

PRISM

Public Relations Individuals of Southern Maryland

Media Contact

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PRISM Speaker to Reveal How PR Professionals Can Get Placement In All Major Regional Print Media Using Student Wire Service

**Thursday, June 21, 2007
Noon- 2 p.m.**

FOR IMMEDIATE RELEASE

(Leonardtown, MD) May 30, 2007 – Adrienne Flynn, Washington Bureau Chief of the Capital News Service, will address the next PRISM (Public Relations in Southern Maryland) meeting on Thursday, June 21, in Leonardtown. The Capital News Service offers an AP style wire service from the Philip Merrill College of Journalism at University of Maryland. The noon meeting will include lunch at Café des Artistes at 41655 Fenwick Street, Leonardtown. The cost is \$12 for members and \$17 for non-members. Please rsvp by June 12 to Karen Smith-Hupp at karens@csmd.edu or call 301-934-7701. (See below for menu options.) For more information about the program, call Marc Apter at St. Mary's College of Maryland at 301-904-3690.

The Capital News Service provides students with real-life reporting experiences -- covering a beat, developing sources, generating story ideas and writing on deadline -- all in close consultation with an instructor/editor.

Capital News Service operates two print bureaus: one in Annapolis and one in Washington, D.C. Its clients include 14 daily newspapers and wire services, more than 60 weekly and monthly newspapers and newsletters, a news-radio station, a statewide public television network and several online services. It also operates a broadcast bureau, CNS-TV, that produces a nightly newscast that goes to more than 400,000 households in suburban Washington, and an online news magazine, Maryland Newsline that does original news and feature reporting and also showcases work from the print and broadcast operations.

The print bureaus transmit about 300 stories each semester for publication. Each student typically leaves the program with 20 to 30 bylined clips. CNS stories appeared on A1 of client papers 123 times, and they were run by The Washington Post, The (Baltimore) Sun and The Washington Times. Through Knight-Ridder/Tribune News Service, CNS stories have appeared in The Philadelphia Inquirer, The Pittsburgh Post-Gazette and the San Jose (Calif.) Mercury News, among other papers.

Menu options are: 1) Croque Monsieur and side salad (French style hot ham and Swiss sandwich), 2) Classic Quiche with side salad, 3) Salmon Salad (full salad topped with grilled salmon), or 4) Chicken Basquaise served over rice. Dessert is a Mini Baba au rhum with fruit. Non-alcoholic beverage, tax and gratuity included.

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.prisonline.info. Or contact Marc Apter, membership chair, for more information at mlapter@smcm.edu or (240) 895-4381.