

PRISM - Public Relations Individuals of Southern Maryland

Event Announcement
July 28, 2009

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PRISM Lunch and Presentation

Southern Maryland Media: Dramatic Changes are Taking Place – What's Up?

Wondering how and why changes are occurring with the regional media in Southern Maryland? Join the Public Relations Individuals of Southern Maryland (PRISM) at a luncheon meeting to be held at [The Executive Inn](#) in Leonardtown, Maryland, on Thursday, August 20, 2009, at noon. Lunch is being catered by [Quality Street Kitchen and Catering](#). This event is \$13 for PRISM members and \$18 for non-members. The cost includes the presentation and lunch.

Panelists Tommy McKay of The County Times and Southern Calvert Gazette, John Hunt with RadioSOMD.fm, and Emilio Garcia-Ruiz of The Washington Post, along with Michael Cain from St. Mary's College of Maryland, serving as moderator, will discuss the new waves in media and provide their insight on what's to come.

First there were town criers, but newspapers have been around for a long time, too. Then radio and television came on the scene. With the Internet added to the mix, the media landscape has changed. What's working and what isn't? And how do we define success? Our panelists will discuss their Southern Maryland plans and expectations.

[Tommy McKay's](#) County Times recently became a tabloid. He has just started a sister publication in Solomons and has plans for others in La Plata and Chesapeake Beach. Mr. McKay will examine how taking a new approach to a long-time medium works to make a profit and serve our community's needs.

[John Hunt](#) is the morning host on Southern Maryland's first Web radio station, but he's also the brains behind the talent. Technology is changing the way we interact with each other, how we get the news, and how we are entertained. Did you know that new car radios will have Internet access within two years? Mr. Hunt will discuss how things are shaping up in the world of Web radio.

[Emilio Garcia-Ruiz](#) is The Washington Post editor who will oversee the future of the regional Extras, including the Southern Maryland Extra. He will discuss the future of the region's Extra and how the paper's new "pod" system—with news reporting categorized into areas of interest—will work. Under the new system, whom do we call when we want to pitch a story?

[Michael Cain](#) will serve as the moderator for the panel discussion. Politics and news media go hand in hand. Without media outlets, where would we be? Dr. Cain is the Director of the Center for the Study of Democracy and Professor of Political Science at St. Mary's College of Maryland.

Want to stay connected, increase your interactivity, make relationships work for you and your business? *Make contact.* To reserve your space at this PRISM presentation, please contact [Beverly Brown](#) at beverly.brown@hilton.com.

For more information about this and future events, please visit our Web site at www.prisonline.info. To find out more about The Executive Inn, go to www.execinnparkave.com. Take Hollywood Road/MD Rt. 5 into Leonardtown and turn right at Park Avenue; the hotel will be on the right.

PRISM - This organization of public relations and marketing professionals in Southern Maryland holds bi-monthly luncheon meetings and occasional workshops to foster professional development and networking opportunities for its members. For more information, or to join, log on to www.prisonline.info, or contact Gretchen Heinze Hardman at 301-885-0108 or gretchen.heinze@charlescommunityfoundation.org.

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