



PRSA NJ Winter 2011 Newsletter

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PRESIDENT'S NOTE

By: Rich Lukis
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As the nation slowly emerges from its economic hardships, many in our industry are breathing a collective sigh of relief. The good news is that the RFP pipeline is filling up, existing clients are spending again, slashed budgets are being restored and projects that were on hold are being reactivated. Coming out of the recession, companies and brands looking to rebuild will turn to multifaceted campaigns that transcend the bounds of traditional and social media. As the various disciplines in the communications mix continue to converge, PR will gain an even stronger position and capture an increasing share of the marketing dollars. As we look optimistically to 2011, there are a number of changing realities that will have a dramatic effect on our industry and profound implications for how we approach our profession.

NEW YEAR, NEW REALITIES:

Reputation Rules – The democratization of information brought about by the proliferation of social media has resulted in a dramatic shift toward opinion and a move away from objectivity, the journalistic standard for the past century. This poses tremendous risk for those responsible for protecting a brand or company's good name. Never before has corporate reputation been at such great risk. Social networking has made it much easier for negative news or inaccurate information to spread – and quickly. The ubiquity of the Web has led to the birth of the “complaint culture” and a skyrocketing in the number of influencers we need to communicate with. This is further compounded as consumers' tolerance for poor or inadequate response to a crisis continues to diminish. As a result, crisis communications and reputation management will be bigger than ever. Also, there will be a melding of public relations practitioners and customer service professionals as both work to deal directly with communities and manage the evolving two-way dialogue. What we will surely see is that the Internet has created a confident consumer determined to co-create brands and to have their voice heard. Companies that fail to adapt will find the vacuum filled by renegade content. Remember, the best PR campaigns are based on truth and transparency in the pursuit of the public good, not on spin.

Content is King – While the advent of the Web has had profound implications across our entire culture, perhaps the most consequential adaptation for our industry was the elimination of barriers. The Web has afforded communicators the ability to enter into a direct-to-consumer dialogue without the media serving as a third-party facilitator. This has made communications professionals the producers and packagers of our own content, but it has flooded consumers with an over-abundance of information. Since consumers have so many competing sources from which they can receive their news, communicators must create new and interesting content using a variety of platforms to capture their audience's attention. Depth of content, including links to independent sources of information, video and photos, will be differentiators. But, more than just content, it's about curation. As creators and aggregators, we must make it easier to organize, filter and customize the content we distribute on

behalf of clients. We need to find ways to make content as social and “spreadable” as possible throughout the Web by offering a reliable source of data in a continuous communications context. And, because our material is now used as a primary source of data, not just as the basis for proposing stories to journalists, we must aim for a journalistic level of accuracy and integrity.

Metrics Matter – Several key factors, including the ease and accuracy of monitoring digital media, the increase in new measurement tools and monitoring services, technological improvements to enhance analytics and the adoption of the Barcelona Principles, will all converge to make metrics and measurement an area where we will see some of the industry’s biggest changes. The ability to measure, validate and confirm ROIs will become a prerequisite for basic client service. Proving the value of PR will become the driving force behind client satisfaction and the norm for proving the case for PR. More than straight statistics, however, metrics will need to be interpretive and analytical. As PR pros really start to get their heads around measurement and what success looks like, we can no longer be content with simple reach, popularity or traffic; we need to understand things like sentiment and influence. Analytics will become a key differentiator for firms that can monitor, interpret, capitalize on, and educate their clients about public sentiment.

This year should prove to be exciting for those of us in the public relations industry. PR, with its focus on building dialogue and relationships, can and must play a critical role in this evolving world of communication. Our profession should be the communications discipline of choice in the 21st Century.

###

PRSA NJ Holiday Party: Celebrating the Past, Present and Future

By Jill A. Kleiner, APR, Coyne PR

Every December, PRSA NJ members look forward to the organization’s annual town hall meeting and holiday party. It’s a time when friends and colleagues in the PR industry gather, looking back at the successes of the past year while gazing forward to the future of PRSA NJ in the New Year. This year, buzz spread about the festivities, with more than 50 members attending the annual celebration held in a private room at Pal’s Cabin in West Orange, NJ.

The night kicked off in a lighthearted way, with socializing and catching up over cocktails and hors d’oeuvres. Once everyone settled in, the Town Hall meeting started. The 2010 PRSA officers and committee members provided overviews of the latest happenings and successes of the past year.

Once the past year was recapped, it was time to dive into the New Year with elections for PRSA NJ officer positions. Presiding over the elections was Rich Lukis (Coyne PR, PRSA NJ president-elect, who becomes chapter president in 2011); and the Nominating Committee included current chapter president Ken Hunter, APR, (R&J Public Relations); chapter director and Ethics Committee co-chair Jennifer Tornetta, APR, (AtlantiCare); immediate chapter past president Joe Cohen, APR, (MWW Group); and chapter treasurer Bryan Kaus (BlueKom Strategic Communications).

Elected by the membership to serve in chapter leadership roles in 2011 are:

- Jennifer Tornetta, APR (AtlantiCare), as 2011 president-elect, becoming chapter president in 2012
- Kristine Simoes, APR (Monmouth University), as vice president
- Bryan Kaus (BlueKom Strategic Communications), re-elected as treasurer
- Jill A. Kleiner, APR (Coyne PR), as secretary
- Anna Brodetsky (Utopia Communications), re-elected as director for a one-year term

Hunter shared several PRSA NJ accomplishments at the chapter's town hall meeting. "This year was a very successful one for PRSA NJ and its members," he said. "We increased membership by 10.4 percent, in a very challenging year of business cutbacks in professional membership support. Our chapter's financial position, despite the malaise in the economy, had a very significant increase, growing by 26 percent. This was the result of obtaining sponsorships, closely watching event costs, increasing membership, and more strongly promoting events.

"Event attendance has been very impressive, with monthly educational and networking events drawing an average of 70 attendees in 2010," Hunter added. "We launched or gave more resources to address needs of both senior public relations practitioners and newer public relations pros, as well as formed a committee to develop additional networking and educational events in the southern half of New Jersey. These efforts offer significant opportunities for our members."

PRSA NJ also forged closer bonds with New Jersey's six Public Relations Student Society of America (PRSSA) chapters. One 2010 highlight was seeing Fairleigh Dickinson University launch the state's newest PRSSA chapter.

The PRSA NJ party ended on a great note, with more socializing among members and talk of the great plans to come for 2011.

###

SETON HALL'S CELEBRATION OF STRATEGIC PUBLIC RELATIONS

MARKS 5th ANNIVERSARY

On Thursday, April 7, the Seton Hall University's Chapter of the Public Relations Student Society of America (PRSSA) will hold its fifth-annual R.O.P.E. in Success Event. Named with a nod to the core elements of strategic public relations planning (**R**esearch, **O**bjective, **P**rogramming, and **E**valuation), ROPE celebrates the academic and career achievements of students and alumni of Seton Hall's public relations program and its PRSSA chapter.

The event, in the University Center on the South Orange, NJ campus, also annually honors one tri-state area public relations professional with the Chapter's coveted R.O.P.E. in Success Award. The award winner is nominated and selected each year by members of the Seton Hall PRSSA Chapter for his or her dedication to mentoring young professionals as interns and employees. Honorees have included Tom Coyne of Coyne PR (2007), Kathleen Waugh of Toys R Us (2008), Michael W. Kempner of the MWW Group (2009), and Joan Bosisio of Stern + Associates (2010). Students are now in the process of

nominating and selecting the Chapter's 2011 ROPE in Success winner.

"R.O.P.E. showcases the strategic public relations talents of some the best and brightest public relations students in the region, those selected to be members of Seton Hall University's National Bateman Competition Team," said current honoree Bosisio, SHU '97, who has served as Seton Hall PRSSA's Professional Advisor for 13 years. "In this way, the event celebrates the future of public relations and is among the best venues for seeing the work of our profession's rising stars – and potentially recruiting them."

"The fact that more than 100 students, professors, alumni, friends and professionals now attend Seton Hall's annual R.O.P.E. in Success Event is evidence of the quality of our student presentations and the value that professionals place on being honored by students for mentorship," said Lauren Cerra, president of Seton Hall PRSSA.

The PRSSA Chapter at Seton Hall was started in 1985 by Michael McGraw, Ph.D., APR. Today, the Chapter is one of the most active and student organizations on the Seton Hall University campus, representing several on-campus and off-campus clients, and annually fielding two Bateman Competition teams each semester.

The R.O.P.E. in Success Event is on April 7, 2011 at 6:30 p.m. in the Chancellor's Suite in Seton Hall's University Center on campus. All are welcome. For more information and to R.S.V.P. (by March 7), contact Kathleen Donohue Rennie, Ph.D., APR, Seton Hall PRSSA Faculty Advisor, at 908-851-0804 or Kathleen.Rennie@shu.edu.

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2011 Programming Announced

The New Jersey chapter of the Public Relations Society of America (PRSA NJ) will be assembling a team in mid-January, who will be fine-tuning our exciting schedule of events for 2011. The list of events being developed will target public relations professional development and networking needs that members indicate are two of the top needs from the chapter.

For certain, many of the favorites will be returning along with several new events that are coming to us in the 2011 schedule. Chapter leaders are planning programming that will appeal to wide ranges of chapter membership, as well as smaller niche groups, sure to build on the momentum being provided for members in 2010.

Among the events and enhancements tentatively planned for members in 2011 are:

- Measurement & Evaluation
- Senior Practitioners Event
- New Professionals "Ask the Experts"
- Annual 3-on-3 Basketball Tournament
- Meet the Media Panel

- Pyramid Awards 2011
- Social / Digital Workshop

We look forward to seeing many of you throughout this year's PRSA-NJ events!

Members with suggestions for events, venues, speakers, or other ideas should contact Programming Director Joe Gargiulo at jgargiulo@coynepr.com. We are always happy to hear from you!

###

PRSA-NJ New Pros Update

The first few years of working in the public relations industry can be difficult. Make it easier by connecting with other new professionals at a PRSA NJ New Pros event!

The first New Pros event of 2011 will be an "Ask the Experts" panel on Thursday, March 3 at 6:30 p.m. at the Brookside Diner in Whippany. You'll have the opportunity to ask any career- or industry-related questions, network with other NJ PR practitioners and meet members of the PRSA NJ board. Other New Pros events this year will include happy hour breaks and learning sessions.

Don't be shy! Watch for event details via e-mail and the PRSA NJ website. Questions? Suggestions for future events? Contact Annamaria Lavevee (lavevee@centenarycollege.edu), Hillary Blum (hillary@sternassociates.com) or Amy Ovsiew (amy@sternassociates.com).

###

Accreditation in Public Relations Update

The fall 2010 series of APR review classes concluded on December 4; the chapter's annual Readiness Review session will be held at Coyne Public Relations on March 2.

Are You Considering Professional Accreditation?

Accreditation was first introduced in 1965 as a standard for PRSA membership, and at one time, up to 35 percent of PRSA members had achieved their APR. Today, with only 21 percent accredited, a reengineered process is designed to cater to the realities of life, work, professional development and our everyday practice. The Examination, launched in 2003, is multiple-choice, computer-delivered and scored, and may be scheduled at the candidate's convenience. With a more streamlined process, the Examination focuses on knowledge, skills, and abilities critical to our profession.

A minimum of five years' experience is recommended to take the Examination. Candidates may prepare according to their own needs by pursuing independent study, taking the PRSA Online Study Course, or attending PRSA NJ chapter review courses, which next will be held in fall 2011.

Following the preparatory phase, each candidate participates in a Readiness Review in which Accredited professionals determine the candidate's readiness to take the Examination. PRSA NJ will hold a round of Readiness Reviews this February; the next round will be in February 2012. PRSA NJ chapter members

can also take advantage of PRSA Boot Camps which are held in New York City each summer. Once the candidate has advanced through the Readiness Review, they can schedule the Examination at a Prometric Testing Center at their convenience.

Potential candidates are always welcome to contact Michele Hujber, PRSANJ Accreditation Chair, to discuss the Accreditation process. She can be reached at mlhujber@hotmail.com.

###

**ATTEND A PANEL OF LEADING JOURNALISTS AND MEDIA PROFESSIONALS
DISCUSSING:**

**TRUTH AND AUTHENTICITY IN NEWS IN A DIGITAL AGE:
THE CHALLENGES, THE OPPORTUNITIES**

How critical is truth in today's news? Is authenticity really necessary in the digital age? Is it possible for organizations to control the challenges in traditional, social, and emerging media while seizing the opportunities for greater coverage and visibility? Hear from a group of news and media professionals on how the reporting of truth is affected by digital media.

Among the panelists is our very own Ken Hunter, APR, Immediate Past President of the PRSA NJ Chapter. Other panelists will be from Fox News, Columbia University Graduate School of Journalism, Patch.com and West Orange Patch. The media panel will take place on Thursday, April 7, at the Alumni Theatre on Caldwell College's Campus. Coffee and networking will be from 8:30 a.m.-9:30 a.m., and the media panel from 9:30 a.m.-11 a.m.

This event is sponsored by the Caldwell College Media Relations Office and the Caldwell College Communication Arts Department. For more information, contact Colette Liddy at cliddy@caldwell.edu, 973-618-3209, or visit www.caldwell.edu/news/media_panel_2011.aspx.

###

Recruiters Not Calling You?

Five Reasons Why – And How to Fix It

By Deborah Walker, Certified Career Management Coach

You've been hoping for a new job, but your phone is silent. No recruiters calling, no job offers; it's so quiet you can almost hear the crickets outside. Maybe it's time to reassess.

Does this sound like your job search efforts?

- You've sent out hundreds of resumes to countless job postings, but received little or no response.
- You've left dozens of voicemails to recruiters explaining why you are a perfect fit – and they never return your call.
- You've tweaked your resume so many times you no longer recognize it.

If this describes your situation, you are not alone. Many talented, qualified job seekers get ignored by recruiters and hiring managers simply because their resume has one or more of the following problems.

1. Your resume highlights your lack of industry experience

Most recruiters are looking for a point-by-point candidate match when screening resumes. Industry background usually ranks high on the list of qualifying issues. If you don't have experience in that industry, your resume is going straight to the circular file – unless you can give them a compelling reason to keep your resume in the stack.

If you lack specific industry experience, but you know you have the basic skills for the job, try highlighting your transferable skills instead. Job seekers who lack industry experience can make it past the resume screener by proving their ability with skills they have that transfer from industry to industry. Examples of transferable skills include expertise gained in sales, customer service, finance, accounting, negotiation, cross-functional communications, and/or team building. Look at the skills they need, and then figure out how your background is a match.

2. Your resume shouts “overqualified!”

Nothing scares off a recruiter faster than a candidate who is obviously overqualified for the job. The two main concerns are: (1) that the candidate would soon get bored and leave at his earliest convenience, and (2), that the candidate would be too expensive to hire. Even worse is the assumption that the over-qualified candidate is on a downward career slope – a has-been with all his best years behind him.

There are, however, many valid reasons job seekers wish to downsize to jobs with fewer responsibilities. Whatever your reasons, tailor your resume to fit your current career objective. This means you'll want to play down your prior responsibilities, list only relevant education (don't list a PhD if you are applying for a mid-level management position!), and emphasize tactical experience over strategic planning when appropriate.

3. Your resume is crammed with information, but not the right kind

Pity the poor recruiter who must get through 200 applicant resumes before lunchtime. If your resume is in the pile, it will get a quick scan and pass over if she can't find what she is looking for in less than 30 seconds. If you have a resume that is disorganized or full of dense blocks of text, how will the recruiter learn anything about you?

You'll catch the recruiter's attention if you have a clear, easy-to-read resume that highlights your skills and accomplishments, even at a glance. The first rule of resume effectiveness is relevancy, so edit out the past data and redundant facts that aren't relevant to your current career path. Fill your resume only

with the skills needed for that particular job, and you'll go a long way toward getting a recruiter's attention.

4. Your resume has too little information

While the "strong, silent type" may be attractive in men, it just plain flops in a resume. A resume that looks more like an outline just doesn't give the reader enough to work with. Recruiters don't want to guess what you did at your last job. You need to include enough information to give prospective employers a vision of the possibilities if they choose to hire you.

If you struggle with what to include in your resume, use job descriptions to help you understand what recruiters will want to find in your resume. Then review your previous jobs to determine what skills you have that will be a good match.

5. Your resume doesn't include accomplishments

If you haven't thought lately about how your employer has benefited from having you as an employee, it's a sure bet that your resume is lacking in accomplishments. Remember, as a job seeker you are selling your talents, and you are competing with many others who have the same qualifications as you do. Accomplishments give recruiters a reason to choose you over others for the interview short list.

Give screeners ample reason to select you for interview. Highlight how you have saved time, increased efficiency, cut cost and increased client satisfaction. After all, if you don't tell them, nobody else will!

If you use this five-point checklist to restructure your resume, you'll soon hear back from recruiters who appreciate qualified, articulate and confident candidates. The time you spend enhancing your resume could shave off months of fruitless labor and frustrating effort in your job search.

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PRSA NJ Professional News Of Note:

- Hillary Blum, co-chair of the PRSA-NJ Young Professionals Committee, was recently promoted to the position of account supervisor at Stern + Associates. She manages several accounts within the agency's Thought Leadership and Healthcare groups.
- Congratulations to Andrew Testa APR, an account executive at Coyne Public Relations and PRSA NJ member, who recently earned Accreditation. At Coyne PR, Andrew Testa has worked with a broad range of clients covering a variety of industries, including Turner Sports, ESPN The Magazine, Mountain Dew, PepsiCo's AMP Energy, Sealed Air Corporation's Bubble Wrap, Shell Lubricants, Goodyear and Toys "R" Us, among others.
- And the Emmy[®] Award goes to ... R&J Public Relations client Vision Research for the company's contribution to the world of high-definition, ultra-slow-motion technology with the Phantom v640 high-speed digital video camera. R&J researched the process, set the demonstration

meetings and provided on-site support for our client Vision Research through several meetings with the Technical Emmy Awards selection committee. Following announcement of the award, R&J coordinated media relations and helped build a buzz around Vision Research's Emmy by engaging with high-profile entertainment, technology and business media outlets.

Vision Research's Phantom cameras are used to capture stunning never-before-seen details for television broadcasts, such as the ripple of an athlete's muscles or the path of a water droplet from a swimmer's gliding stroke in popular events such as the Super Bowl, World Series, Olympics, World Cup and the Commonwealth Games. In addition to sports and entertainment broadcasting, Vision Research's high-speed digital imaging systems also are used in major motion pictures and in industry and science. Its cameras are frequently incorporated into applications that range from troubleshooting a manufacturing assembly line to monitoring the launch of a space vehicle. See some great videos at www.visionresearch.com/gallery.

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Executive Video Spotlight

Geoff Day is the Director of Communications and Special Events at Mercedes-Benz USA (MBUSA). In 2009, he took Mercedes-Benz to the #1 covered and influential luxury car brands in U.S. media. In his role, he leads the development and management of the overall corporate communication strategies and initiatives for the largest luxury car brand in the U.S., including media relations for product (i.e new car launches), brand (i.e Fashion Week and US Open Tennis), corporate and internal communications, as well as special events. Day also launched MBUSA press office Facebook and Twitter sites and helps drive the social media initiatives of the company.

"Today everyone is claiming a "luxury" credential, at Mercedes our PR efforts are at the core of telling the consumer message that no matter whether or old or new, there is only one true luxury car brand - the one with the three pointed star on the front"

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