

PRISM

Public Relations Individuals of Southern Maryland

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FOR IMMEDIATE RELEASE

PRISM Offers Public Relations Workshop as a Public Service to Nonprofit Organizations June 9

Members of Local Media to Speak at Event

Photos available by e-mail

(Lexington Park, MD) June 01, 2005 – As a public service to nonprofit organizations in Southern Maryland, PRISM (Public Relations Individuals of Southern Maryland) will present a public relations workshop designed to teach nonprofits how to cost-effectively do their own marketing and public relations. The workshop is being held from 8:30 a.m. – 1:30 p.m., Thursday, June 9 at the College of Southern Maryland's new Prince Frederick campus. The cost is \$30 in advance and includes lunch. Registration and further information is available by visiting www.prisonline.info or by calling 410-610-6988.

“As PRISM enters its second year, we felt it was important for members of the group to utilize their professional talents as a public service to the nonprofit organizations in our community,” said Marc Apter, APR, president of PRISM. “This workshop will teach nonprofits how to generate free publicity for their events.”

Members of the local media will join in a panel discussion during lunch. Speakers include: **Bruce Forester** of radio stations WKIK, WMDM and WSMD; **Tom Lansworth**, editor of the Southern Maryland Extra of *The Washington Post*; **Vickie Milburn**, publisher of *Southern Maryland – This is Living* magazine; and **Gwyneth Saunders**, editor of the *Gazette Papers Southern Maryland* weekend section.

Members of PRISM, the organization of public relations and marketing professionals in Southern Maryland, will present information on how to create and implement PR plans, journalism basics, media relations, and advertising and marketing tools. This is the first time that PRISM has conducted this community service workshop.

Each participant receives a “Southern Maryland PR Do-It-Yourself Guide” with press release templates, tips, local media press lists, consultant contact information and references for local and on-line educational institutions that offer formal programs.

Registration forms are at www.PRISMonline.info under events. Advance registration (by June 7) is \$30. Lunch is included. Late registration can be made to Elleen Kane at 410-610-6988 or stevelleen@comcast.net. Late or on-site registration, if available, is \$40.

The workshop will be in Room 122-123. The College of Southern Maryland's new campus is located one mile south of Prince Frederick on Route 231. Street address is 115 Williams Road, Prince Frederick, MD 20678.

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, download an application from the PRISM Web site and send it, along with a check made out to PRISM, to Don Thieme, APR, Thieme Creative Media, 221 Driftwood Lane, Solomon's, MD 20688.