



Healthcare Media Panelists Share Tips on Trends

By Lauren Drost, Lois Paul & Partners

What makes a good healthcare story? How does a broadcast story differ from a print story? These questions and many others were answered by a panel of local healthcare reporters in front of a sell-out crowd on May 20 at the Newton-Wellesley Hospital.

Moderator Andrew Dreyfus, a former healthcare reporter and current president of the Blue Cross Blue Shield of Massachusetts Foundation, began the program with a baseball metaphor to journalism, which eased nicely into his introduction of the night's panel of print and broadcast healthcare reporters and producers from the New England area. Panelists included: Gideon Gil, health and science editor of the *Boston Globe*; Debbi Kim, medical producer at WBZ-TV (CBS 4); Kay Lazar, healthcare reporter of the *Boston Herald*; and Alex Soule, technology reporter for the *Boston Business Journal*. This experienced group of panelists provided insight into the world of healthcare media and advice on how to better foster relationships with reporters within it.

Emmy-award winning Debby Kim from Channel 4 was a big hit with the audience, as everyone was interested to know one thing – how can we get our organization on TV? Responsible for producing health-related stories and special reports for nightly newscasts for CBS affiliates all around the country,

Kim made it clear that providing real patients to tell their experiences is the key to getting her attention on a story.

Kay Lazar, healthcare reporter from the *Boston Herald*, has covered just about everything for the paper during the past six years, including health, the environment, the commercial fishing industry and breaking news. When asked what surprised her most about the healthcare beat, she described the mountains of materials that she sifts through every day and the very technical press releases she receives.

Lexington-native Gideon Gil of the *Boston Globe*, talked about the pressure associated with
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Healthcare Media cont.

exclusives, given that every news outlet wants to be the first to break an interesting story. He mentioned how this can work to a PR professional's advantage, as reporters are more likely to give special attention to exclusives that are offered to them. However, he did warn that offering an exclusive does not guarantee they will be able to cover the story.

Alex Soule of the *Boston Business Journal* admitted he first got into journalism because he loves the stories and gossip in the business. Though his current beat is technology, Soule has a background in covering the healthcare and

insurance industries. His unique expertise provided some interesting thoughts to the topics at hand. When asked what the best way is for small organizations to be covered in the *BBJ*, he intrigued the audience with his answer of how some people are interested in hearing about the little guy.

Although several points of view were heard throughout the program, there were a few pieces of advice to PR professionals that all of the panelists agreed upon: be responsive, make the story interesting, and don't lie!

Publicity Club of New England First Events of the 2004-2005 Season

Annual Meeting

Monday, August 23 ~ 6-7:30 pm

Temple Bar, Cambridge

RSVP to kelly@pubclub.org

~~*Members Only*~~

Writing Workshop

Tuesday, September 21 ~ 6-8 pm

Lois Paul & Partners, Woburn, MA

(see page 7 for details)

Fall Networking Social

Monday, September 27 ~ 6-8 pm

Redline Bar, Cambridge ~ Details to come

Meet the Television Assignment Editors

Early October

Location and panelists

TBD

A Final President's Message from Amy Shanler

Over the past year, I have had the honor of serving as president of the Publicity Club of New England. It has been an extraordinary experience for me to watch the Club grow and prosper as our community of publicity professionals continues to strengthen.

During the past year, we've seen a rise in memberships as well as a broadening of constituents throughout New England. Our caliber of programs has never been higher. We've worked hard to bring you face-to-face with the leading communicators, reporters, editors, and analysts in our region. Finally, as you saw in our previous issue, this year's Bell Ringer Awards Program showcased all of your tremendous efforts in our greatest awards season yet.

Starting in August, the Publicity Club Board of Directors will be led by Bill Fleishman of Cone, Inc. I have no doubt that next year's board will surpass this year's accomplishments and continue to deliver the high-caliber programs you've come to depend on and expect. It has been a pleasure to meet many of you and I look forward to seeing you at our annual meeting and networking socials this August and September. Until we kick off the new season this fall, I hope you enjoy your summer. Please keep sending us your comments and feedback to help make the Club even more valuable for us all (president@pubclub.org).

Amy Shanler
President, Publicity Club of New England

A Message from Executive Director Kelly Woodsum

I have had the privilege of being involved with the Publicity Club of New England for the last six years. Through that time I've served in many roles, first as a member then as the vice president of Bell Ringers and Media Relations. In 2001-2002 I was honored to hold the position of president of the Club before moving on to become the Executive Director in the 2002-2003 season. I've seen the Club change with the expansion of online multimedia. I've seen junior PR up and comers learn from our veterans and of course, I've seen the Bell Ringers grow exponentially over the last few years. I'd like to hope that I contributed to the some of those changes and improvements.

This past year I've been thrilled to witness the future of the Publicity Club under the direction of president Amy Shanler. Amy has been behind many of the new features you will see on our Web site and new benefits which our members will take advantage of in the coming months.

I'm thrilled to say that Amy will continue her role in cultivating the "new" Pub Club by becoming the new Executive Director beginning in the 2004-2005 season. I'm confident that she will continue to serve the Club with the dedication and commitment that she did as the president.

Although it's sad to leave my current position, my career is leading me in a different direction. And I think change is always good and a new perspective will be wonderful for the Club. I'm happy to say that I will remain a member of the Board of Directors and will continue my relationship with friends and colleagues of the Club.

Thank you to everyone who has made my job with the Pub Club both fulfilling and challenging.

Hot Tips: Perfecting the PR Tango

How to get in step with your client

By Adam Ritchie, Cone, LLC

There's an old cliché that compares client relationships to personal relationships: the ups and downs; the sensitivity; the honeymoon period; etc. It's true, but overdone. Instead, one might think of client relationships as a professional Lindy Hop.

For those of you who missed the swing revival, the Lindy Hop is fast-paced. It requires skill. It has room for — even demands — creativity from its participants. At the same time, it requires leaps of faith and trusting that your partner won't send you sprawling across the dance floor. And there's always the possibility that if you misstep too often, your partner will stray.

But it takes more than just showing up for the dance on time. You need to add merit beyond the merchandisers, which can be tricky but crucial to the survival of a partnership.

Here are a few moves that might help:

Be their eyes and ears

We all conduct media monitoring. And we're excellent about sharing our findings internally. But the daily insights we gain usually don't make it beyond the front door in any tangible way. If you take the week's stories and send your client a summary of the most interesting/pertinent articles and give a brief explanation why they're important, you've succeeded in creating a tool that adds value to your relationship and reminds them why they have you on retainer. It will also allow your client to see the results of where a good chunk of his budget is going.

Set a bar for ideas

Make it a goal to regularly provide your client with an "idea of the week." Let him know that although you're working on other pieces of business, you make it a point to deliver original thoughts with consistency. Demonstrate best practices from other

categories that might apply to your own. Offer to be a part of any brainstorming, focus group, product review or research and development session happening among his internal teammates.

Ditch the jargon

We may think acronyms like "SMT" and words like "short-lead" make us sound smart. But we're really just making ourselves seem less accessible. Unless your client was a PR maven in a past life, try not to use industry terms. It may be hard to demonstrate the value of what you are offering if he doesn't understand what you're saying. You're just giving him a reason to put your ideas on ice.

Take a spin in their shoes

This is important. Offer to work in a store or a factory for a day to experience what they do firsthand. If assembly lines aren't your bag, there are other ways. If you're pitching sourdough bread, get yourself on the San Francisco Professional Food Society. Show an interest in your client's playing field beyond the lip service needed to grow the business. Seek seats on their boards and associations. Conversely, invite them to Pub Club and other industry events so they can have an insight into what you do. They may politely decline, but you've subconsciously scored a point.

Play in the sandbox

Your client may be working with a slew of agencies — design, ad and retail promotions, to name a few — and you're just one name on a contact sheet. Becoming the most important name on that roster depends on how well you can utilize the human capital within each agency partner to accomplish your objectives. Begin a dialogue with each of them. Share information. Seek out synergies in your programs. Play nice, and make sure your client knows how well you're playing. You can be the catalyst: the agency that pulls everyone else together, and save your client money in the long run.

In the Spotlight: Bill Fleishman

Executive Vice President, Cone, LLC and The Publicity Club of New England 2004-2005 President

By Kelly Woodsum,
Executive Director, Publicity Club of New England

As we enter into a new year of New England Publicity Club activities and events, we thought we would spend a few moments with our incoming president, Bill Fleishman.

How long have you been in the public relations industry?

That's a great question. I have spent 14 years in the world of agencies, developing integrated marketing strategies for consumer brands of all sizes from the very local to the global.

Although public relations played a role in many of programs I developed throughout my career, the transition to public relations as my primary marketing channel did not occur until I joined Cone.

How long have you been at Cone?

I began with Cone more than four years ago as the head of the consumer practice and never looked back. I joined the organization primarily because of the company's heritage of outstanding work with consumer brands and its reputation for outstanding strategy and creativity. What fascinated me was the approach to bring in people from a variety of backgrounds – branding, corporate social responsibility, advertising, journalism – in order to create a holistic approach to building strategy for clients. The result has been the ability to work with people I consider simply amazing – from folks just out of college to the most senior of staff. We currently

have about 20 people in the consumer marketing group and the different perspectives and energy created on a daily basis is simply dazzling. It makes for a stimulating agency environment that truly fosters continuous learning and provides a steady diet of new experiences.

Where were you before Cone?

I started my marketing career in 1990 at WBOS FM here in Boston and quickly found the way to build successful marketing strategies for clients was to identify the marketing need and develop a creative approach to the solution. This insight is

really at the heart of what agencies do for their clients. After relocating to Honolulu, a place that I spent some time during college, I was recruited by an advertising agency to lead the account for an international quick service restaurant chain. I soon developed a niche,

helping to create – or modify – the way consumer brands appeal to the Pacific island market.

In 1996, I took a risk by resigning my position with a leading agency to found *PCF Virtual Advertising and Integrated Marketing*. Together with two partners, we offered brand marketing strategy, advertising solutions, and public relations services. The business grew rapidly, soon opening offices on two other islands with a client roster of great consumer brands like Subway, Midas, Baskin-Robbins, Fantastic Sam's, and the University of Phoenix.

“I consider the Publicity Club of New England a unique organization and look forward to another terrific year working with very talented board members.”

-Bill Fleishman

Bill Fleishman continued

Eventually, I sold my shares of the business to and move back home to Massachusetts to spend time with my family. The business continues to do quite well. I have to admit, I do miss the weather...and the beaches.

Were you always in the agency business?
Right before joining Cone, I tried surfing the technology wave by becoming the head of marketing for a direct marketer of collectable and play dolls located in New Hampshire. At the time, start-up companies were making it big by going public or getting purchased by more established players within their respective categories. As the business world soon found out, the success stories were much more the exception than the norm. In our case, the burn rate was simply too great and the economics eventually caught up to us. I still think the concept has potential.

How did you get involved with the Publicity Club of New England?

Although I have spent the past five years in the region, I rarely have the chance to interact with local colleagues in the public relations industry. I decided a year ago to become more involved with the club and joined the board of directors. I have profound respect for the mission of our organization – to promote the profession and craft – and the people who have helped to make the terrific programs possible. I consider the Publicity Club of New England a unique organization and look forward to another terrific year working with very talented board members.

Bill Fleishman **“At a Glance”**

Where did you grow up?
Sharon, Massachusetts

Where did you go to college?
University of Massachusetts at Amherst

What was your best vacation?
I spent almost a decade in Hawaii. You can't get much better than that!

What are your favorite movies?
The Natural, *Mr. Holland's Opus* (my father was a music director), *Jaws*
I also have interest in campy films, like the *Evil Dead* series...I may be one of the few Bruce Campbell fans out there.

What is your favorite book/author?
I read just about anything I can get my hands on. I love to read historical biographies – often the truth about people's lives is much more interesting than fiction. If you like history I recommend reading Clive Cussler's *Sea Hunters* which describes his personal adventures finding historical shipwrecks. It's fascinating!

Favorite animal?
My pet golden retriever, Chief. I brought him with me from the islands – he now loves the snow!

**Back by Demand:
The Publicity Club of New England's
"10 Tips to Improve Your Writing"**

When: Tuesday, September 21, 6:00 – 8:00 p.m.

Where: Lois Paul & Partners, 150 Presidential Way, Woburn, Mass.

Due to the success of the spring event, the Publicity Club of New England is holding another hands-on workshop for public relations and communications professionals at all levels that will give attendees solid tips and feedback to sharpen their writing skills. Michael Dowding, president, Wordscape Communications, and an adjunct instructor at Boston University's College of Communication, brings more than 20 years of writing, marketing, and public relations experience to this unique writing seminar.

Attendees will leave with 10 solid tips to improve writing, covering editing, audience considerations, and overcoming the fear of grammar. To illustrate the 10 Tips, Dowding will provide hands-on writing and editing exercises, and provide each attendee with a personal critique of a writing sample. The workshop will provide a primer to newer marketing/communications professionals, or a refresher for seasoned veterans.

Attendees pay \$25; go to www.pubclub.org to register or contact Amy Shanler at 781-275-2866 or amy@pubclub.org. If you are paying by check, please reserve your space via e-mail and then promptly mail your contact information with your check to The Publicity Club of New England, PO Box 784, Bedford, MA 01730.

Registration deadline is Friday, Sept. 17, 2004. Cancellations must be made in writing before the registration deadline to avoid being billed. No shows will be billed. Please bring your registration receipt with you.

The Publicity Club of New England has moved!

You can now

Call us at 781-275-2866

Write us at PO Box 784, Bedford, MA 01730

E-mail us at amy@pubclub.org



The Publicity Club of New England Job Bank August 2004

Public Relations Senior Account Executives PerkettPR

PerkettPR is a growing virtual public relations agency with clients that range from exciting startups to established companies in technology and consumer markets. PerkettPR offers a premiere work environment - with our virtual model, employees experience true quality of life while working as part of a nationwide team from their home offices.

We have several immediate openings for full time Senior Account Executives in the Boston area. The Senior Account Executive is a mature and seasoned professional who will be responsible for planning and executing activities on behalf of clients under the direction of an Account Manager or Director in a timely, efficient, and high quality manner. Activities include supporting media relations efforts, writing and proofreading materials, client contact, speaking opportunities, awards and general account administrative tasks. Opportunity for growth, business development responsibilities and more as you help the Company grow.

Responsibilities include:

- Positioning ideas to managers and clients and presenting results as they follow;
- Developing account deliverables including press releases, backgrounders, case studies and contributed articles;
- Executing creative proactive editorial ideas and media outreach programs;
- Planning and organizing press/analyst tours and tradeshow;
- Securing speaking engagements, awards and contributed article opportunities; and,
- Contributing to new business and business development as requested.

Requirements include:

- Established relationships with press/analyst community;
- Prior team management and client interaction experience;
- Home office with the ability to add a dedicated business phone line and high speed Internet access;
- Excellent organizational, communications (written and verbal), self motivation and time management skills;
- Proficiency with basic computer and PR tech applications including MediaMap, Factiva, AOL Instant Messenger, Microsoft Outlook, Microsoft Office, etc.;
- 5-7 years of high tech public relations, communications or related professional experience. Telecom, on-demand, and/or healthcare/biotech experience a plus.

· First consideration will be given to candidates who have technology and PR agency experience, and experience with telecommuting or home office environment.

We offer competitive salaries, Fidelity Investments retirement plan, new business bonuses, flex time, generous vacation time, Community Service Leave, birthdays off, Summer Fridays, Referral Bonus Program, Employee Emergency Fund, a complete package of Harvard Pilgrim health and Delta Dental insurance, office furniture reimbursement, and a work environment that supports professional development and work/life balance like no other company can! You must be a media hound, great communicator, strong team player, extremely self motivated, and enjoy the opportunity to work closely with agency senior management on your own growth.

** If this describes you, send us your resume, salary requirements and tell us why you would be the ideal candidate. Salary range required.

Qualified candidates send information to:

jobs@perkettpr.com

708.570.6178 (fax)

No Phone Calls Please

www.perkettpr.com

**If you are interested in PerkettPR but have MORE THAN SEVEN YEARS EXPERIENCE, please apply with the subject of "Manager Level Opportunities" to jobs@perkettpr.com.

**We do not accept applicants with less than five years of applicable experience.

** If you are a freelancer looking for freelance work, please apply with the subject "Freelancer Opportunities." DO NOT APPLY FOR THE SAE POSITION.

SENIOR ACCOUNT EXECUTIVE fama PR

fama PR Inc., a fast-growing public relations firm for technology companies, has an immediate opening for SENIOR ACCOUNT EXECUTIVES in our Kendall Square office. Qualified candidates are self-starters that are able to walk in and get on the phone immediately to secure relevant press coverage for a growing list of technology clients. We're a PR firm that is less interested in hierarchy, and more interested in delivering excellent client service. You will bring your media contacts, writing skills and common sense. You should also have a "do what it takes" attitude. But above all, you will have unlimited potential for growth, great salary and perks, and the opportunity to work with a highly selective group of the Boston-area's most talented PR pros.

Must have at least four years previous agency or relevant client-side experience. Contact Ed Harrison at ed@famapr.com.

**Communications Assistant
Boston Bar Association**

Results-oriented professional association seeks detail-oriented candidate with outstanding writing, organizational and computer skills to assist Communications Director with publications and media relations. Must perform well under pressure of deadlines. Email resumes w/cover letter to hr@bostonbar.org, fax to 617-523-0127, or mail to Boston Bar Association, Attn: Human Resources, 16 Beacon Street, Boston, MA 02108. EOE

**Interim Editor/Project Manager Position
Simmons College**

Simmons College in Boston is seeking an energetic communications professional to serve as interim editor/project manager of the College's alumnae/i magazine, the *Simmons Review*, from early November to early February. The *Review* is the College's key alumnae/i publication, mailed three times per year to 40,000 alumnae/i. The position will require working approximately 2/3 time. The interim editor will oversee the design and editorial process for the spring 05 magazine, and the final stages of the fall 04 magazine.

The position requires excellent editorial and writing skills, and experience managing budgets, freelance writers, designers, photographers, printers, and illustrators. In addition, this person must be proficient in MS Word and familiar with a variety of graphic design programs such as Photoshop, Quark, and Acrobat. The interim editor also will be responsible for coordinating with a variety of internal offices and external alumni to obtain information and approvals.

Those interested should send a resume and cover letter by August 27 to Allyson Irish, Editor, *Simmons Review*, Simmons College, Office of Public Relations, 300 The Fenway, Boston, MA 02115. For more information, contact Allyson Irish at allyson.irish@simmons.edu.

**Web Editor
Dana Farber Cancer Institute**

The Dana-Farber Cancer Institute, a teaching affiliate of Harvard Medical School, specializes in cancer research and pediatric and adult patient care. We are designated by the National Cancer Institute as a comprehensive cancer center and collaborate with Brigham and Women's Hospital, Massachusetts General Hospital and Children's Hospital to conduct cancer related research and provide the finest care available to both adult and pediatric patients.

We are currently looking for an experienced Web Editor to participate in managing and developing the editorial content of the Jimmy Fund web site and possible Web sites relating to DFCI affiliations. Web Editor will be responsible for writing and editing material about cancer, Dana-Farber Cancer Institute and Jimmy Fund activities. Will work with Development, in-house

writers, clinical staff, researchers and freelancers to keep Web sites informative, current, fresh and easy to read. Requirements include experience as senior editor and team manager with 6-10 years of professional writing, and editing (at least 2 years writing for the web). Diversity candidates are encouraged to apply.

This is a full time position, which offers competitive salary and an outstanding benefits package, which includes 3 weeks paid vacation, tuition reimbursement, 7.5% match of salary toward retirement and many other incentives. Please visit our website for additional information at www.dana-farber.org. To apply please send letter of interest and resume to:

Dana-Farber Cancer Institute, 44 Binney Street, Boston, MA 02115

Fax: 617-632-4421 or email to: recruiting@dfci.harvard.edu

Senior Director of Development Marketing Dana-Farber Cancer Institute

Since its founding in 1947, Dana-Farber has been committed to providing expert, compassionate care to children and adults with cancer while advancing the understanding, diagnosis, treatment, cure, and prevention of cancer and related diseases. An affiliate of Harvard Medical School and a Comprehensive Cancer Center designated by the National Cancer Institute, DFCI also provides training for new generations of physicians and scientists, designs programs that promote public health, and disseminates innovative patient therapies and scientific discoveries.

www.dfci.harvard.edu

Reporting to the Senior Vice President of Development, the Senior Director of Development Marketing develops strategies, determines integrated marketing goals, and oversees the development and implementation of comprehensive marketing programs for DFCI and Jimmy Fund philanthropy efforts. Marketing elements include multi-media communications, publications, events, donor relations and stewardship in support of principal and major gifts, capital campaign, annual and planned giving, corporate and foundation relations, cause marketing, and Jimmy Fund programs. Supervises direct reports in marketing and donor relations, and oversees a department of 18+. Serves as liaison to DFCI's Communications Department.

The ideal candidate is an energetic, creative, and highly organized senior manager with an established track record of instituting successful marketing and marketing communications programs, preferably in support of fundraising initiatives. A strategist with superb interpersonal and written communications skills, attention to detail, confidence, integrity, and a strong work ethic, who is client-focused and has motivated and led a staff. Minimum of 10 years' experience in marketing, marketing communications, or fundraising marketing, working within a complex organization and with a variety of audiences. Advanced degree in business preferred.

Cover Letter and Resume to Nicole Gakidis, LOIS L. LINDAUER SEARCHES
ngakidis@lllsearches.com or fax to: 617-262-1106.

Bradley Hospital Senior Communications Officer

Lifespan, a not-for-profit health care system based in Providence, RI, is seeking qualified candidates for a Senior Communications Officer position. Lifespan includes Rhode Island Hospital and its pediatric division, Hasbro Children's Hospital; The Miriam Hospital; Bradley Hospital, the nation's oldest psychiatric hospital for children and adolescents; and Newport Hospital, a community hospital in Newport, RI.

Job description:

This position is responsible for total media relations and marketing support for Bradley Hospital, the nation's oldest psychiatric hospital for children and adolescents and a teaching hospital of Brown University.

Job candidates should be able to demonstrate success in identifying and placing stories, particularly in the national media. Some marketing experience is preferred. In this position, you would be expected to operate with considerable independence and flexibility, while functioning within a media relations/marketing team. This position works directly with hospital CEOs to craft strategic plans; publicize clinical and research programs; advise on media strategy and marketing efforts; oversee production of collateral; serve as the primary media spokesperson; arrange interviews with clinicians and hospital staff; provide issues management and provide internal and external communications as needed. Also provides staff support for special projects, research endeavors, news conferences, special events, etc. as requested. Performs research and writing assignments for a wide variety of purposes. Develops, monitors and regularly reports outcomes of a process to track marketing and communications plan results.

The ideal candidate has initiative and creative thinking, is able to identify compelling stories about treatments and programs; and can develop solid relationships with the local, regional and national media. Experience in health care is desirable.

Qualifications:

- * Bachelor's degree in journalism, communications or related field
- * Minimum 5 years experience in intermediate level journalism, media relations, agency or corporate communications, preferably in a health care setting
- * Excellent organizational writing and editing skills
- * Demonstrated placements in regional and national media
- * Excellent client contact and verbal skills
- * Knowledge of health care trends and issues highly desirable

To apply:

Interested candidates should e-mail their resume to Nicole Gustin, Manager of Media Relations, at ngustin@lifespan.org.

CONE, LLC
Account Director, Cause Branding

The nation's leading cause branding agency seeks an Account Director to develop and execute comprehensive cause marketing, branding and public relations programs. This highly strategic, hands-on leader we seek has 7-10 years of communications and branding experience (including *agency* experience) who excels at building relationships and managing client expectations. This person is a master at account management including budget management and tracking, managing day-to-day account activities and building trust with the client contacts. We're looking for someone with ability to manage, develop and motivate staff and a deep understanding of social issues, non-profits and philanthropy. Experience creating cause-related marketing or corporate social responsibility programs is a must. Additionally, this person must illustrate success at high level media relations, excellent writing and presentation skills and a roll your sleeves up approach.

Cone is a marketing communications firm with expertise in cause branding, consumer marketing and crisis management that is committed to building brands that deepen relationships between our clients and their customers. We have a unique culture and supportive environment that energizes, challenges and empowers our employees.

Please send resume and salary history to:

Cone
90 Canal Street
Boston, MA 02114
causecareers@coneinc.com
617-523-3955 fax

Associate - High Technology
PAN Communications

Associates at PAN handle the core media relations component of the public relations programs we offer, securing both planned editorial features, as well as proactive coverage. They have relationships with media in the technology, business, consumer and vertical trade outlets. Placing bylined articles and thinking outside the box to creatively pitch clients are the hallmarks of PAN's Associates. In addition, they assist in managing speaking and award opportunities as well as communicating with the client.

The ideal candidate will have 2 to 4 years experience in high technology public relations, preferably in an agency setting. Send resumes to HR@pancomm.com or fax to 978/474-1903.

Account Manager – Technology
PAN Communications

Account Managers at PAN are both strategic thinkers and terrific implementers, responsible for running a PR program from inception to completion. The AM develops and drives program strategy, counsels clients and acts as a day-to-day contact, effectively pitches high-level business

press and other top-tier media outlets, writes compelling press materials, develops client budgets, and oversees and mentors the internal account staff. The ideal candidate will have 5 to 7+ years experience in high technology public relations, preferably in an agency setting. Please send your resume to HR@pancomm.com.

**Technical Marketing Writer
PAN Communications**

PAN Communications is looking for a business savvy, technical marketing writer to join our public relations team. The writer will act as an internal resource to a range of agency clients, developing press releases, backgrounders, bios, marketing collateral, technical data sheets, and other projects as required. This position requires 5+ years experience writing these types of materials for high-tech companies. Please send your resume to HR@pancomm.com.

PAN also welcomes resumes from all PR practitioners as we continuously recruit for positions at all levels.

**Account Executive
Schwartz Communications**

Qualifications:

Previous PR experience in high tech and/or healthcare plus excellent written and oral communications skills are required.

Description:

This is a full-time position with excellent benefits. Account Executives maintain and develop relationships with media and clients, establish working relationships with national business, trade and broadcast media, participate in strategic and tactical planning and attend trade shows as well as media and analyst tours.

Please send resumes to hr@schwartz-pr.com and include the job title in your subject heading.

About Schwartz:

Founded by the husband-wife team of Steve and Paula Mae Schwartz in 1990, Schwartz Communications, Inc. is one of the nation's leading public relations agencies. With offices in Waltham, Mass., and San Francisco, Calif., Schwartz currently represents such innovative companies as CheckFree; CYTYC Corporation; Gateway; MapInfo; Philips Medical Systems, Cardiac Resuscitation; Progress Software; Proxima Therapeutics; TruSecure Corporation and Testa Hurwitz & Thibault.

Our interview process, like our PR agency, is really quite unique. We review applications and respond quickly. If your qualifications meet our needs, we will call you and the interview process begins.

Maven Networks

Manager, PR and Media Communications

Location: Boston, MA

Reports to: Director of Marketing

Responsibilities

- Develop and pitch story opportunities to the business, vertical and tech trade press.
- Work closely with executives, marketing, product management and Maven's PR agency to ensure that PR delivers on overall marketing objectives for product launches and ongoing campaigns.
- Serve as day-to-day contact with Maven's PR agency and help them track overall performance to meet objectives of the Maven account.
- Manage press releases development and related third-party announcements; including driving messaging, securing appropriate approvals, and delivering media results.
- Manage both executive and marketing-level speaking opportunities for events and summits—everything from tracking potential opportunities and submitting abstracts for executives and product management to supporting speakers while at events.
- Manage content of the "Press" section of Web site, various online and print projects (media/analyst kits).
- Work with product management and marketing to keep track of the competitive landscape.
- Manage VIP program with analysts and industry influencers.
- With assistance from a news retrieval service, develop and maintain a real-time media monitoring capability (print, broadcast and online news outlets).
- Responsible for tactical programs, such as editorial awards placement and promotion, collection and distribution of relevant news and coverage to key company executives, and communicating PR success to entire company.

Qualifications and Special Skills

- Must have strong understanding and background in software marketing, including strategic company launches and product announcements.
- BA/BS in Communication, Journalism, Public Relations, or English.
- Five to seven years' public relations experience in the software, B2B, broadband or online marketing industries.
- A track record of successful, strategic and productive PR wins.
- Ability to maintain a high degree of professionalism, organization, and flexibility while managing several programs independently and multitasking on a daily basis.
- Comfort working with direct manager in remote office.
- Ability to work under deadlines.
- Strong written and verbal communications skills.
- Ability to work with highly confidential information in a professional manner.
- Ability to work with a team in a fast-paced environment.
- Experience in working with senior executives.
- Self-motivation to build relationships on your own with both internal and external constituents.
- Agency background a plus.

About Maven Networks

Maven develops, markets, and sells a broadband software solution that allows a company to create, deliver, measure and manage full-screen, interactive video applications targeted at users with high-speed Internet connections.

By uniting the visual impact of television with the interactivity and measurability of the Internet, Maven delivers user experiences that are markedly more engaging and effective than the typical approach via streamed video. Marketers and media companies can now create highly visual, more immersed and immediately actionable broadband applications that drive online marketing and commerce. Maven's technology will enable their customers to more effectively communicate, market and sell online.

Boston University School of Dental Medicine Communications Specialist

Write, copyedit, and proofread various articles and publications, including alumni magazine, school newsletter, website, press releases, and annual report. Coordinate production of publications with outside vendors. Update website. Help conceptualize themes for stories and seek out news. Schedule and attend photo shoots, take headshots, interface with photographers and other vendors, and work with office staff to organize and archive photos.

Desired skills and qualities of the ideal applicant include:

- BA or MS in English or Communications
- Capable of writing for different audiences
- Ability to interview subjects and translate sometimes technical material for lay audience (including dental professionals, corporations, patients, and general audiences)
- Attention to detail; copyediting and/or proofreading experience
- Eye for graphic design
- Highly organized
- Willingness to do what it takes to get the job done
- Familiarity with working in an academic environment
- Design basic invitations and graduation program
- Excellent computer skills and ability to learn new programs. Familiarity with Quark, PhotoShop, Illustrator, and Dreamweaver desired.

To apply online visit <http://www.bu.edu/personnel/employment/jobs/jobs.shtml> or send resume and cover letter to:

: M a r i M e g i a s
: Associate Director of Communications
: Boston University School of Dental Medicine
: 715 Albany Street (Robinson B-3)
: Boston, MA 02118 :: tel 617/638-5147
: fax 617/638-4895 :: <http://dentalschool.bu.edu>

TEXT 100

Account Coordinator

Job Description:

Text 100 International is looking for a bright, passionate person who's ready to hit the ground running in the world of High Tech PR. As an Account Coordinator you will provide support for PR teams. While helping your co-workers successfully execute PR campaigns, you will learn the ins and outs of the public relations and technology industries, including how to provide excellent service to clients and journalists. You will play a critically important role in ensuring deadlines are met and results are delivered. Time management, critical thinking skills, the ability to work well in a team setting, initiative and flexibility, and follow directions are all important in this role. This person needs to have enthusiasm and the drive to succeed as well as a passion for business and the IT industry. The ability to work at Internet speed and excellent writing, computer and organizational skills are a must.

In addition to these requirements, we are looking for a self-starter who has a sense of humor and wants to get in on the ground floor of a rapidly growing entrepreneurial environment.

Text 100 International is one of the largest independent technology public relations consultancies in the world. With 22 offices across Europe, North America, India, Africa and the Asia Pacific region, Text 100 is the largest and most established brand within the Next Fifteen Communications Group (London Stock Exchange: NFC). Currently, Text 100 International has 6 offices in North America; Boston, Rochester, San Francisco, New York City and Seattle.

Text 100 International also offers one of the top benefit packages in the industry including:

- Four weeks of vacation
- 10 paid holidays
- 2 duvet days
- Highly competitive salary
- Full medical, dental and vision
- Domestic partner benefits
- 401(k) Plan
- Annual bonus package
- International opportunity

To apply, please send your resume to jobs@text100.com referencing "Account Coordinator/Boston" in the subject line.

TEXT 100

Account Executive

Job Description:

Text 100 has an exciting opportunity for an Account Executive with at least two to four years of experience in high-tech PR. Clients range from small start-up companies to multinational brand leaders, with campaigns that target media, analysts and broad-based influencers. We are looking for a PR professional, who can hit the ground running, ideally with experience on product and issues based campaigns, who possesses a flair for

building relationships with the US IT trade, business media and industry analysts. Solid written and verbal communication skills are a must.

In addition to these requirements, we are looking for a self-starter who wants to get in on the ground floor of a rapidly growing entrepreneurial environment. We will look particularly closely at candidates who possess enthusiasm, passion, ambition and a great sense of humor.

Text 100 International is one of the largest independent technology public relations consultancies in the world. With 22 offices across Europe, North America, India, Africa and the Asia Pacific region, Text 100 is the largest and most established brand within the Next Fifteen Communications Group (London Stock Exchange: NFC). Currently, Text 100 has 5 offices in North America; Rochester, Boston, San Francisco, New York City, and Seattle.

Text 100 also offers one of the top benefit packages in the industry including:

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- 10 paid holidays
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- Full medical, dental and vision
- Domestic partner benefits
- 401k Plan
- Annual bonus package
- International opportunity

Read what your future colleagues say about the benefits of working at Text 100 at <http://www.text100.com/usjobs/>

To apply, please send your resume to jobs@text100.com referencing "Account Executive/Boston" in the subject line.

VP OF MARKETING SiteScape, Inc.

Responsibilities:

* Conceive, develop and implement global marketing strategy and communications for the company.

* Develop and implement a successful, fully-integrated marketing program, including: company positioning, branding, messaging, AR/PR, search engine marketing, online marketing, web development, marketing materials, tradeshow & events, etc., including underlying budget development. Ensure that all marketing activities align with strategy and assures performance of those activities meet high standards. Monitor and report marketing results and coordinate marketing activities with the sales department. Keep abreast of organizational trends in government and industry and translates those trends into marketing and product strategy and tactics. Ensure compliance with relevant legal, regulatory and contractual obligations.

Requirements:

- * 10-20 years of demonstrable success in software marketing, preferably with product marketing experience.
- * Exceptional communication, management and leadership skills
- * MBA preferred

SiteScape, Inc., a leading provider of collaboration, workflow and document management solutions is seeking a VP of Marketing and a Product Marketing Manager; see job postings below. Please send resumes to Karen Hayum, khayum@sitescape.com.

PRODUCT MARKETING MANAGER

SiteScape, Inc

Responsibilities:

- * Serve as a liaison between sales, marketing, customers and engineering to develop marketing tactics and collateral for current product lines
- * Define cutting-edge services and technologies to anticipate customer/market demand
- * Research market requirements, trends
- * Build and maintain competitive knowledge and competitive deliverables (competitive updates and competitive matrices)
- * Provide content and messaging for marketing materials
- * Create sales support materials (sales presentations, product demos, FAQs, testimonials, product updates)
- * Participate in internal and external events such as trade shows, seminars, webinars, customer visits, etc.

Requirements:

- * 5-7 years of experience in software product marketing
- * Attention to detail
- * Excellent communication skills
- * Bachelor's degree or higher in Marketing or Business

SiteScape, Inc., a leading provider of collaboration, workflow and document management solutions is seeking a VP of Marketing and a Product Marketing Manager; see job postings below. Please send resumes to Karen Hayum, khayum@sitescape.com.

Communications Specialist

Vinfin

Summary:

The Communication Specialist provides assistance to the director of Public Affairs in the development and implementation of proactive communication strategies that support Vinfin's corporate and divisional goals. This position will include active participation in media relations, public relations, marketing communications, crisis communications, legislative advocacy, and publication management.

Job Duties and Responsibilities:

The essential job duties/responsibilities of the position are included in but not limited to the information listed below.

Media Relations

- Initiate and build positive and productive working relationships with members of local and regional media
- Research, write, and distribute press materials to promote positive media coverage of the organization (backgrounders, fact sheets, press releases, tip sheets, and advisories)
- Responds to media-initiated inquiries and requests for information
- Assists in crisis communication strategies
- Assists in researching, writing, and distributing press materials to neutralize negative media coverage of the organization and industry

Marketing Communications/Publications

- Develop and initiate creative marketing communications strategies
- Manage the production (writing, editing, and distribution) of marketing communications materials (quarterly newsletter, corporate brochures, and miscellaneous collateral.
- Assist in brand management and monitoring of the organization's identity and logo in all media formats
- Assist in the management of Vinfen's web site and Intranet

Government/Community Relations

- Collaborate with department director and CEO in legislative advocacy
- Support Vinfen's employee advocacy activities
- Assist in community outreach activities (Open Houses, rallies, program tours)

Knowledge and Skills:

- Knowledge of local/regional media and media databases (BU MediaGuidebook, Bacon's)
- Knowledge of Massachusetts state government and legislative trends
- Demonstrated knowledge of computer programs (Word, Excel, PageMaker, PhotoShop, PowerPoint, etc.)
- Knowledge of web page management
- Ability to maintain strict confidentiality

Requirements:

- Bachelor's degree, Master's preferred, in communications, public relations, marketing, journalism, or English
- Three to four years experience in media relations, public relations, or marketing communications setting
- Proven track record of measurably enhancing an organization's media relationships resulting in positive media coverage
- Proven experience in writing press releases, feature stories, pitch letters, statements, and talking points that resulted in media placement
- Experience in creating targeted messages/stories/publications for a variety of public audiences and media outlets

- Knowledge of Massachusetts state government and legislative trends
- Previous experience in publication management (writing/editing/design)

Send resume and cover letter to Christopher Smalley, Director of Public Affairs, csmalley@vinfen.com.

The Mary Baker Eddy Library for the Betterment of Humanity Public Relations Manager

As the Public Relations Manager, you will be responsible for developing and administering a public relations program designed to promote the mission of The Mary Baker Eddy Library and to drive visits to the facility. You will cultivate local, regional, national, and international media through timely, effective communication and produce press coverage that positions the Library as a relevant and compelling resource in today's world and as a must-see destination. In concert with the Marketing Director, you will create strategy as well as execute at a tactical level. The latter will extend to writing and proofing press materials, ads and other marketing materials. You will be responsible for anticipating short and long-term communication needs of the Library and for providing strategy and tactics for those needs. Also among your deliverables will be a platform of interviews and speaking opportunities for Library officials, advisors, and staff that will measurably improve the market's understanding of the institution, its mission, and product. At the core activity of the job will be the research and realization of key media opportunities, coordination between Library personnel and media outlets, development of topical approaches/talking points and work with Library spokespeople. You will also manage the institution's Web site. The role includes management of one assistant.

Requirements:

Requires 10 years of Public Relations management experience in consumer-driven, preferably visitor-based, organizations. Must have a proven track record of measurably elevating an organization's overall media relationships and resulting press coverage and contribution to an organization's bottom line. The successful candidate will cite pertinent metrics including stature of new outlets engaged, change in overall visibility, and progress realized in placement, frequency, and depth of stories. The ability to show a direct tie between PR efforts and enhanced consumer use of product will be highly preferred. The ideal candidate will bring a range of contacts in the field - local, regional, and national. Outstanding writing, editing, research, speaking, and interpersonal skills are requisite. Experience in writing a breadth of media vehicles is a plus.

How to Apply:

Please email your cover letter and resume to jobs@marybakereddylibrary.org. Indicate job code R-175(pc) along with your first and last name in the subject line.