in follow-up. Solid written and verbal communication skills are required, and a college degree is preferred.

Ideal candidate will have 1-3 years of varied office and administrative experience with some experience in communications and writing. PC skills in Microsoft Office and web basics as well as knowledge or willingness to learn Lotus Notes are preferred.

Apply online at http://www.idc.com/en_US/templates/careersIDC.jhtml

Or send resume and cover letter to:
Human Resources
5 Speen Street
Framingham, MA 01701 USA
508.872.8200«