



Tester



May 26, 2005

Public relations group installs first elected officers

Public Relations Individuals of Southern Maryland (PRISM), last week, installed its first group of officers and committee chairs during a luncheon on Solomons Island. The meeting was attended by 34 public relations and public affairs professionals who heard a presentation on public relations opportunities on local cable television.

The newly-elected officers were installed by John Romer, public affairs officer for Patuxent River Naval Air Station. The officers are: Marc Apter of St. Mary's College of Maryland (PRISM President), Bob Coble of NAVAIR (President Elect), Karen Smith Hupp of the College of Southern Maryland (Secretary), and Don Thieme of Thieme Creative Media (Treasurer).

"It is with great pleasure that I officiate over the induction of the 2005 officers and committee chairs of PRISM," said Romer. "This is our first class of officers. I hope you will join me here in 2015 for the 10th anniversary meeting."

Tim Flaherty, public relations and sales manager for

GMP Cable in St. Mary's County spoke at the meeting about local cable television opportunities for small organizations and non-profits. "One opportunity includes public service announcements (PSAs) on Channel 10," Flaherty said. "These are still-screen announcements that last 12 seconds each and appear on Channel 10 an average of once an hour. PSAs are limited to non-profit, local interest organizations."

Joe Lehan, public affairs manager for Comcast in Calvert and Charles counties discussed how to be considered for "CNN Local Edition," as well as other public service opportunities. "Our Weather Channel crawl runs during local forecasts on the 8s, with hundreds of airings per week," Lehan said. "We also have PSAs in a 30-second format that run on 37 cable networks, for approximately 100 airings per week."

The committee chairpersons for PRISM were also introduced at the meeting. They are: Jennifer Fabbri-cante of St. Mary's County Government (membership),

Jennifer Gallagher of NAVAIR (luncheon speakers), Elleen Kane of NAVAIR (professional development), Kim Flynn of NAVMAR (luncheon logistics), Robin Kendall of Navy MWR (publicity), and Molly Chen of POC Marketing (Web site).

The next PRISM lunch meeting is scheduled for noon, Thursday, June 9 on the new campus of the College of Southern Maryland in Prince Frederick. The speakers will include editors of major media in Southern Maryland. For more information, contact Kim Flynn at flynn@navmar.com

PRISM is the organization of public relations and marketing professionals in Southern Maryland. It holds bi-monthly luncheon meetings and occasional workshops to foster professional development and networking opportunities for its members. The meetings rotate between venues in Calvert, Charles and St. Mary counties. Membership is \$20 per year. To join, send a check made out to PRISM to Don Thieme, APR, Thieme Creative Media, 221 Driftwood Lane, Solomon's, MD 20688.