



PIRATES
PRINT INTERACTIVE RADIO & TELEVISION
EDUCATIONAL SOCIETY

the PLANK

Volume 31 Number 2

www.piratesla.org

October 2005

GETTING THE BIG PICTURE AT SEPTEMBER BREAKFAST MEETING



Carol Breshears, KTTV
Fox 11 Assignment Desk
Manager

‘Thinking big’ was the order of the day at PIRATES’ September program, where attendees were treated to an inside view of one very big PR success: Big Sunday.

A huge undertaking by any standard, the May 2, 2004 event involving more than 5,000 volunteers in 150 different projects throughout Los Angeles was captured in

a 30-minute KTTV-FOX 11 news special: Big Sunday, Big Spirit.

Using a power-point presentation, KTTV’s Assignment Desk Manager, Carol Breshears and Rachel Schwartz, principal of PR AdvantEDGE, described in detail the steps leading up to the production of the TV special, from pitching to post-production. Both presenters stressed the importance of personal working relationships, plus meticulous planning, timeliness and follow-through.



Rachel Schwartz
PR AdvantEDGE

For a copy of hand-outs from the presentation, call 1-800-PLANK-15.

MEET & MIX WITH THE MEDIA AT ABC7



Wednesday October 19, 2005 6-8 pm

Gary Mercer, Multi Cultural Radio

Teresa Samaniego, ABC7

Diane Medina, ABC7

Jeannette Sandoval, KTTV/KCOP TV

Jolisa Jones-Corey, KTTV/KCOP TV

Milli Martinez, ABC7 Eyewitness News

Ray Gonzales, KTLA 5 WB

Robin Gee, CityTV of Santa Monica -

Ruth House, ABC7

Stephanie Rodriguez, KCBS/KCAL TV

Victoire Vappie-Prothro, KTLA 5 WB

WHERE: ABC7 Studio B,
500 Circle Seven Drive, Glendale

PARKING: Station Parking Lot

COST: \$35 Pirates members
\$40 non-members

RSVP: Call 1-800-PLANK-15 or

Email: voisincom@aol.com by 5pm
on Friday October 14.

Save the Date
November 9

WHAT’S IN YOUR PR TOOL KIT?
Lunch at the Hollywood Museum



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.

The PLANK is printed
by MARS Printing
17426 Studebaker Road
Cerritos, CA 90703 562.924.2535
Deadline for submissions is the
1st Wednesday of each month.
Send to: Steve Rosenthal
srosenthal@abilityfirst.org
or call 626.396.1010

Remembering Ned V. Collander April 1918 - August 2005

We were saddened to learn of the death, on August 31, of Ned Collander, widower of former PIRATES board member Ruth Collander. Ruth is well remembered by many in the Los Angeles non-profit community to whom she served as mentor and friend during her years as Public Service Director for KRLA and KLSX Radio. After her death in 1998, Ned and their sons, David and Paul, helped establish the Ruth E. Collander Endowment Fund to support PIRATES scholarships for outstanding communications majors in Southern California colleges.

Like Ruth, Ned Collander was unfailingly generous with his counsel and thoughtfulness for others. David writes: "On my last visit to him, even though he couldn't talk, he wanted me to call my cousin in Florida to see how she fared with Hurricane Katrina. He was thinking forward and thinking of others to the end. A good lesson among the many."

Ned and Ruth Collander

Ned's ashes have been cast to sea to join Ruth's, with some saved to be returned to Finland, his ancestral home.

Ned's sons ask that those who wish to honor Ned donate to the Ruth E. Collander Endowment Fund. Checks payable to PIRATES may be mailed c/o Yvonne Voisin, 307 Fremont Avenue, South Pasadena, California 91030.

Welcome New Members

Mina Kozuki
Account Executive
Healthier Solutions, Inc.
2425 Colorado Blvd., Suite B-260
Santa Monica, CA 90404
Business Phone: (310) 264-5400
Fax: (310) 264-5446
Email:
mkozukki@healthiersolutions.com

Stephanie Stokes
Coordinator
CA Summer Reading Program
Collaboration
11045 Wrightwood Place
Studio City, CA 91604
Business Phone: (818) 980-7476
Fax: (818) 980-7552
Email: stephanie@casummerreading.org

Ruth House
Public Affairs Administrator
KABC-TV
500 Circle Seven Drive
Glendale, CA 91201
Business Phone: (828) 863-7223
Fax: (818) 863-7227
Email: ruth.a.house@abc.com

Inthava Bounpraseuth
Health Educator/Mktg Outreach
East Valley Community
Health Center
680 Fairplex Drive
Pomona, CA 91768
Business Phone: (909) 623-4598, x-162
Fax: (909) 623-9648
Email: ibounpraseuth@erchc.org

SANTA CLAUS IS COMING TO TOWN

Santa Claus is Coming to Town on Thursday, December 8!

We know it's hard to believe, but Santa and his elves are already planning the Annual PIRATES Holiday Fundraiser! This year's holiday soirée will be held on Thursday, December 8, at the Sportsmen's Lodge in Studio City.

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. If your organization is a children's charity and you would like to be considered, please e-mail a maximum of 200 words stating why you feel PIRATES should select your organization. Submit your entry no later than Friday, October 28, 2005 to holiday party co-chair Marisol Barrios-Jordan at mbjordan@hillsides.org.

The PIRATES holiday party is also a time when we raise funds for the Ruth Colander 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.

As always, Santa is promising yet another rip-roaring good time, so mark your calendars for the best holiday party ever! Hope to see you there!

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

MEET THE MEDIA

HOSTED BY ABC7

October 19, 2005 6 pm - 8 pm
Call 1-800-PLANK-15 or email: voisincom@aol.com

Bring your colleagues, your boss, your business cards and party attitude to PIRATES. Meet the Media is hosted by ABC7. This is a rare opportunity for you to meet the people who cover your news stories, produce public affairs shows and put your PSAs on the air. There are no speeches or presentations. This Media Mixer is an informal get together ... a chance for PR reps with charitable organizations and media folks to get to know each other and have a good time.

2005 Board Roster

Victoire Vappie-Prothro, President
Public Service Director
KTLA-TV
323-460-3981
vprothro@tribune.com

Robin Gee, Vice President Programs
Cable TV Manager
City of Santa Monica
310-458-8590 Fax: 310-260-1568
robin-gee@santa-monica.org

Jolisa Jones-Corey, Vice President Membership
Director, Community Relations
KTTV Fox 11/KCOP UPN 13
310-584-3366 Fax: 310-584-3362
jjone178@foxtv.com

Rosie Diaz, Treasurer
Community Outreach Consultant
323-872-0183 Fax: 310-212-5107
rosie.diaz@aol.com

Joyce Harris, Assistant Treasurer
ESP Program Manager
LA County Office of Emergency Mgmt.
323-980-2267 Fax: 323-881-6897
joyceh@lacoec.org

Gary Mercer, Recording Secretary
Director of Public Affairs/West Coast
Multicultural Radio Broadcasting
626-844-8882 Fax: 626-844-0156
gfm758@aol.com

Marisol Barrios-Jordan, Corresponding Secretary
Director of Communications & Advocacy
Hillsides
323-254-2274 x274 Fax: 323-254-0598
mbjordan@hillsides.org

Robert Berger, Publicity Chair
President
Healthier Solutions, Inc.
323-512-9370 Fax: 323-512-9374
rberger@healthiersolutions.com

Meg McDonald, APR, Media Mixer Chair
Owner/CEO
McDonald Media Services
818-762-5553 Fax: 818-505-9201
mcdmedia@earthlink.net

Stephanie Rodriguez
Director of Public Affairs
KCBS2/KCAL9
6121 Sunset Boulevard
Los Angeles, CA 90028
323-460-2155 Fax: 323-460-2154
smrodriguez@cbs.com

Steven Rosenthal, PLANK Editor
Director of Public Relations
AbilityFirst
626-396-1010 x351 Fax: 626-396-1021
srosenthal@abilityfirst.org

Yvonne Voisin, Scholarship Chair
Owner/Principal
Voisin Communications
626-799-3132 Fax: 626-799-3132 *51
voisincom@aol.com

Ex-Officio

Susan Lozano, Finance Coordinator
818-781-1372

LaFern Watkins, SCBA Liaison
Director of Community Affairs
Southern California Broadcasters Assoc.
323-938-3100 Fax: 323-938-800
LaFern@scba.com

ON BOARD WITH PIRATES

October 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.



PIRATES' President Vicki Prothro of KTLA5 WB, Traveled to Louisiana to Retrieve Her Aunt Mildred.

**COMING
SOON**

OCTOBER 19

**MEDIA
MIXER
ABC 7**

NOVEMBER 9

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



PIRATES
PRINT INTERACTIVE RADIO & TELEVISION
EDUCATIONAL SOCIETY

the **PLANK**

Celebrating 50 Years
1955-2005

www.piratesla.org

Sign Up Online

P R I N T
I N T E R A C T I V E
R A D I O
A N D
T E L E V I S I O N
E D U C A T I O N A L
S O C I E T Y

5670 Wilshire Blvd. Suite 1370 Los Angeles, CA 90036
www.piratesla.org