



PIRATES
PRINT INTERACTIVE RADIO & TELEVISION
EDUCATIONAL SOCIETY

the PLANK

Volume 31 Number 2

www.piratesla.org

November 2005

WHAT'S IN YOUR PR TOOL KIT?

PIRATES GOES HOLLYWOOD TO FIND THE IDEAL PR MATERIALS

Hollywood Museum at the historic Max Factor Building
Wednesday, November 9, 2005

11:30 am check-in on the 4th floor 12 noon lunch is served and program

Save the Date
December 8
Holiday Party

ABC7 HOST EYEWITNESS MEDIA MIXER



Leslie Sykes, abc7 anchor; Mike Merle, abc7 Dir. of News Operations; abc7 anchor Leslie Sykes



Mark Brown, abc7 anchor



David Ono, abc7 anchor



Dallas Raines, abc7 weatherman; abc7 anchor Michelle Tuzee



Teresa Samaniego, abc7 Public Affairs Director; Robin Gee, CityTV Santa Monica



Ray Gonzales, KTLA 5 WB; Miriam Shima, Los Angeles Times, Dir., Special Events



Diane Medina, abc7 VP Diversity, Community Relations; Vicki Prothro, KTLA 5WB, Broadcasting Standards and PIRATES President; Arnie Kleiner, abc7 president and GM



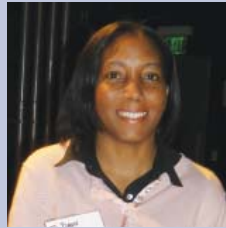
Jose Mayorquin, abc7 Public Affairs; monica diaz, abc7 abc7 public affairs



Gary Mercer, West Coast Public Affairs, Multicultural Radio



Deana Despot, KROQ Radio Producer; Michelle Parisi, Producer-Writer Syndicated Radio



Ty Davis, abc7 Public Affairs



Kurt Hulstrom, abc7 vp, Creative Services



Susana Chamberlin, abc7 News Assignment Editor



Stephanie Rodriguez, CBS2-KCAL9 Public Affairs Director



Jay Eckstein, abc7 News Assignment Editor; Millie Martinez, abc7 Eyewitness News Ex. Producer



Matt Wurster, abc7 Eyewitness News Ex. Producer



Jeanette Sandoval, KTTV-KCOP Community Relations Coordinator



Edd Adamko, abc7 Eyewitness News Ex. Producer



[Name not visible]



PIRATES
PRINT INTERACTIVE RADIO & TELEVISION
EDUCATIONAL SOCIETY

5670 Wilshire Blvd, Suite 1370
Los Angeles, CA 90036
1 (800) PLANK 15

PIRATES (Print Interactive Radio & Television Educational Society) is the only L.A. area association offering non-profit organizations regular opportunities to network with community resources, communications professionals, and working members of the media. Founded in 1955, PIRATES' mission is to serve as an information exchange between the media and social service/nonprofit communities. PIRATES is itself a nonprofit 501(c) 3 organization and membership is open to public service and public affairs professionals from the media, non-profit organizations, government agencies, corporations and communications firms. PIRATES' volunteer Board of Directors includes representatives from each of these areas. The organization does not focus on specific issues, but rather embraces the broad spectrum of community needs and delivery of services. PIRATES also embraces the rich diversity of our community, which is reflected in our membership and on our Board of Directors. The organization and its members continue to benefit from a close, ongoing relationship with the Southern California Broadcasters Association (SCBA). PIRATES' monthly events, renowned media mixers, and joint events with SCBA are designed to give members the tools and contacts they need to succeed in meeting their personal and organizational goals. PIRATES does not discriminate on the basis of race, color, national origin, gender, disability, age, sexual orientation, religion, or marital status in its membership, programs or activities.

Dues: \$65 Active (persons employed in the public service field.) Includes one time initiation fee of \$15 and first year dues. Renewal \$50/yr. \$65 Associate (volunteers in the public service field.) Includes one time initiation fee of \$15 and first year dues. Renewal \$50/yr. \$100 Sustaining (persons not eligible for active associate membership.) This includes individuals or corporations in the commercial field who support the mission of PIRATES.

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Deadline for submissions is the
1st Wednesday of each month.
Send to: Steve Rosenthal
srosenthal@abilityfirst.org
or call 626.396.1010

Healthier Solutions Wins 2005 IABC Silver Quill Award!

Healthier Solutions' "Disappearing Act" public service announcement won the highest honor, an Award of Excellence for Communications Creative, from this year's regional IABC (International Association of Business Communicators) competition. The IABC is a global network that provides the content, the credibility and the community to help communication professionals succeed in their careers.

The breast cancer PSA was produced for the California Department of Health Services, says Robert Berger, Healthier Solutions president and PIRATES Board Member.

This regional competition included entries from agencies and organizations in California, Hawaii, Idaho, Illinois, Iowa, Minnesota, Missouri, Montana, Nebraska, Nevada, North Dakota, South Dakota, Oregon, Utah, Washington, Wisconsin and Wyoming.

Holiday Party Raises Money for Endowment Fund for Scholarships

The PIRATES Holiday Party will be held on Thursday, December 8 at the Sportsmen's Lodge in Studio City.

The PIRATES holiday party is a time when we raise funds for the Ruth Collander Endowment Fund, which provides scholarships to college students in the communications field judged to have excellent potential for improving the lives of Southern Californians through their work in the nonprofit arena.

Your contribution of an auction item, raffle prize, or goodie bag item will help to raise funds for these deserving students.

In the spirit of giving, the annual holiday party will also include a Toy Drive. The PIRATES Board of Directors will select a PIRATES children's charity as the recipient of the toys.

For more information, please contact Marisol Barrios-Jordan at (323) 254-2274 or mbjordan@hillsides.org.

HOLLYWOOD MUSEUM HOSTS PIRATES LUNCHEON

Panelists:

Darin L. Dusan

Senior Media & Communications Manager,
Elizabeth Glaser Pediatric AIDS Foundation (invited)

Susanne Mannheimer

Department Chair, Graphic Design,
Art Institute of California – Los Angeles

Jane Warner

Executive Director, Partnership for a Drug-Free America,
California Chapter

A lively panel presentation about what types of materials non-profits should have developed and ready-to-go so they can successfully interface with the media. Find ideas, resources and inspiration at this special meeting.

Cost: \$25 PIRATES Members, \$30 non-Members includes lunch and entrance to the museum.

Parking: You can park next door to the museum at the Mel's Diner lot for \$8. The museum will give you a validation that will give you \$2 back. Or, you can park at Hollywood and Highland for less.

You are welcome to tour the museum before and after the meeting from 11 am to 2pm. You will enjoy the fully restored lobby, the tons of costumes, photos, and unique memorabilia that are loaded into this museum!

Hollywood Museum, 1660 N. Highland Avenue, Hollywood (just south of Hollywood Boulevard)

Reserve by Friday, November 4th, 12 noon

Call 1-800-PLANK15 or via e-mail to Yvonne Voisin at voisincom@aol.com.

2005 Board Roster

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ON BOARD WITH PIRATES

November 2005

The **Print Interactive Radio and Television Educational Society** provides a forum where individuals and organizations, which are professionally involved in promoting community service, can come together to foster communication, education, and networking between their respective constituencies and the media.



Pictured above is a production still from "Disappearing Act," the award winning breast cancer PSA from Healthier Solutions. The photo is a scene from the spot featuring Cosby show actress Phylicia Rashad. According to President and PIRATES Board Member Robert Berger, the spot was directed for Healthier Solutions by her sister, Debbie Allen. The spot uses dance and music to dramatize the impact on loved ones when a woman is lost to breast cancer. See page 3 for more information.

**COMING
SOON**

NOVEMBER 9

**What's in
Your PR
Tool Kit?**

DECEMBER 8

**Holiday
Party**



PIRATES
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Celebrating 50 Years
1955-2005

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