



PIRATES

PRINT INTERACTIVE RADIO & TELEVISION
EDUCATIONAL SOCIETY

ePLANK - Print Interactive Radio and Television Educational

Dedicated to helping nonprofits to more effectively work with the media. April/May 2009

Welcome to PIRATES!

PIRATES (Print Interactive Radio & Television Educational Society) is dedicated to helping nonprofits to more effectively work with the media. It is the only L.A. area association that offers regular opportunities for nonprofits, the media, and other communications professionals to network.

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SPECIAL MEDIA COACHING- Co-sponsored by PIRATES & McDonald Media Services

Friday, May 1, 2009

PIRATES and McDonald Media Services are co-sponsoring two Media Coaching Workshops on Friday, May 1 at the Ken Edwards Center in Santa Monica.

- Develop on-camera interview skills
- Develop sound bites
- Body language has no words but speaks volumes.
- Gear your message to the audience.
- How does it affect their lives, why should they care?
- Talk in plain language, avoid industry jargon. Avoid clichés
- Be confident and passionate about your subject.



These 'famously' fun workshops will include on-camera interviews to show you how to "push that bottom line up to the top". Your "Coach" Brent Seltzer will use his journalistic perspective and warm sense of humor to make this process as enjoyable as it is instructive.



If you're a morning person, sign up for the morning session that runs from



9am-12noon. Otherwise, join us for the 1-4pm workshop. This special program is made available to you for only \$50 per person. Make your reservation right now because each session is limited to 15 people max.

- Email your RSVP to meg@mcdonaldmediaservices.com or call
- Meg at 818-762-5553
- DATE: Friday, May 1st
- MORNING SESSION: 9am-12noon OR AFTERNOON SESSION: 1pm-4pm
- LOCATION: Ken Edwards Center, 1527 Fourth Street, Santa Monica, CA 90401
- COST: \$50 per person

[GO HERE FOR MORE INFORMATION AND TO SIGN UP TODAYwww.piratesla.org](http://www.piratesla.org)

**"BRAND DEVELOPMENT" MAY 13th @
The Art Institute of California - Los Angeles
(Bistro 31) Santa Monica, CA**



Join us for an informative session on brand identity and development at The Art Institute of California - Los Angeles.

The panel will discuss the **importance of logo development and how to use your logo effectively in your materials, including interactive media.** As a nonprofit, getting your message out there effectively using collateral materials and your website is crucial. Be a part of discussion on how to maximize your brand and message! In addition, learn more about the services The Art Institute of California - Los Angeles offers to nonprofit organizations through their curriculum, which could include logo and web site development, PSAs, and more.

Panelists:

Susanne Manheimer

Academic Director, Graphic Design,
The Art Institute of California - Los Angeles

Jan McWilliams

Academic Director, Web Design & Interactive Media
The Art Institute of California - Los Angeles

Additional Speaker TBD

- **Date:** May 13, 1009
- **Time:** 10:00 AM (Check-in & Continental Breakfast), 10:30 Program Start
- **Cost:** \$17.00 -Members \$22.00 -NonMembers

[CLICK HERE FOR MORE INFORMATION AND TO PAY NOW](http://www.piratesla.org) or go to www.piratesla.org

**April Meeting In Review
Using Local and State Government To Promote Your Cause**

In these uncertain times it gets harder and harder to find the resources to promote your organization's cause.



Leading Educators • Supporting Students • Serving Communities



The best way to get your message out is to team up with local and state government on parallel projects.

State of California's **Michael Sicilia**, Los Angeles County's **Frank Kwan** and Los Angeles City Chief **Steve Rueda** served as a great source to help in your outreach.

[Click here to find out more about them!](#)

KTLA 5 CW "Pitching the Media"

KTLA-TV's Vice President/Station Manager **John Moczulski** opened and closed the panel expressing the importance of our community organizations and KTLA 5 CW's commitment to public service.

The top News people gave tips on getting coverage for non profits. Additionally, PIRATES members learned how they can be added to their *Go To* list for special reports, breaking news and a possible series of news segments.



(Photo Right to left) KTLA-TV's Vice President/Station Manager **John Moczulski**, **Victoire Vappie-Prothro**, Community Affairs Manager/ Associate Producer of Pacesetters, **Dianne Mejia**, KTLA News Assignment Planner, **Vance Scott**, KTLA Morning News Assignment Manager, newly appointed New Director **Jason Ball** (back) and **Janet D. Hill**, KTLA Morning News Supervising Producer.

Making News at KTLA 5 CW

Dianne Mejia, KTLA News Assignment Planner: Hard News. Submit the more serious news story pitches to Dianne, rather than light-hearted in-studio guest/story ideas. Make sure you have the information in the email subject line and there are no spelling errors. Be professional and to the point.

Vance Scott, KTLA Morning News Assignment Manager: Gave us a key for better results... contact the news assignment desk for urgent news. You may have more opportunities for coverage by directly contacting the morning news with your stories ideas. Vance's responsibility is to manage the assignment of trucks, photographers, and reporters in the community for 'Hard Breaking' news. "Don't call me and don't email me".



KTLA-TV's Vice President/Station Manager John Moczulski, Victoire Vappie-Prothro, Community Affairs Manager/ Associate Producer of Pacesetters, Dianne Mejia, KTLA

KTLA's Vance Scott, KTLA Morning News Assignment Manager, Janet D. Hill, KTLA Morning News Supervising Producer and newly appointed New Director Jason Ball.

Congratulations To Newly Appointed New Director Jason Ball! Jason's responsibilities are to oversee the entire news operations for the station. "Show Business" is a key component in the 'Entertainment/News'. The Rose Parade event is an example of effective "Show Business." This is an entertaining news program. Additionally, make it easy to get someone to the station on short notice. An example would be: "I have Julia Roberts. She can talk about our charity event or issue and I can have her in studio to do so."

Prime News is a fast moving newscast. Let KTLA know if you have an expert that the station can use to discuss daily news and time sensitive topics. For example, "As seen on KTLA today, I have an expert that can address 1, 2 and 3. Call me at..."

Janet D. Hill, KTLA Morning News Supervising Producer:

Broke it down for PIRATES Members:

- Send your press release 3 weeks out.
- Do television celebrities.
- Think 3 minutes. Grab them!
- Coach your guests. Have 5 talking points for the 3 minute attention grabber!
- Have visuals. Provide current video of your events - show the great event.
- Don't triple pitch. Pick one person at the station and stick with them.
- Watch our show. Know the time slots.
- KTLA also has an online link for events. This is valuable! Go to: <http://www.ktla.com/communitycalendar>

\$2,500 Lisa Davidson Memorial Scholarship

Scholarship Deadline May 25, 2009

The purpose of this scholarship program is to recognize outstanding students who have excellent potential for improving the lives of people in Southern California through a communications career.

[Please submit application and additional items to:](#)

Richard Guiss, Scholarship Committee
c/o Goodwill SOLAC
800 W. Pacific Coast Hwy
Long Beach, CA 90806
Telephone 562-435-3411, ext. 267
Email: rguiss@goodwillsolac.org
[More...](#)

For Members Only- Membership Roster

Membership in PIRATES is open to public service and public affairs professionals from the media, non-profit organizations, government agencies, corporations and public relations firms representing non-profit organizations. The fiscal year runs from July 1 through June 30.

Click Here For Roster: [PIRATES MEMBERS ONLY](#)

NEED TO MAKE CHANGES TO YOUR INFORMATION?

Email Susan at: slozano7@ca.rr.com

Need To Join? [Click Here For 2009 Application](#)

Welcome New Members

Denise Miller, Program Manager

The Children's Collective, Inc.

915 W. Manchester Blvd., Los Angeles, CA 90044

T: 323 789-4717 F:323 789-4719

dmiller@childrenscollective.org

www.childrenscollective.org

MAJOR SERVICES OFFERED: "Child care services, family support, youth development"

Rachana Singh

Harmony Project

817 Vine Street, Suite 204, Los Angeles, CA 90038

T: 323 462-4311 F:323 462-4367

rachana@harmony-project.org

www.harmony-project.org

MAJOR SERVICES OFFERED: "Free music education"

PREVIOUS PUBLIC SERVICE EXPERIENCE: "Prior to Harmony Project, I worked for Expo Center, a public-private partnership with the City of LA, Dept of Rec & Parks & Friends of Expo Center, a non-profit corporation"

Brenda Vazquez, Project Director

Partners in Care Foundation

732 Mott Street, Suite 150

San Fernando, CA 91340

T: 818 837-3775 ext 123 F: 818 837-3779

bvazquez@picf.org

www.picf.org

MAJOR SERVICES OFFERED: "Direct health and human services for the aging and families; disease prevention and health promotion; caregiver outreach and support; consultation, research, evaluation, policy and advocacy."

PREVIOUS PUBLIC SERVICE EXPERIENCE: "Creation of public service campaigns around health promotion, disease prevention for the aging, caregivers, families."

Patricia Smith, Executive Director

Earth Share of California

3655 South Grand Avenue, #280, Los Angeles, CA 90007

T: 213 747-1872 x314 F: 213 747-2944

Pat.smith@earthshareca.org

www.earthshareca.org

MAJOR SERVICES OFFERED: "Fundraising for environmental groups"

PREVIOUS PUBLIC SERVICE EXPERIENCE: "United Way Los Angeles, Community Health Charities California, Earth Share National Board Director"

Volunteer Boxes Checked: Volunteer with PIRATES events (Holiday Party, Media Conference, etc)

Maricela Cueva, Vice President

VPE Public Relations

1605 Hope Street, Suite 250, South Pasadena, CA 91030
T: 626 403-3200 ext 215 F:626 403-1700

Maricela@vpepr.com

www.vpepr.com

MAJOR SERVICES OFFERED: "Public relations agency specializing in the Latino market. Services include media strategies, media training, special event coordination, social marketing and more."

PREVIOUS PUBLIC SERVICE EXPERIENCE: "Have worked with numerous nonprofit organizations including EyeCare America, AdCouncil, LA Youth, LBA among others in helping them with their outreach and public education campaigns."

Volunteer Boxes Checked: Volunteer with PIRATES events (Holiday Party, Media Conference, etc and Membership Committee.

Robin Gee, President

New Address: PIRATES

c/o CityTV, 525 Broadway #100

Santa Monica, CA 90401

Tel: 800 PLANK (15) [800-752-6515]

Email: eplank@piratesla.org

www.piratesla.org

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