

FOR IMMEDIATE RELEASE

Next PRISM Meeting Set for Aug. 25

Beyond Google - Libraries as Information Resources for Public Relations

What the heck are Blogs, RSS feeds, Wikis and Podcasts and how can they be used as PR tools?

(Lexington Park, MD) Aug. 10, 2005 – Public Relations Individuals of Southern Maryland (PRISM) will conduct a lunchtime presentation on new tools public relations and marketing professionals can use for data research and message delivery. Two speakers will be heard from noon – 1:30 p.m., Thursday, Aug. 25 at St. Mary's College of Maryland (SMCM). The first topic is “Beyond Google: Libraries as Information Resources for Public Relations.” Celia Rabinowitz, library director at SMCM, will discuss both free and licensed resources for research, talk about the role of blogs in information seeking, and discuss current issues relating to copyright and intellectual property. The cost for members is \$7 and includes lunch. The cost for nonmembers of PRISM is \$12. The meeting will be held in the Great Room of the Campus Center. Reservations should be made with Marc Apter by Aug. 23 at 240-895-4381 or mlapter@smcm.edu. More information is available at www.PRISMonline.info.

The second speaker will be Joshua M. Davis, president of Bay Media Services Inc. He will explain the basics of blogs, RSS feeds, wikis and podcasting, through a combination of presentations, demonstrations and discussion. Davis will show the group how to use them successfully as PR tools.

St. Mary's College is located on Route 5 south of Willows Road in St. Mary's County. After crossing St. Mary's River, the Campus Center's parking lot is located after the second pedestrian crossing (near the St. Mary's City post office). Take the first left into Parking Lot K. The Great Room is located on the second floor.

Bay Media Services, Inc. is dedicated to providing local area businesses with expert assistance in various medias and specializes in online media and marketing. The company offers services such as Web Development, e-commerce, online video production, online animation using Flash, graphic design and online Internet branding and advertising. For further information see www.baymediaservices.com

PRISM is the organization of public relations and marketing professionals in Southern Maryland. The Web site is www.PRISMonline.info PRISM 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 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.