

September 2004 News & Views

The Boston Globe presents a seminar on gaining Media Exposure for Community Programs

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Hope you all had a great summer! We are back with our latest issue of News & Views after a refreshing summer break! Here's News & Views September issue at a glance:

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- PRSA Accreditation program
- PRSA donates \$406 to The Jimmy Fund
- Seminar: Media Exposure on Community Relations
- Seminar: PR and emerging communication channels
- Citykicks seeks PR volunteer

Letter from the president - "It's In The Air" *Steve Quigley, APR*

Fall in New England. Back to school. Back to work. New shoes. Warm days and cool nights. U-Hauls. Many of us feel a renewed desire to make the most of every opportunity. (Yes, winter's coming.)

If you're like me, Labor Day is when you make your *real* resolutions. How about resolving to make the most of your investment in PRSA Boston? It's trite and true that membership is a lot like exercise: the more we put into it, the more we get out of it. (And most of us are better at *resolving* to exercise than we are at *exercising*.) So, if you haven't been particularly active in PRSA Boston, don't set your sights on running a marathon. Start slow. Visit the Website. Attend a program. Meet the folks at your table. Pass-out a few business cards.

If it feels good, maybe it's worth doing again.

Your chapter leaders have been hard at work over the summer. We have a wonderful fall planned for you. Great programs. Convenient teleseminars. Our first public relations leadership award. A breakfast program for senior-level professionals. A special symposium co-sponsored with Boston University. A new and expanded jobs page on our improved website. A completely revamped accreditation exam and exam prep. course. And much more.

The Red Sox are winning. The leaves are still on the trees.

Have a great fall.

PRSA launches revised Accreditation Program

Earn your APR today! PRSA APR is a mark of distinction and indicates a commitment to the Public Relations profession and the PRSA code of ethics. The purpose of APR is to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience and professional judgment in the field. The program seeks to improve public relations

practice. The designation Accredited in Public Relations (APR) signifies a high professional level of experience and competence. A revised Examination for Accreditation in Public Relations was launched in July 2003. Interested candidates can contact Elise Lapham, APR Chair at 781-466-1689.

The Corporate Volunteer Council presents a seminar on gaining Media Exposure for Community Programs

If you're a community relations or public relations professional trying to gain media coverage for your organization's community programs, be sure to attend this "how to" breakfast forum on Sept. 22 in Boston.

The following speakers will be participating in a panel discussion:

David Beard, *regional editor/City Weekly, Boston Globe*

George Donnelly, *editor, Boston Business Journal*

Jack Burlingame, *co-founder/editorial director, The Volunteerist*

Moderator: Scott Beaudoin, Vice President of Cause Branding at Cone Communications (and a former reporter).

Details

When: Wednesday, September 22, 2004
8:00 am – registration/continental breakfast
8:30 – 10:00 am - panel discussion and Q&A's

Where: The Boston Globe, 135 Morrissey Boulevard, Dorchester
Eben Jordan Room (Link)
Free parking available

How: Register by e-mail to downs@globe.com, by September 20

Cost is free to CVC members who may bring a guest. \$20 for nonmembers (pay at door by cash, or check payable to Corporate Volunteer Council).

CityKicks Seeks PR Volunteer!

CityKicks, a nonprofit after-school soccer program for inner city girls ages 11-14, is seeking a volunteer to help implement a public relations plan geared towards building awareness.. We estimate the time required to be 10-15 hours per month at your convenience, with a four-month commitment. With the soccer season approaching, we would like the volunteer to begin as soon as possible. Please contact Eileen Logan at 617.367.3076 or elogan@trinitynet.com regarding interest or questions about the program.

PRSA donates \$406 to the Jimmy Fund



Dr. Charles Steinberg addressing the audience at Fenway Hall

PRSA honored the outstanding partnership between The Jimmy Fund and the Red Sox by donating \$406 to The Jimmy Fund. The Boston Red Sox have supported the Jimmy fund for a very long time (well over 50 years). So we thought it would be a fitting way to thank the Red Sox for hosting our program and to thank Dr. Charles Steinberg for an Exceptional presentation.

The number "406" is significant and quite familiar to most Red Sox fans. The meeting room (overlooking Fenway Park) where we met is called "The 406 Club." Ted Williams, a legendary former Red Sox player was the last player in major league baseball to end the season with a batting average over 400. In 1941 he batted 406! (No one has done it since.) And, Ted Williams was a huge Jimmy Fund supporter.

So our donation is a tribute to the exemplary partnership between The Jimmy Fund and The Boston Red Sox. The outstanding public relations work of Dr. Charles Steinberg and the memory of Ted Williams, a legendary athlete and supporter of The Jimmy Fund.

Summer Social Review: Going For The Gold

They came from every corner of the Greater Boston public relations community with one common goal: *minimize embarrassment*.

For one glorious evening in August. On the bowling alley. Astride the billiard table. Huddled around the PR Jeopardy table. Teams of Boston's finest public relations professionals sacrificed ego, dignity and yes, reputation, to bring home the gold beads.

Beads?

Yes beads. We couldn't afford medals.

But that didn't stop 35 fun-loving colleagues

from rolling, scratching and guessing their way to a great time. Minds and bowling balls alike were in the gutter. Drinks flowed. Friendships were made. Dinner was served. And yes, "Bernays" was the desperation answer of choice in the PR Trivia contest. (Judges are reviewing the videotape to determine how three of our savviest veterans [Sterling, Hazlett and Bridgeman] ended up on the same PR Trivia dreamteam.)

Thanks to everyone who made our Triple-B Olympic blowout so much fun.

PRSA Boston Launches New 'PRSA Boston Beacon Award.' First Presentation to Be Made at Chapter's Annual Meeting

Mark your calendar and plan to join us on Tuesday, November 16, for PRSA Boston's Annual Meeting. Among the evenings many exciting activities is the inaugural presentation of a PRSA Boston award to an individual practitioner, business leader, educator whose long-term accomplishments have brought about a positive reinforcement of our profession and have positively affected perceptions of public relations practitioners.

Established in 2004, the "PRSA Beacon Award" award is designed to recognize 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. It recognizes an individual (practitioner, educator, business leader, community leader, civic leader) who has furthered the standing of the public relations profession through professional practice and personal example as well as through betterment of the community.

This individual's accomplishments will transcend the everyday good works that many of our colleagues carry out in the course of their careers; his or her deeds will place this individual among the superstars nationwide who we read about and hope that we will be able to emulate at some point in our own careers.

Nominations will come from you, the members of PRSA Boston. You will receive an information packet in early October explaining the program and the nomination criteria. Selection of the award recipient will be by Accredited members of PRSA Boston individuals who, through their own work and accomplishments, have earned the distinction of identifying themselves as Accredited in Public Relations APR.

PR and emerging communication channels

The PRSA Technology Section and Microsoft® Office Live will host a free presentation on emerging communication channels in the 21st century on October 6, 2004.

Two communications professionals will present differing perspectives on the issue of new communication channels - primarily blogs. Keynote speakers include:

Steve Rubel, author of the Micro Persuasion weblog, which tracks how blogs and participatory journalism are changing the public relations practice.

Pamela Parker, journalist and managing editor of several units of the ClickZ Network News, Features and Experts. Register for this free event here: <http://www.placeware.com/go/prsa2631>