

PRISM

Public Relations Individuals of Southern Maryland

Media Contact

Karen Everett

Karen.everett@baesystems.com

Phone: 301-863-1469

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**How to Communicate With Elected Officials
Is Topic of PRISM Lunch
Thurs. Feb. 15, Prince Frederick Library
Guest Speaker: Political analyst Zach Messitte**

(Leonardtown, MD) January 29, 2007 – Public Relations Individuals in Southern Maryland (PRISM) will meet on Thursday, Feb. 15 at noon at the new Prince Frederick Library to hear guest speaker Dr. Zach Messitte tell how to best communicate with elected officials. Messitte is a Maryland political analyst and assistant professor of political science at St. Mary's College of Maryland (SMCM). The 2007 PRISM officers will be installed.

The lunch is \$6.50 for members and \$10 for non-members. RSVP by Feb. 13 to Karen Everett by email at karen.everett@baesystems.com or phone at (301) 863-1469. Members may renew their dues before the meeting. The Prince Frederick Library is at 850 Costley Way, in the Eckerd's shopping center, across the highway from Calvert Memorial Hospital.

As director of the Center for the Study of Democracy at SMCM, Messitte is often asked by newspaper and broadcast journalists to comment on Maryland elected officials and the election process. He is a frequent guest on Maryland Public Television's State Circle program and on radio. Messitte's analysis has been quoted in the *Washington Post*, *Baltimore Sun* and on AP wire service stories. Messitte will give tips to the public relations professionals on how to get information directly to elected officials.

PRISM is the organization of public relations and marketing professionals in Southern Maryland. Members serve in various industries, from small business, to economic development, defense, retail, health care, nonprofit, education and professional services. PRISM holds bi-monthly luncheon meetings which rotate among venues in Calvert, Charles and St. Mary's counties. Lunch speakers and annual workshops foster professional development and networking opportunities for members. Membership is \$20 per year. To join, download an application from the PRISM Web site at www.prismonline.info.