

The PRactitioner magazine

Public Relations Society of America
Georgia Chapter

Spring 2005

For **Nancy Schubert, APR**, communications consultant at IBM, communications begins at home – literally. Like many of today's IBM employees, Schubert's office is in her home. "Cell phones, laptops and high-speed Internet all help me keep in touch with my coworkers and management," she says. "I work almost exclusively by e-mail and phone. My colleagues are scattered across the country, and 95 percent of



Nancy Schubert, APR

them also work at home."

Although her tools and methods have changed over the years, Schubert says the need to communicate remains constant. And while technology provides a means for fast and efficient communications that transcends time and distance, it also comes with limitations.

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use the phone for important and intimate communications," she says. "E-mail doesn't allow for cues like tone of voice or laughter. Neither phone nor e-mail, unfortunately, allow for face-to-face contact, complete with body language. I've seen this barrier to communications contribute to misunderstandings in the virtual world in which I work."