

July 1988

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Paladino Elected Chapter President

Jeannette Paladino, APR, senior vice president, Emigrant Savings Bank, was elected president of the New York Chapter for the 1988-89 year at the chapter's annual meeting on June 23.

Paladino is looking forward to the support and guidance of the board to build on the enthusiasm created during last year's administration and strengthen PRSA's flagship chapter.

Other chapter officers elected include: President Elect **David Bicofsky**, APR, director, editorial services, New York Telephone Company; Vice President **David Drobis**, APR, president, Ketchum Public Relations; Treasurer **David Bressen**, APR, president, Bressen Communications, Inc.; Secretary **Phyllis Berlowe**, APR, president, The Berlowe Group.

Newly elected directors include: **Elias Buchwald**, APR, vice chairman, Burson-Marsteller; **Robert Dorf**, APR, chairman, Dorf & Stanton Communications, Inc.; **John Morris**, APR, vice president, Morgan Guaranty Trust; **Donna Peterman**, APR, senior vice president and director corporate communications, Dean Witter; **William Russell Savage**, APR, executive director public relations and personnel, AT&T Bell Laboratories.

Three chapter members were elected Director-Delegates to PRSA Assembly including **James Boyle**, APR, senior vice

president D-A-Y Public Relations; **Andrew McGowan**, APR, vice president, Planned Communication Services, Inc.; **Robert Stack**, APR, president, Robert Stack Associates, Inc.

Two annual awards were also presented at the meeting. The John Hill Award, named for the late John Hill of Hill & Knowlton, Inc., was presented to **Charlotte Klein**, APR, senior vice president and member of the board of managers Porter/Novelli. Klein has served the Chapter for many years as a director and director-delegate to the PRSA Assembly. She co-founded the Public Service and Awards Committee and was the first woman officer of the Chapter when she was elected treasurer in 1962. She has since served as vice president in 1982, president-elect in 1983 and president in 1984.

Klein has also been active in national PRSA activities including chairing the Silver Anvil and Honors and Awards Committees. She helped establish and then served on the Task Force on the Status of Women, and the Task Force on Minorities.

Upon accepting her award Klein paid thanks to all for making public relations a proud profession. She touched upon three areas of change including the role of women and mothers in the work force, the new technology and the end of the era of greed.

The Walter Carty Award was presented to **Earl Ubell**, health and science editor, WCBS-TV. This award honors a member of the press whose work has benefited New York City and the community.

Ubell has served in his present position for 21

years. He has received many awards for his contributions including the Science Writers Award of the American Psychological Foundation; New York Area Emmy Award; Mental Health Award of the NY Society Mental Health and others from health associations.

Ubell has been in journalism for 45 years and said that over the years he and public relations people have had a love/hate relationship. He told the group if you want to influence broad public opinion you have to look at the whole range of media. "What profit a man if he gain the whole world and lose the *New York Times*? What can you accomplish in a two-minute television news story? Well, Shakespeare's sonnets were only 14 lines — can be read in one minute — and no one can accuse him of lacking depth."



Comments from Two Presidents

The more than 150 chapter members and guests attending the annual chapter meeting heard remarks from outgoing chapter president **Buck Buchwald**, APR, and **Dwayne Summar**, national PRSA president.

Looking back at his administration Buchwald said his committee set out to accomplish three tasks. The first was to maintain a high level of various professional development meetings. Each month several meetings were held that touched upon "How to Do Product Publicity," "Trends in Sports Marketing," "How to Succeed in a Lifelong Career in Public Relations," "Television Business Programs" and many more.

Second, the chapter introduced the Executive Luncheon Series. The goal of

the luncheons was to bring prominent New Yorkers active in politics, social issues and communication before chapter members.

As a third goal, the Big Apple Awards program was created to recognize communication professionals who have achieved the highest standards of excellence in public relations.

Buchwald noted that he would like to see the involvement of new members increase.

PRSA National President Dwayne Summar was on hand to update chapter members of national activities. Summar said that since 1986 two words have been driving PRSA — demonstrating professionalism. Summar also urged the chapter to undertake a public service program for AIDS.

Technology Committee Seeks Members

Chapter members are invited to attend an organizing meeting on August 1st to plan the 1988-89 year for the Technology Committee. For more information call Roberta Thumim, APR, Thumim/Lindenhill Communications, Inc., 212/254-1051.

PR Workshops

August 9, noon to 2 p.m.
"How to get the Press to your Press Conference"
Contact: Jason Berger, 212/370-4940

August 23, noon to 2 p.m.
"How to do Media Tours"
Contact: David Bressen, 212/564-9372

More information to be announced.

Silver Anvil Winner

Due to an oversight the category of Investor Relations was omitted from the last newsletter. PRSA-NY would like to congratulate:

Investor Relations — Companies to \$100 million: "Gaining Investor Sponsorship for the Flight International Group, Inc." The Flight International Group, Inc. with Morgen-Walke Associates, Inc.

MEMO is published for the members and friends of the New York Chapter of the Public Relations Society of America, 33 Irving Place, New York, N.Y. 10003.

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PRSA-NY MEMO invites chapter members to submit news, comments and suggestions to Chapter Secretary Phyllis Berlowe, APR, The Berlowe Group, 201 West 77th Street — #8-D, New York, NY 10024 or MEMO Editor Diane Hoey, Burson-Marsteller, 230 Park Avenue South, New York, NY 10003, 212/614-5198.

NYU/PRSA Calendar

July, Barbizon Hotel

26-27 — Managing Crises from the Public Relations Perspective: Workshop on Strategies and Tactics, **Howard Marder**, senior vice president, Hill and Knowlton, Inc.

26-27 — Successful Print and Broadcast Publicity: Tips and Tactics From the Media, **Michael M. Klepper**, Chairman, Michael Klepper Associates, Inc., Adjunct Assistant Professor of Communication, NYU and **Leonard Saffir**, executive vice president, Doremus Porter Novelli, New York.

26-27 — Advanced Workshop on Annual Reports and Other Financial Communications, **H. Richard Godin**, senior vice president and group manager, Keyes Martin Public Relations.

August, Barbizon Hotel

9-10 — Thinking and Working Creatively in Public Relations and Public Affairs, **Gerald Allan**, president, Criteria, Inc.

9-10 — Creating and Managing Successful Special Events: A Marketing and Public Relations Seminar, **Barbara Paddock**, vice president, and director of special events, Manufacturers Hanover.

9-10 — Financial Analysis for Public Relations Professionals, **George N. Robinson**, partner, Highland Asset Management.

23-24 — Marketing Strategies for Public Relations Professionals, **Gary Saffitz**, president, Saffitz Alpert & Associates, Inc.

23-24 — Preparing for Radio and Television Interviews, **Joseph Feurey**, president, Professional Communications Services, ad-

New Members

The following members of PRSA National recently joined the chapter: **Alan J. Abrams**, Ayer Public Relations; **Stephanie Azzarone**, Azzy, Inc. Communications; **Scott Kronick**, D-A-Y/O&M Public Relations; **Carol M. Sharkey**, Kinney Shoe Corporation; **Shira Weiss**, Jewish Board of Family & Children Services.

adjunct assistant professor of professional writing, NYU.

23-24 — Writing and Editing Successful Employee Publications, **Steve Blickstein**, consulting editor and writer, adjunct assistant professor of communication NYU.