

FOR IMMEDIATE RELEASE

Crisis Communication Subject of Oct. 13 PRISM Meeting

Expert Panel to Lead Discussion

(Lexington Park, MD) Sept. 28, 2005 – Southern Maryland is no stranger to disasters and the need for skilled crisis communication. Lessons learned during Hurricane Isabel in 2003 and the La Plata tornado in 2002, as well as man-made disasters that may occur within an organization, will be the topics of the next lunch meeting of PRISM (Public Relations Individuals of Southern Maryland). The meeting will be held at noon, Thursday, Oct. 13 at the College of Southern Maryland's La Plata Campus. The meeting will be in the Center for Business and Industry Building (BI) Room 124 (next to the cafeteria.) Directions to the campus and a map are available at www.csmd.edu/about/campuses/laplata/index.

Guest speakers for the meeting will be Mike Zabko, director of the Southern Maryland Red Cross; Nina Voehl, public information officer for Charles County and the public relations lead officer during the La Plata tornado; and Bruce Leshan, a reporter for WUSA-TV Channel 9 in Washington, D.C. The speakers will head up a panel discussion to reveal what works and what doesn't during a crisis.

The meeting is free for PRISM members and \$5 for guests. Participants are asked to bring their own lunch or purchase lunch on-site from the college's cafeteria or deli. To RSVP for the meeting, contact Karen Smith-Hupp at karens@csmd.edu or call 301-934-7701. The campus address is 8730 Mitchell Rd., just northwest of downtown La Plata. From Highway 301, turn east on Mitchell Road for approximately two miles. Enter the main entrance on North Campus Drive and use parking lots 6 or 7.

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.