

Changing Laws and Canvassing Legislators
PRSA Boston Chapter Program/Thursday, September 14
TIME: 6 p.m. – 8:30 p.m.
(Dinner & networking 6:00 – 7:00 p.m.; Program 7:00 – 8:30 p.m.)
LOCATION: Regis College/ College Hall – Grand Foyer; 235 Wellesley Street, Weston, MA
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Here's September N&V at a glance:

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 - b. *2006 PRSA Northeast District Conference*
3. *PRSA Boston Awards 2006 Educational Scholarship*
4. *Member News*
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FROM THE PRESIDENT, NANCY STERLING, APR

Dear Fellow PRSA Members,

The advent of fall means many things including a busy schedule for the PRSA Boston chapter. As the focus turns to the September 19th primary elections, PRSA Boston is offering a relevant and interesting program on September 14th at Regis College in Weston. Come hear a Boston legislator-turned-lobbyist and two seasoned communicators talk about the interaction among government, business, public policy and communications. Learn the intricacies of government relations and public relations and how they can both impact you and your clients every day.

October will not be a traditional program month as the Boston Chapter has the honor of hosting PRSA's Northeast District Regional Conference on Friday, October 6th. A stellar line-up of speakers and topics will fill the day-long program at Bentley College, and we encourage you sign up now, as seats will be filled on a first come first serve basis. Look for details for the dynamic lead speakers and break-out

sessions also in this newsletter.

November brings two significant events, the PRSA National Conference in Salt Lake City and our own Chapter's Annual Meeting. The Salt Lake City event promises to be dynamic as assembly delegates review, discuss, and vote on significant changes in the national organization. With all of the changes already underway in our national society, members could be looking at a very different organization one year from now. We will provide more information on items in the October newsletter.

As for our Annual Meeting, we have secured a significant speaker from the media and hope to hold the event at a new and innovative Boston locale. More on that in the coming weeks.

So mark your calendars, get your registrations in, and look forward to a fun and active fall with your PRSA colleagues.

Best,
Nancy

PROGRAMS

Changing Laws and Canvassing Legislators
PRSA Boston Chapter Program/Thursday,
September 14

Perspective and feedback from people who handle public relations for the state's top legislative and social issues, and from those on Beacon Hill and in City Hall to whom they outreach.

Political and activist PR practitioners have a short timeline to effect legislative change and impact voter sentiment. They need to:

- Create a campaign that will rally the public to their cause;
- Present their case to the legislators who will vote on the issue; and
- Keep their issue above the fold of the newspaper or in the first six minutes of the nightly newscast.

At this program, political and activist PR pros will provide both strategic and tactical advice on how to effectively move the masses, get out the vote, and have an impact on legislators and politicians. Our panelists have spent time in the State House or City Hall and will enlighten you on what works ? and what falls on deaf ears.

CURRENT PANELISTS (More to be added):
Ed Cafasso – Senior Vice President,
Manning Selvage & Lee, and former top PR operative for former Attorney General Scott Harshbarger
Jeremy Pittman - Deputy Campaign Director, MassEquality
Coleman Nee – Director of Media Relations, The Strategy Group, and former campaign manager for the 2000 Yes on Question 7 ballot initiative

DATE: Thursday, September 14
TIME: 6 p.m. – 8:30 p.m. (Dinner & networking 6:00 – 7:00 p.m.;
Program 7:00 – 8:30 p.m.)

LOCATION: Regis College/College Hall –
Grand Foyer; 235 Wellesley Street, Weston,
MA

(Directions and maps available at: http://www.regiscollege.edu/about/ar_dir.html)

COST: PRSA, Pub Club & BWC members \$40; Non-members/guests \$50; PRSSA \$20; Full-time students \$25

To register, go to: <http://www.opinionpower.com/Surveys/669040526.html>

RELEVANCE – Communicating in a Changing World\
HOLD THE DATE! PRSA Northeast District Annual Conference ~ Friday, October 6

How does public relations stay relevant in a changing world? What traditions and tools do we cast off ... or keep ... and what new techniques do we embrace?

Join us on Friday, October 6, for a day-long series of stellar keynote speakers and challenging breakout sessions. The conference, at The Conference Center at Bentley, Bentley College (www.conferencecenteratbentley.com), opens at 7:30 a.m. with registration/networking breakfast and proceeds through an information-packed day of breakout sessions and networking opportunities.

Conference Highlights

Morning Keynote Speaker - Chris Meyer, noted author, business futurist, CEO of Monitor Networks: *“Permission, Promiscuity and PR”*

Noon Keynote Speaker – Julia Kirby, senior editor, Harvard Business Review: *“10 PR Moves That Cut Through My Clutter”*

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EDUCATION

PRSA Boston Awards Sixth Annual Scholarship Grant to Bentley College Student

PRSA Boston has awarded its sixth annual PRSA Boston Scholarship Grant to Nicole Pignatello, a Bentley College student who will be entering her junior year in the fall. The \$2,000 grant is double that of previous years.

Nicole, a Verona, NJ, native, will continue her studies at Bentley as an Information Design and Corporate Communications major with a concentration in Public Relations, a minor in Marketing, and a professional goal of becoming a corporate event planner. As she stated with confidence in her application, "I hope... to

be able to plan events that people will talk about weeks, even months, after they are over."

In addition to her exceptional academic record, Nicole has completed several career-focused internships, held a variety of jobs, and participated in a study-abroad program... all relevant to her professional public relations practitioner aspirations.

The formal awards presentation will take place at a date to be announced.

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Afternoon Keynote Speaker – Larry Weber, chairman, W2 Group: "Next-Generation Communications"

Scheduled breakout session topics include:

- Product Launch PR
- Measurement
- Diversity Communications
- Media Relations
- Crisis Communications
- Thought Management
- New Media and Public Relations
- Communications Synchronization

Attendee Registration Costs
(Includes breakfast, lunch & refreshments.)

Non-Member 175.00
Non-Member (Early Bird*) 160.00

Member 150.00
Member (Early Bird*) 135.00
Student (Non-PRSSA) 75.00
Student (PRSSA) 50.00
* *Early Bird Pricing for registrations received by September 15, 2006. The first 100 registrants will receive a copy of Chris Meyer's new book, *It's Alive: The Coming Convergence of Information, Biology, and Business.**

To register, go to <http://www.opinionpower.com/Surveys/481040597.html>.

For more information, contact Kirk Hazlett, APR, at (617) 489-2386 / mkhazlett@verizon.net.

MEMBER NEWS

Clarity Communications Group's Bi-Lingual HIV / AIDS Advocacy Campaign Gets Nod from First Lady Laura Bush at U.N. Special Assembly; Clarity Earns WBE Status, Founders Profiles

Clarity Communications Group, LLC, an award-winning national public relations and marketing advisory firm specializing in advising consumer, government, healthcare, business-to-business and professional services clients, is wrapping up a national, bi-lingual health advocacy campaign which received praise from First Lady Laura Bush. In comments made before a U.N. Special Assembly on HIV/AIDS, Mrs. Bush referred to Clarity's work for the 12th Annual National HIV Testing Day in her recommendation that the National HIV Testing Day campaign be replicated globally.

Clarity, when asked to reprise its award-winning campaign from 2003 which introduced the agency's first use of celebrity spokespeople to appeal for more HIV testing, upped the ante for 2006, the 25th anniversary of the first diagnosis of HIV. The firm secured the participation of five new popular celebrities, including actor Dennis Haysbert (*The Unit, 24, Allstate's franchise pitchman and presently filming the title role in the Nelson Mandela biopic*), MTV's Nick Cannon, internationally acclaimed film actress and producer Salma Hayek, longtime comedienne Judy Tenuta, *ER's* Laura Cerón and superstar Latina talk show host Cristina Saralegui, and added the first-ever use of podcasts to boost multi-media reach of their appeals.

Also, in June, Clarity earned its national certification as a Women's Business Enterprise by the Center for Women & Enterprise (CWE), a Boston-based certifying

partner of the Women's Business Enterprise National Council (WBENC).

WBENC's national standard of certification implemented by the CWE is a meticulous process including an in-depth review of the business and a site inspection. The certification process is designed to confirm that the business is at least 51% owned, operated and controlled by a woman or women. By including women-owned businesses among their vendors, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

Clarity's founders, Loring Barnes and Julia Tanen, were featured in *Real Simple* magazine (www.claritygroup.com/pdfs/real_article.pdf) in the spring of 2006 for their unique partnership which began as childhood friends. The pair founded Clarity in 2001.

Kirk Hazlett, APR, Begins New Career as Communication Professor, Is Appointed to Belmont Vision Committee

Long-time PRSA member Kirk Hazlett, APR, has launched the second phase of his professional career as Assistant Professor of Communication and Coordinator of the Public Relations Program for Curry College in Milton, Mass. After a 30-year adventure providing public relations and marketing counsel for organizations ranging from the US Air Force and US Army to the Blood Bank of Hawaii and Puritan Lawn Memorial Park, Kirk spent the past three and one-half years as an Adjunct Professor teaching graduate and undergraduate PR courses at

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COMMUNITY NEWS

Waltham-based Nonprofit Seeks Public Relations/Marketing Board Member

Families for Depression Awareness, www.familyaware.org, is a national nonprofit organization helping families recognize and cope with depressive disorders. The organization provides education, outreach, and advocacy to support families, especially family caregivers.

Families for Depression Awareness is made up of families who have lost a family member to suicide or have watched a loved

one suffer with depression, with little knowledge about how to help.

We are looking for a marketing or public relations professional with an entrepreneurial approach, an interest in our cause to serve on our board, attend monthly meetings in Waltham, Mass, and help with our marketing, which is so integral to our organization's mission. For more information, contact Wally at info@familyaware.org, or (781) 890-0220.

(Member News continued from page 4)

Bridgewater State College, Emerson College, Curry College, Regis College, and Stonehill College. He says that, while he thoroughly enjoyed the variety provided by this mix of excellent institutions, he is delighted to have been offered the opportunity at Curry not only to continue introducing young people to his life's profession but also to play a part in further developing the Public Relations curriculum for this small, private college whose first Chancellor was none other than Alexander Graham Bell!

Kirk also has been officially appointed to a three-year term as a member of the Town of Belmont's "Vision 21 Implementation Committee (VIC)."

The VIC works toward accomplishing the goals set out in "A Working Vision for Belmont's Future" adopted by Town

Meeting in April 2001. Projects undertaken by the VIC have included facilitating a business-friendly climate in Belmont, facilitating improved communication between townspeople and town government, facilitating a more environmentally sustainable community, and creating a more welcoming community for newcomers.

Kirk also serves as chairman of the board of directors of Leaders of Tomorrow, Inc.; clerk of the board of directors of Boston Harborfest, Inc.; immediate past president, PRSA Boston; and immediate past chair, PRSA Northeast District. He is an Accredited member of the Public Relations Society of America and most recently served as a member of PRSA's 2006 Nominating Committee.

PROFESSIONAL DEVELOPMENT

“Is It Time To Update Your Resume?”

By: Deborah Walker, CCMC, Career Coach ~
Resume Writer, Email:

Deb@AlphaAdvantage.com

The motto “Be prepared” isn’t just great advice for Boy Scouts; it’s also great career advice. You never know when the perfect career opportunity will present itself. If a recruiter called you today with your dream job, would you be prepared to send out an up-to-date resume right away?

There are four critical times to update your resume:

- At least once a year
- Any time your career focus changes
- When you anticipate layoffs with your company
- When you begin to feel dissatisfied with your current position

1. Update your resume every year.

This is where many people fall short. When that recruiter calls with the perfect job, you may suddenly find your resume is years out of date, and you’ll have to scramble to catch up.

Keep your resume current by including your best accomplishments each year. Don’t count on your memory to recall everything you achieved in years past! You are likely to overlook critical achievements and contributions. If you need assistance, a resume coach may be able to help you through the process with some targeted questions on your most recent jobs.

2. Update your resume when your career focus changes.

If you want to change your career path, then you also need to change your resume.

There are several ways to shift the focus away from your current job and toward your new career.

By focusing on the skills that will be useful in your new career, you can position yourself as a stronger candidate for the job. Highlight those transferable skills in your new resume, bringing them front and center.

In addition to highlighting your transferable skills, shift your list of accomplishments to support those skills. Accomplishment statements give credibility to transferable skills and prove your ability to cross industry or occupational lines. Well-crafted accomplishments make a big difference in whether you win the interview or are passed over.

Finally, be sure you understand your audience. As you shift career focus, it is critical to understand the hiring motives of your target market. Use your resume as an effective selling tool by correctly anticipating the recruiter’s “wish list” for great job candidates.

3. Update your resume when you anticipate layoffs within your company.

A harsh reality of today’s economy is the need for corporate downsizing. Layoffs and losses are becoming more and more common. But you can prepare for any worst-case scenario by keeping your resume up-to-date.

Don’t make the mistake of being overly optimistic. It’s safer to assume that you are on the “out” list. Most people who get caught unexpectedly in a layoff thought they

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were indispensable to their employers. You might be important or well-liked, but remember that the bottom line always has a louder voice than you do. Get your resume ready as soon as you see any indications that downsizing is on the way.

Don't mistake company loyalty for a fear of change. Often employees would rather take their chances with a potential layoff than make proactive steps toward finding a new job. Once they're laid off, it's already too late. Remember, as a candidate, you are always more marketable while still employed. Avoid this trap and start your job search early with self-marketing tools (resume and cover letter) that are up-to-date and top quality.

4. Update your resume when you are dissatisfied with your current position.

Job dissatisfaction leads to feelings of frustration, worthlessness, and often hopelessness. But there is no reason to stay in a job you hate. Being prepared with an updated resume can help you feel better in your current job. When you have a really terrible day at work, you can respond to job opportunities that same evening with confidence in your up-to-the-minute resume. Taking proactive steps toward a new career will give you back your optimism and self worth.

If it's time for you to update your resume, first decide whether your resume requires a simple update or a complete rewrite. If you have been using the same resume format throughout your career, it's possible that you have outgrown the old look. What your resume promoted ten years ago may not be appropriate or significant for your career choices today. And if you've simply been "tacking on" to your old resume, it may start to resemble a house with too many additions, with little sense or direction.

A professional resume critique can help you decide exactly what you need to move forward. A well-written resume can make an incredible difference in:

- The length of time it takes to make your career move
- The quality of your next position
- The income potential of your next position

Your resume is your best sales tool in finding a new job, and it deserves the investment of your time and commitment. With a little extra effort now, you'll be prepared for anything that comes your way—and be well on the path to your next great job. Find more job-search tips and resume samples at: www.AlphaAdvantage.com