

“Don’t Just Wing It: Strategies for PR Success”

PRSA 2008 Northeast District Conference

Thursday, Sept. 11, 2008 Adam’s Mark Hotel & Conference Center Buffalo, NY	
7:45 – 8:30 a.m.	Registration and Continental Breakfast
8:30 – 8:45 a.m.	Welcome & Introduction Deborah Silverman, Ph.D., APR, PRSA Northeast District Chair and Conference Chair Michael Barone, APR, Buffalo-Niagara PRSA Chapter President
8:45 – 9:15 a.m.	<p>“Trends in the PR Industry”</p> <p>Michael G. Chersonon, APR, PRSA National Chair-Elect and Executive Vice President, Success Communications Group, Parsippany, NJ</p> <p>a. In 2007, Michael Chersonon was named Chair-elect of the Public Relations Society of America (PRSA). Prior to his election, he served as PRSA Secretary and was a three-year member of the PRSA Board of Directors.</p> <p>Chersonon’s expertise extends to all disciplines of public relations, including corporate, marketing, internal and crisis communication, government relations, event management, and interactive public relations. At Success Communications Group, he serves as Executive Vice President and senior public relations counselor and strategist, and is involved with all public relations activities for the firms' diverse clientele.</p> <p>Chersonon is a graduate of Ithaca College, Ithaca, NY.</p>
9:15 – 9:45 a.m.	<p>“Special Events Planning: Buffalo’s Wing Festival”</p> <p>Drew Cerza, Chicken Wing King</p>
9:45 – 10:00 a.m.	Break
10:00 – 10:50 a.m.	<p>Breakout Session #1</p> <p>1) Crisis Communication Panel</p> <p>a. <u>Moderator</u>: Kevin P. Kane, APR, Corp. Comm. Manager, Excellus BlueCross BlueShield</p> <p>b. Kent J. Landers, APR, Director, External Communication, Delta Airlines</p> <p>i. Kent Landers, APR, is director – external communications for Delta Air Lines at its world headquarters in Atlanta. In this role, he serves as the airline’s chief spokesman and oversees all media relations in the United States. Since joining the Delta Corporate Communications team in March 2005, Landers has played strategic roles in coordinating communications for the ninth-largest Chapter 11 filing in U.S. history, the sale of a \$1 billion regional airline subsidiary, the restructuring of Delta’s entire domestic and international route network, the launch of nearly 100 new international routes, the crash of Comair Flight 5191, the successful campaign to stop a hostile takeover of Delta by US Airways, the airline’s successful emergence from Chapter 11 and re-listing on the New York Stock Exchange, and most recently the announcement of the company’s proposed merger with Northwest Airlines. Landers is an accredited member of PRSA and currently serves as a national co-chair for the Champions for PRSSA (Public Relations Student Society of America). In 1998, Landers served as PRSSA national president and in 2004 was inducted into the PRSSA Hall of Fame. Landers also serves on the</p>

Communications Advisory Board for the University of Tennessee at Martin.

- c. Gina Laughlin, General Manager, Corp. Comm., Delta Airlines
- 2) SMPR: The Evolution of the Press Release
 - a. Joseph Stabb, Internet Producer, WIVB-TV
- 3) Freelancing Tips & Tricks
 - a. Terri Parsell Hilmey, Freelance Writer
 - i. Terri grew up in Orchard Park, New York, and went to college in Boston, Massachusetts. She returned home to Buffalo after living in Boston for 15 years, worked for a large local law firm, and then for a New York Supreme Court Judge until the birth of her first child in 2004. Since then, she has had two more children, and, while raising them, has been writing for many local publications on a freelance basis, and has also written two novels.
- 4) Interviewing, resumes, and recruiting for PR students
 - a. Tony Astran, Buffalo State College
 - i. Tony Astran is a publications staff writer at Buffalo State College. His primary role is to write feature stories for the *Bulletin*, a weekly e-newsletter for faculty and staff.

He previously worked as a public relations account executive with Eric Mower and Associates and Ogilvy Public Relations Worldwide in Chicago, managing clients such as Castrol, Maid of the Mist, Snap-on Tools, Buffalo City Mission, and LPCiminelli (Buffalo Public Schools Reconstruction Program).

Tony is a longtime PRSA member and part of the Buffalo Niagara chapter's e-communications and Web site committee. He is also the marketing and public relations chairperson on the executive board of Brush Up Buffalo.

Tony graduated magna cum laude from Loyola University Chicago with a bachelor's degree in communication and minor in marketing.

- 5) Driving the Reputation of North America's Leading Corporations: A New Look At The Components of Reputation
 - a. Terence Flynn, Ph.D., APR, FCPRS, McMaster University
 - i. For more than twenty years, Terry built an international public relations practice, specializing in environmental risk communication and community relations with such companies and organizations as: the Navy Environmental Health Center, the Chemical Manufacturers' Association, the U.S. Army, the Defense Logistics Agency, Ciba Specialty Chemicals, Allied Signal, the American Gas Association, the Edison Electric Institute, Florida Power Corporation, the Region of Niagara, Toyota Motor Manufacturing Canada, and the Town of Walkerton, Ontario.

During his professional career, Terry's work has been internationally recognized by: Canadian Public Relations Society, the International Association of Business Communicators, the Community Relations Awards program and the Apex Awards for Publication Excellence. In 1993 he received his APR designation from the Canadian Public Relations Society. He is a member of the Canadian Public Relations Society, the International Association of Business Communicators, the Reputation Institute, and the Association of Educators in Journalism and Mass Communication. In 2008 Dr. Flynn became a Fellow of the

Canadian Public Relations Society.

In August 2004, Terry completed his doctoral degree in Mass Communications, specializing in Crisis and Risk Communication, at the S.I. Newhouse School of Public Communications. He also has a Masters of Science in Communications Management from Syracuse University.

He is currently on the faculty of the DeGroot School of Business at McMaster University where he directs Canada's first and only Master of Communications Management degree program.

10:50 – 11:00 a.m.

Break

11:00 – 11:50 a.m.

Breakout Session #2

1) PR Panel on Government Affairs

a. Moderator: John DellaContrada, Director of Media Relations/National Media, Office of News Services, University at Buffalo

b. Ryan McPherson, Chief of Staff, External Affairs, University at Buffalo

i. Ryan A. McPherson is Chief of Staff for External Affairs at the University at Buffalo (UB). Mr. McPherson directly oversees government and community relations, provides leadership to university-wide events, and works closely with University Communications, Development and other senior university administrators.

Mr. McPherson's primary role is promoting and advocating for the university throughout the Buffalo/Niagara region and New York State. To achieve this objective, he employs an integrated advocacy model that leverages partners from inside and outside the university to amplify UB's core message of academic excellence and a vision to become a premier public research university.

Mr. McPherson received a Bachelor of Arts degree from the University of New Hampshire and graduated from the University at Buffalo Law School magna cum laude. He and his wife Alexandra have a 5 year old daughter and a 2 year old son and live on their farm in East Aurora, NY.

c. Pattie Paul, Manager, Government Affairs, National Fuel Gas Company

i. Pattie Paul is the Manager of Government Affairs at National Fuel where she is responsible for developing, managing, and advocating the companies' position on issues that affect the business in the National Fuel Gas Company System and their customers on a State and local level.

Pattie graduated from Medaille College in 1993 with a Bachelors Degree in Business Resource Development and, in 2000, with a Master of Business Administration degree. She currently serves on the Board of Directors for the Hamburg Chamber of Commerce and is the Chair of their Government Affairs Committee. She also is on the Board of Directors for the Hamburg IDA and is a member of the Leadership Council for the Erie County IDA. Pattie also belongs to the Buffalo Niagara Partnership Government Affairs Committee, is a member of the Coalition for Community Building, serves on the Business Council of New York State's Energy Committee, Government Affairs Committee, PAC Board, and is a member of Business Council's Steering Committee. Additionally, she has recently served on the Capital Campaign Committee for the Hauptmann Woodward Institute.

d. Stephen Bell, Senior Counselor, Eric Mower & Associates

	<ul style="list-style-type: none"> 2) Media Relations for the PR Professional <ul style="list-style-type: none"> a. Janice Lieberman, Reporter, NBC b. Bill Gaffney, East Coast Manager, LIN-TV Interactive c. Carol Stevens, Managing Editor, News, at USA Today 3) “The Toy Industry” - PR Case Study <ul style="list-style-type: none"> a. Brenda Andolino, Director, Public Relations & Brand Marketing, Fisher Price 4) “Social Web Media” <ul style="list-style-type: none"> a. Michael Pranicoff, Director of Emerging Media, PR Newswire 5) Students: Meet the Professional <ul style="list-style-type: none"> a. “Speed networking” with various public relations professionals.
11:50 – 12:00 p.m.	Break
12:00 – 1:30 p.m.	Lunch “Digital Media for Public Relations” - Keynote David Jones, V.P. of Digital Media, Hill & Knowlton Canada
1:30 – 1:45 p.m.	Break
1:45 – 2:35 p.m.	Breakout Session #3 <ul style="list-style-type: none"> 1) Women in PR: The Glass Ceiling <ul style="list-style-type: none"> a. Brenda Wrigley, Ph.D., APR, Associate Professor of Public Relations, S.I. Newhouse School of Public Communications at Syracuse University <ul style="list-style-type: none"> i. Dr. Brenda J. Wrigley, APR, is a tenured Associate Professor of Public Relations at the S.I. Newhouse School of Public Communications at Syracuse University. Her research focuses on gender and diversity in public relations. She is the past chair of the Work, Life & Gender Committee of PRSA; a former PRSSA faculty adviser at Michigan State University; a Silver Anvil Judge and; member of the Educator’s Academy of PRSA. She is a co-author of the PRSA-sponsored book, “Learning to Teach”. 2) Blogging & New Media Ethics <ul style="list-style-type: none"> a. Mark McClennan, APR, Vice President, Schwartz Communications, Waltham, MA 3) The Art of Internal Communication <ul style="list-style-type: none"> a. Joe Zappala, V.P. of Communication, Cornell University School of International Labor Relations 4) Communicating During a Crisis: Making sure a plan is in place while hoping you never need to use it <ul style="list-style-type: none"> a. Amy Brei, Manager Communications, North American Tire <ul style="list-style-type: none"> i. Amy Brei is communications manager for Goodyear’s largest business unit, with 20 manufacturing plants and 20,000 employees in North America. She is responsible for manufacturing and labor-related communications activities. She has nearly 20 years of professional communications experience, including 11 years with Goodyear. In 2008, Brei was awarded a PRWeek Magazine’s “Campaign of the Year Award” in the Crisis/Issues Management category for Goodyear’s communications activities during its 2006 labor negotiations and 90-day strike.
2:35 – 2:45 p.m.	Break
2:45 – 3:35 p.m.	Breakout Session #4 <ul style="list-style-type: none"> 1) “Transition to the Classroom: From Practitioner to Professor” <ul style="list-style-type: none"> a. <u>Moderator</u>: Deborah Silverman, Ph.D., APR, Assistant Professor of

Communication, Buffalo State College

- i. Deborah A. Silverman, Ph.D., APR, has been an assistant professor of communication at Buffalo State College since 2005, where she teaches public relations courses and serves as faculty advisor to the PRSSA chapter. An active member of PRSA, she is currently chair of PRSA's Northeast District and chair of the 2008 Northeast District conference planning committee. At the national level, she serves on PRSA's Leadership Volunteer Continuum Task Force and PRSA's Diversity Committee. She has served on the Buffalo-Niagara PRSA Board of Directors as an Assembly delegate and as co-chair of the chapter's Diversity Committee.
 - b. Brenda Wrigley, Ph.D., APR, Associate Professor of Public Relations, S.I. Newhouse School of Public Communications at Syracuse University
 - i. Dr. Brenda J. Wrigley, APR, is a tenured Associate Professor of Public Relations at the S.I. Newhouse School of Public Communications at Syracuse University. Her research focuses on gender and diversity in public relations. She is the past chair of the Work, Life & Gender Committee of PRSA; a former PRSSA faculty adviser at Michigan State University; a Silver Anvil Judge and; member of the Educator's Academy of PRSA. She is a co-author of the PRSA-sponsored book, "Learning to Teach".
 - c. Patricia Swann, Associate Professor of Public Relations, Utica College
 - i. Professor Patricia Swann teaches public relations at Utica College She is a member of the Public Relations Society of America and serves as a faculty advisor for the Raymond Simon Chapter of the Public Relations Student Society of America at Utica College. She is the author of *Cases in Public Relations Management*, a 2007 McGraw-Hill textbook for upper level undergraduate and graduate public relations students. She received her master's degree in public relations from Syracuse University S.I. Newhouse School of Public Communication and her bachelor's of arts degree in mass communication from Truman State University.
 - d. Karen Olson, APR, Assistant Professor of Communication, SUNY Brockport
- 2) Research: The Key to Success
- a. Jonathan Pierce, APR, President of Pierce Communications, Ltd., Albany, NY
 - i. Jon Pierce is the founder and owner of Pierce Communications, an Albany based public relations and public affairs firm representing clients throughout the Capital Region, New York State and beyond. His client work has been recognized five times with a Silver Anvil award, the highest honor awarded by the Public Relations Society of America, and three times with a Mark of Excellence Award from the Albany chapter of the American Marketing Association.
- 3) Social Web Media
- a. Michael Pranicoff, Director of Emerging Media, PR Newswire
- 4) Community Relations
- a. Vince Clark, Director of Community Relations, University at Buffalo
- 5) Students: First Year Look Back
- a. Joseph Stabb, Internet Content Producer, WIVB/WNLO-TV
 - i.
 - b. Jill Zimmerman, Business Development & Communication Specialist, Hezel Associates
 - i. As Business Development and Communications Specialist at Hezel Associates, an education research firm based in Syracuse, NY, Jill Zimmerman is responsible for a number of essential operations, including marketing, public relations and business growth. She brings a vast and versatile skill set to her role, from creative and strategic development of messages and collateral materials to technical development of business

proposals, reports and presentations.

Ms. Zimmerman earned a master's degree in media management and a bachelor's degree in public relations from the S.I. Newhouse School of Public Communications at Syracuse University.

- c. Jessica Manocchio, Corporate Communications Associate, National Fuel Gas Company
 - i. Jessica Manocchio joined Nation Fuel as a Corporate Communications Associate in September of 2006. Working closely with the company's Assistant General Manager of Corporate Communications, Julie Coppola Cox, Jessica helps manage a variety of the company's internal and external communications initiatives including: serving as primary editor of the company's internal newsletter, acting as a liaison to the company's advertising agency and participating in the development and production of the Annual Report. She also assists in Media Relations activities, press release development and dissemination, and strategic communications planning.

Jessica graduated from SBU in May of 2006 with a degree in Journalism and Mass Communications and a minor in Marketing. She then graduated from SBU's masters program for Integrated Marketing Communications in December of 2007. Jessica was the 2006 honorable mention for SBU's Mosser Award for Outstanding Achievement in the Mass Communication Curriculum. In addition she was the 2005 recipient of the of the Public Relations Society of America's May C. Randazzo Scholarship.

- d. David Grome, Assistant Account Executive, Eric Mower & Associates

3:35 – 3:45 p.m.	Break
3:45 – 4:30 p.m.	Closing Session “Global Branding” Glenn Walter, CEO, Labatt USA
4:30 – 5:30 p.m.	Happy Hour Featuring Buffalo wings and Labatt beer