

PRISM

Public Relations Individuals of Southern Maryland

Media Contact

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FOR IMMEDIATE RELEASE

Public Relations Pros to Meet with Media Panel

Thursday, June 22

(St. Mary's City, MD) June 15, 2006 - The next meeting of the Public Relations Individuals in Southern Maryland (PRISM) is Thursday, June 22, at noon at the India Garden restaurant in California, Maryland. A high-powered media panel will speak on how to best get news stories to them. Speakers are **Amy Leone**, Planning Editor for WUSA-TV Ch. 9 in Washington, D.C., **Tom Lansworth**, Editor of the Southern Maryland section of the Washington Post, and Karen Acton, Publisher of the Southern Maryland Gazette newspapers (*The Enterprise, Maryland Independent and Calvert Recorder*). Anyone interested in this topic is invited to attend. To RSVP, contact Marc Apter by email at mlapter@smcm.edu.

Channel 9's Leone is new in the position and interested in making contacts in the PR community. She is in charge of collecting information on features and non-breaking news stories. "The planning editor is the single most important contact for PR people at a TV station," said Marc Apter, Associate Vice President of Marketing and Public Relations at St. Mary's College of Maryland.

The Post's Lansworth is the editor that assigns reporters to cover various beats in Southern Maryland. "At the lunch we will find out how to get your story covered in the Southern Maryland *Post* as well as the full run of the *Post's* Metro Section," Apter continued.

Acton, publisher of the Gazette papers, is in the enviable position of running newspapers that are increasing circulation and advertising -- unlike most daily papers in the country. Just this month the Gazette newspapers went online. "We will discuss how taking a newspaper on-line will impact it and how you interact with the staff as a PR person," added Apter.

The panel will make presentations and take questions. The lunch begins at noon and will conclude by 1:30 p.m. Non-members will be charged \$5 to attend the meeting. Participants will purchase their own lunch. The India Garden Restaurant is at 22767 Three Notch Rd .in California, MD. Meet the PRISM group in the private dining room.

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 at www.prismonline.info and send it, along with a check made payable to PRISM, to Don Thieme, APR, Thieme Creative Media, 221 Driftwood Lane, Solomons, Md., 20688.

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