

PRSA Boston Chapter Meeting:
Thursday, September 25th

Democratic National Convention 2004: The Pitch, The Press, The Potential

LOCATION: Fairmont Copley Plaza Hotel, Venetian Room 138 St James Ave, Boston

DATE: Thursday, September 25, 2003

COST: PRSA, PRSSA & Pub Club Members \$40 before Sept. 15; \$45 after Sept. 15; Guests \$50

TIME: 7:30-8:00 a.m. breakfast
8-9:30 a.m. panel discussion and Q&A

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September 2003 News & Views



News & Views would like to thank Howard Sholkin for acting as this month's guest editor. Howie is a veteran high-tech public relations professional working for the global corporation, Getronics. In this issue, he shares his seasoned perspective on the current state of public relations and discusses the challenges facing the business today.

In an excellent profile, Howie also explores the unique career path of Massachusetts Oilheat Council president, Michael Ferrante. We are lucky to have such a valuable contribution--Thank you

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JOB CENTER

Are you an APR?

If you've been waiting for the right time to take the APR exam, this is it. A new reading list, a study guide and an explanation of the process are now available on the PRSA website at http://prsa.org/_Advance/apr/index.asp?ident=apr1.

The chapter will be offering a facilitated study group this fall for candidates who have

applied (and been approved) to take the exam: eight evening sessions from October 1 through November 19. We'll review key areas for the exam, lead discussions on the reading and case examples, and provide peer support to make the process helpful and fun.

If you're interested in joining the group, please contact the APR Chair, Ann Getman, at Ann@GetmanPR.com. Stay informed and check the website regularly for updates. «

PRESIDENT'S LETTER

Dear PRSA Colleagues,

I always think of September as the beginning of a new year ... the way I see it, we get two opportunities to "start anew" each year.

The program committee and your chapter board have been busy planning for the four months remaining in 2003. There are some wonderful programs lined up. Please come and bring your colleagues who are not yet members of PRSA-----encourage them to join during the Member-Get-A-Member Campaign.

We'll kick off our fall meeting schedule with a program on the benefits to Boston of hosting the 2004 Democratic National Convention. A five-member panel of people who will be heavily involved in hosting and promoting the Convention will be our speakers at a breakfast meeting on September 25. We'll start this new program year at the Fairmont Copley Plaza. If enough of you find this a convenient location, we'll hold more meetings there in the future.

The October meeting, also in Boston, will focus on electronic media, we'll have a speaker from National on the state of the industry in November, and we'll return to a hotel location for our annual holiday party in December. Keep checking the prsaboston.org web site for more

program information, and for further information on member benefits.

There is no one better able to spread the word about the benefits of PRSA than current members. For each new member you recruit during September and October, your name will be entered in a drawing for prizes that include travel vouchers and gift certificates for PRSA merchandise. You also will earn PRSA dollars that can be used towards PRSA publications, merchandise and seminars.

The new member not only gains access to the information, network and resources of PRSA, but also will receive a \$65 voucher that can be used towards publications, merchandise and seminars. (The offer doesn't apply to associate membership.)

Special membership applications are available at www.prsa.org, at chapter meetings, or by emailing membership@prsa.org. Or, please call me, at 508-698-3374, and I'll be happy to put an application in the mail to you or your candidate. To get proper credit for your recruitment efforts, be sure to include your name on the application and mention code MGAM2003.

Happy New Year!

Barbara Wellnitz, APR, President, Boston Chapter PRSA«

Green Mountain College Elects PRSA Boston President, Barbara Wellnitz, as Chair of the Board Of Trustees

For the first time in Green Mountain College's 169-year history, the Board of Trustees has elected a woman as its chair, Barbara Wellnitz of Foxboro, Mass. An alumna and trustee since 1998, she will begin her three-year term on July 1.

Barbara Wellnitz has a long history of volunteer involvement at Green Mountain College; in 1999 she was honored with the Distinguished Service Award, an annual award given to an alumnus for service to the college

and professional achievement.

Founded in 1834, Green Mountain College is a co-educational liberal arts college with a distinct focus on environmental issues. For more information, please visit www.greenmtn.edu.

News & Views extends its sincere congratulations to our president.«

PROGRAM ANNOUNCEMENT

**PRSA Boston Chapter Meeting:
Thursday, September 25th**

**Democratic National Convention 2004: The
Pitch, The Press, The Potential**

The Democratic National Convention (DNC) will have a huge impact on the city of Boston. Expected to draw 35,000 visitors to the region, the DNC will generate an estimated \$150 million into the economy this summer and gives Boston the chance to burnish its image as a tourist destination.

Public Relations played a key role in securing Boston's selection as the host of the convention and continues to guide the City's positioning. PRSA Boston invites you to hear first hand about the challenges, the initiatives and the potential rewards involved with planning the convention and related events.

Join us on Thursday, September 25th for a breakfast meeting. Our lineup of dynamic expert panelists includes:

- Julie Burns, Executive Director, Boston 2004
- Larry Meehan, Director of Public Relations, Greater Boston Convention and Visitors Bureau
- Jill Lerner, Hospitality Reporter, Boston Business Journal

The Business of Public Relations *By Howard Sholkin*

Speaking from twenty-two years in the business, I believe marketing and communications leaders have, during the recession of the past three years, faced their most difficult challenges. Although my experience is in the high-tech sector, I think it is safe to say that professionals in most industry sectors have felt the budget bite and, in too many cases, job insecurity.

Stress and strain have forced marketers and communicators to justify plans and budgets

- Jim Delaney, Director of Marketing/PR, FleetCenter Boston
- Chris Reagan, President, Meeting Professionals International/New England and President of Get Ahead Pro Speakers Bureau.

From the successful pitch and new marketing campaign to the press coverage and impact on related industries, this lively discussion will provide a look "behind the scenes" by the players and the press who have made this showcase into a reality.

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8-9:30 a.m. panel discussion and Q&A

LOCATION: Fairmont Copley Plaza Hotel, Venetian Room 138 St James Ave, Boston

(directions at: http://concierge.fairmont.com/location.process/OID_8C536BEE/OLID_8853/CG_1/)

Register online at:

<http://www.opinionpower.com/surveys/77907913.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 September 24th, to avoid being billed.<

unlike ever before. What we need is to have a business impact which may include developing sales prospects, identifying channels or partners to sell with or through, motivating employees, influencing third-parties (journalists, industry and financial analysts, and consultants) and/or saving money. A well conceived, executed, and award-winning media campaign may not be enough.

The June 2, 2003 issue of *PRWeek* highlights the challenges currently facing communicators. In a survey by *PRWeek* and *MS&L*,

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almost two-thirds of the marketing executives questioned say that public relations is “underutilized” in the marketing mix. These same executives—when asked to rank the importance of public relations, advertising, direct marketing, and the Internet for specific objectives—listed public relations as either number one or number two in 12 of the 15 categories. Public relations topped the marketing/communications disciplines in pre-market conditioning—building a brand’s reputation, building a corporate reputation, overcoming a crisis, and cultivating industry thought leaders.

In response to a survey given last year by the CMO Council (Chief Marketing Officers), 350 high-tech marketing executives list strategic planning, public relations, and internal communications as top priorities, while trade shows and advertising are listed at the bottom. The respondents claim that executive management and the board of directors value marketing the most. Who holds marketing in the lowest esteem? The finance and

operations departments.

Marketing leaders, in a telling response, said generating leads and closing sales have eclipsed branding and marketing awareness as the most important ways to measure marketing’s performance. The CMO Council report quotes one person saying, “We stopped marketing and started selling.” However, this tactical sales support role may come at the expense of longer-term relationship building programs.

The two surveys indicate that public relations and marketing have risen in stature, even during a recession; but there’s yet more work to be done to prove their worth. A strong practitioner unaware and unresponsive to business and sales requirements may very well encounter budget and career problems. Despite the pressure to support sales efforts now, marketing and communications professionals are also being asked to balance tactical and strategic efforts—requiring them to be a business person first and a marketing and communications expert second. <

From Communicator to Executive: A Career Path to the “C” Suite

By Howard Sholkin

Career paths are about as unique as fingerprints; it is hard to find two individuals who have followed the same route. Michael Ferrante began a familiar path from journalist to public relations practitioner, but he took a detour to become president of the Massachusetts Oilheat Council (MOC) in 1998.

The MOC is a 50 year-old association representing more than 350 heating oil and petroleum products companies that deliver almost 70 percent of the heating oil used in homes, schools, businesses, and other institutions. Ferrante joined MOC in 1995 as vice president of association affairs.

His career began as a journalist at WCVB-TV in Boston, but demands from his personal life prompted a change. “I’ve been blessed by perfect timing,” explained Ferrante, who left



TV news to join high-tech public relations. He joined Wang Labs in 1985 after meeting an executive there through a family friend. Arriving just before the downturn at Wang, Ferrante, a Rockport resident, was responsible for working with the print and broadcast media. However, after financial difficulties led Wang to bankruptcy in 1992, Ferrante needed to pick up an understanding of not only technology but also business and P & L issues. Concerned about the future of his career and the company, he moved to the chemical industry in 1990.

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Fate intervened again when a headhunter saw Ferrante's name in the media and contacted him about an opening in Monsanto's government and community affairs office in Everett. "The next five years were some of the most challenging and enjoyable of my career," said Ferrante. He had to deal with many constituents who were unhappy with the Monsanto plant—employees, neighbors, and state regulators. Ferrante and his team wrote a comprehensive communications plan to deal with the unrest that won one of Monsanto's highest awards. "It was mandatory that I understand the business as a communicator and registered lobbyist," explained Ferrante. Before the plant closed, it was cleaned up and eventually became a mall and community space in Everett.

When it was time to move on eight years ago, the contacts Ferrante made in the petrochemical industry while at Monsanto led him to the Mass. Oilheat Council. As vice president of association affairs, he focused on lobbying the legislature and government agencies. Five years ago he was chosen to lead MOC, its staff

of five, and a several million-dollar budget. Ferrante clearly stated, "I wasn't trained to be president, but I learned from my predecessor and rely on my colleagues to help run the association."

He believes that trade associations are a communications business; his prior experience in journalism and public relations, in meeting deadlines and building trust is vital. Over the years Ferrante says he has gained the trust of the board of directors so that he can respond quickly to issues and without prior approval. "I can't tell you how much the exposure to journalism at WCVB has helped me to think quickly and write intelligently," said Ferrante.

A graduate of the BU School of Broadcast Journalism, Ferrante is not all work and no play, however. And his preferred form of play? Endurance sports. He recently participated in one of the toughest races in the world against 60 mph winds and dense fog: the 7.6 mile Bicycle Hill Climb up Mt. Washington. He finished in one hour and forty minutes, ahead of nearly half of the 600 field contestants.«

2002 PRSA Boston Grant Recipient Says Hello

Greetings from Melbourne, Australia!

I am writing from the Land Down Under as the 2002 PRSA Boston Grant Recipient.

I was awarded the grant in the spring of my senior year at Tufts University. I have since graduated and moved to Melbourne, where I am undertaking a master's degree by Research in Communication Studies at the Royal Melbourne Institute of Technology. My thesis

focuses on anti-drunk driving initiatives in the state of Victoria, Australia from 1980-2000.

It was an interesting road that led me to Australia and my master's degree. As Tufts

does not offer a communications major, I enrolled in the communications minor and completed eight internships over the course of my four undergraduate years. I interned in public relations, marketing and advertising positions. Of all the things I learned through my various experiences, one very important lesson stood out: when I enter the working world I want to be working for and/or with clients that mean something to me^{3/4}for a cause that I am passionate about.

Therefore, I am writing this thesis with cross-cultural adaptation in mind. I am hoping that upon its completion and my return to the United States, I will be able to translate Australia's successes and find a way to implement them in the United States. I am hoping to do this via a job in either public

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relations or advertising within the anti-drunk driving field.

The Transport Accident Commission (TAC) of Victoria runs the campaign comprising most of the anti-drunk driving initiatives. A very significant part of the overall strategy has been a groundbreaking advertising and public relations campaign, which has been running for thirteen years. The decline in drunk driving over this time is one of the most impressive feats of advertising/public relations on Australian record (as has been acknowledged in reports for the Federal Office of Road Safety, by Grey Advertising and the TAC). The campaign has been so successful that Victoria's roads are ranked among the safest in the world.

In addition to my PRSA Boston grant, I was also awarded a Fulbright Scholarship my senior year at Tufts. Since the Fulbright Scholarship covered all of my living expenses my first year here, I have been able to save a majority of my PRSA Boston grant money for something I am truly looking forward to and believe will be very beneficial to my work. In September I will be traveling to Sydney to attend an International Road Safety Research, Policing, and Education Conference. This conference is endorsed as the "premium annual forum on road safety policy

and practice."

If you are wondering exactly how this relates to public relations, it is actually of utmost importance. One of the most evident reasons Victoria has experienced the success it has in relation to road safety is due to its multi-prong approach, encompassing legislation, enforcement, advertising/public relations, and public education. Therefore, promoting the initiatives, the laws, and the enforcement is critical to embedding their seriousness and relevance in the minds of target audience members. The necessity for PR/advertising is clearly demonstrated in that there are multiple sessions regarding these topics at the conference. This conference is an event I am eagerly anticipating, and of which I am very grateful to PRSA Boston for the opportunity to attend.

Overall, this year has been a wonderful experience and I am looking forward to the year ahead of me. I again want to express my gratitude to PRSA Boston for your support and belief in both my research and myself. When my thesis is completed in July 2004, I will certainly be in touch in case anyone is interested in reading it. Thank you again, PRSA Boston, or as we say here in Australia, ta!

Cheers,
Samantha Snitow«

JOB CENTER

BOSTON HARBORFEST, INC. ***Events and Media Coordinator***

Boston Harborfest, a 22-year-old, family oriented event held during the week of Fourth of July, is looking for a highly energetic, organized, and focused events and media coordinator. Reporting to the president of Boston Harborfest, this individual will be responsible for ensuring that a busy office runs smoothly and that Boston Harborfest is represented to the public as a knowledgeable, well organized, supportive organization.

Specific responsibilities include:

- General office management and administration
- Handling telephone callers
- Media relations, development and production of news releases, media pitch letters, and follow-up calls
- Participation in and support of events during the week of Boston Harborfest
- Participation in sales of sponsorships and product sampling to interested vendors

The ideal candidate will be a college or university senior (or recent graduate) majoring

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in a communications related field. Must be proficient with Microsoft Word in a PC-based environment. Must be a good writer and excellent speller. Familiarity with news-writing style preferred.

Interested applicants should e-mail their cover letter and resume to:
Kirk Hazlett, APR, Director, Boston Harborfest, mkhazlett@msn.com .

TUFTS HEALTH PLAN
Corporate Communications Specialist

Reports to the manager of corporate communication and is responsible for developing, coordinating and implementing communication plans and programs for corporate projects and company initiatives. Includes identifying communication needs: creating plans, writing and editing articles and materials, participating in project team meetings, and consulting internal customers on communication approaches and issues. Assist with improving existing communication vehicles to employee base. Requires close coordination with the Corporate Intranet and Change Management teams.

Required: Bachelor's degree, preferably in business, communication, English, health care management, or related field; Professional experience in corporate communication and/or marketing programs and plans; Ability to apply management skills on multiple projects; Strong oral and written presentation and meeting facilitation skills.

Will be proficient in Word, PowerPoint, Excel, Outlook and Internet Explorer. Experience working on corporate intranets and newsletters is helpful.

This is a junior level role. Please send resumes to: Elizabeth_Onishuk@tufts-health.com, or fax to 781.466.9400.

TEXT 100
Account Executive

Responsible for driving the implementation of PR campaigns and achieving results for clients. Provides critical day-to-day interface with the press in relation to their clients PR campaigns.

- Demonstrates knowledge of the press—including titles, contacts, and publishing houses. Knows their focus and builds strong press relationships; gains coverage for clients.
- Demonstrates good understanding of basic PR skills, including press releases, events, round tables, etc. Takes ownership of specific projects and tactics (e.g. events, features, news announcements and review programs).
- Produces high quality written material in a timely manner.
- Contributes to client retention goals and new business initiatives.

Required: BS/BA/MBA in communications, public relations, journalism, marketing, advertising, business, or other. Two-four years related experience and/or training, or equivalent combination of education and experience. Knowledge of the hi-tech industry: software, hardware, industry analysts, and appropriate media.

Send resumes to:jobs@text100.com referencing "Account Executive/Boston" in the subject line.

CONE INC.
Senior Public Relations Professional (who loves food)

Cone Inc. seeks a seasoned vice president with extensive agency experience, account management expertise, and proven leadership and staff development success to help grow our consumer marketing business.

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Your menu of skills includes 8-10 years of consumer public relations experience, and a proven ability to develop and execute strategic and comprehensive marketing/public relations campaigns. You have proven success at high level media relations, new product launches, food issues management, crisis communications, and creative and innovative thinking. You can motivate, manage and empower a team of professionals. You also have excellent writing and presentation skills and a "roll your sleeves up" approach.

A personal passion for and knowledge of the food and beverage industry is a plus.

For more information about Cone Inc., visit www.coneinc.com.

Please send resume and salary history to: consumercareers@coneinc.com

Cone
90 Canal Street, 6th Floor
Boston, MA 02114
617.523.3955 fax

WATERSHED ACTION ALLIANCE OF SOUTH EASTERN MASSACHUSETTS (WAA)
Community Organizer/Coordinator

Help build public awareness of and support for WAA's efforts to protect the water resources of Southeastern Massachusetts.

Develop written material for press releases, handouts, website, and funding proposals. Build and maintain media relations. Create media contact database. Arrange interviews of WAA members or designated technical experts. Coordinate meetings, compile meeting agenda, and take minutes.

Work with WAA members to develop other outreach and project management materials.

Required: Understanding of local, state and

federal environmental regulations, including the Water Management Act and Clean Water Act. Be able to write about technical issues in an easy-to-understand language. Must have access to car transportation.

This position will report to the WAA steering committee.

Part-time: 20 hours per week; salary: \$20,000 per year.

Applicants should submit a press release on a technical topic and a persuasive letter on the same or similar topic. Send resume, cover letter, and samples to:

Attn: Samantha Woods
North and South Rivers Watershed Association
P.O. Box 43
214 South Street
Norwell, MA 02061
Samantha@nsrwa.org

THE NORTHWESTERN FINANCIAL NETWORK
Part-time, Freelance Consultants

Must have strong background and experience working in the public relations field. Candidates will be required to work 20 hours a month representing local offices. Duties will include: developing and implementing a public relations plan, planning special events, handling media relations and implementing the tools available through the public relations division at the home office. Qualified applicants will have a bachelor's degree in mass communications or a related field and five or more years of experience in public relations. Candidates should be experienced in media relations and have strong writing skills. Knowledge of the financial services industry is a plus.

Please send resumes to:
prfreelancer@northwesternmutual.com«