

September 2008

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Ahoy PIRATES Members!

As summer comes to a close, I want to let you know that our PIRATES Board went to camp this year to plan our great year for you!



*President, Robin Gee, showing the way to
PIRATES Board Boot Camp!*

Our August program will show you how to use the power of the Internet for your cause! Board Member Marisol Barrios Jordan has put together an excellent panel of experts for you to hear from so please plan to join us on September 10th.

We have sent out reminder second notice renewal notices because it seems that some of us, including myself, did not get the first renewal notice! In any case, we appreciate your prompt attention to making sure your PIRATES dues are renewed so that we don't have to send out third and fourth notices!

Also, there will be a few PIRATES members only events happening this year and your membership will truly make a difference, so please don't delay your renewal.

As an added bonus our Board is working to bring out more Media Guests to our regular meetings. Don't hesitate to join us for our regular meetings because you never know who you might meet!

See you in September!

Robin Gee

Your PIRATES President

"Get On Board, Get Online: Doing PR on the Web"

Wednesday, September 10, 2008

[CLICK HERE](#) TO RSVP & PAY TODAY!

With today's technologically savvy donors, utilizing the web to do public relations should not be overlooked. Having a well-organized, rich content-based website, combined with user-friendly navigation and elements that will appeal to donors, is critical to capture visitors who are doing their due diligence in learning about where their money should go next. Come learn about why

your nonprofit should not be left tangled in a web of interactive marketing tactics. "Get on board, Get online: Doing PR on the Web" is a must-attend meeting to take the first steps in evaluating your internet marketing/public relations strategy.

Guest Speakers Include:

James Macpherson, Publisher of PasadenaNow.com, an interactive media outlet, and will discuss the ins and outs of getting news online and the importance of not overlooking online media relations.

Eric Schwartzman, President/Founder of iPressroom.com and will discuss what is new media marketing and what are the basics of an online newsroom

Rockford Hunt, Business Development for Sensis Agency, an interactive web development and multicultural advertising firm, will be address integrating social networking tactics for nonprofits.

MEETING DETAILS

Date: Wednesday, September 10, 2008

Time: 8:30 a.m. Check-in, networking and continental breakfast
9:00 a.m. to 10:00 a.m. Program

Place: Taix Restaurant
1911 W Sunset Blvd, Los Angeles, CA 90026
one block east of Alvarado Los Angeles
[CLICK HERE FOR MAP](#)

Cost: \$17 members and \$22 non-members
Reserve by Friday, Sept 5th, 12 noon
RESERVE NOW- [CLICK HERE TO PAY VIA PAYPAL](#)
CALL: 1-800-PLANK(15) or via e-mail to Yvonne Voisin at voisincom@aol.com.

If you reserve and fail to attend, you will be billed. You can pay ahead of the meeting on-line via PayPal at piratesla.org or pay with cash or check at the door. If you are bringing cash, check or exact change is helpful! Thanks!

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Fundamentals of Basic PR

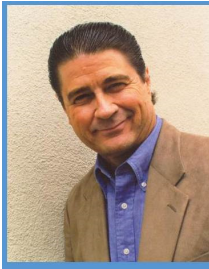
Members and guests of PIRATES packed the August 13th breakfast meeting at Taix's to learn more about the Fundamentals of Basic PR.

Richard Guiss, Dir. PR & Development, Goodwill, Serving the People of Southern Los Angeles County led off the panel discussion talking about the importance of the Fact Sheet.



- The Fact Sheet is primarily used to give a brief description of your organization to the media, your donors and the public. It should only be one page and contain the following info: brief description - mission statement - key activities, programs and services offered, which population you serve, number of individuals serviced, placed in employment (if apply) and other relevant stats.
- List your key staff and financial statement: (basics) Revenues (by source); Expenses (by category); and any accreditations by relevant professional associations and educational institutions.
- It's helpful if you have two fact sheets: one for the media and another for the public and/or potential donors. Perhaps the media isn't interested in who you're board members are, but a potential financial donor may want to know. Also, include contact info on the fact sheet and list two if one is always traveling and/or to answer questions from two different audiences: one for media and one for potential donors or partners.
- Update it at least quarterly, min once a year and post it on your Web site. Also, keep it to one page so you can easily fax it for a quick background if requested. Also the fact sheet can be an

internal communications tool as well. Many of us are perhaps doing the job of two people, so sending your employees a copy (quarterly; min yearly), then they too are informed "about the facts".



John Boal, Managing Director, Western Region, The Ad Council, Inc. told the group to try to learn as much about individual TV and Radio Stations as you can before approaching the Public Service Directors.

- Read online or print versions of trade pubs such as Ad Age, MediaWeek, Broadcasting & Cable, Radio Ink, etc.
 - Visit the SCBA website for Executive changes, News and "Doing Good In the Neighborhood."
 - Frequent the websites of the local TV and Radio stations to get a sense of their "Community Pages."
- Know the Corporate owners of the local TV and Radio stations and the changes they're going through.
 - Know the Ratings of the local stations; who's up; who's down.
 - Strategize your Media pitch to TV stations by knowing that Feb., May and November are "Sweeps" months.
 - Consider that TV and Radio stations are receiving 60 PSAs every month.
 - Be aware that traditional TV and Radio stations are going dramatic changes in their industries.
 - Be cognizant of "Compassion Fatigue" at the stations and how to embrace that in your approach.

Meg McDonald, APR President, McDonald Media Services who has worked both sides of the street as a PR professional for 30 years pitching the media and a producer of cable TV shows, rounded off the meeting by giving these pointers.



- Select speakers who can talk about different areas of your program.
- Respond immediately to an interview request and deliver what you promise.
- If the media knows they can depend on you, they'll book you more often.
- Gear your message to the audience. How does it affect their lives? Why should they care?
- Talk in plain language and pronounce words correctly.
- Avoid cliches: "Basically" "You Know" "Like" "In other words"
- Wear clothing that makes you feel comfortable.
- Avoid wearing red blazers, white tops, small check patterns and herringbone.
- For lighting balance, guests with dark skin should wear dark clothing.
- Follow up with thank you notes to the media.

<http://mcdonaldmediaservices.com/index.html>

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Welcome New PIRATES Members

**Carol Bronow, Administrative Director
San Fernando Valley Counseling Center**

8350 Reseda Blvd., Northridge, CA 91324

Tel: 818 341-1111, Ext. 306 Fax: 818 341-0096

Email: cbronow@aol.com Email2: sfvcc7@sbcglobal.net

<http://www.sfvcc.org>

MAJOR SERVICES OFFERED: "Low Fee Psychological Counseling for Children, Adolescence, Adults, Couples and Families." **PREVIOUS PUBLIC SERVICE EXPERIENCE:** "Psychotherapist in Private Practice and Adm. Dir. at the San Fernando Valley Counseling Center for over 15 years, and an additional 15 years of volunteer counseling at various counseling centers, including the San Fernando Valley Counseling Center (Total: 30 years)"

**Phyllis Rawley, Executive Director, Greater Los Angeles
National Foundation for Teaching Entrepreneurship(NFTE)**

5301 Beethoven Suite, 200, Los Angeles, CA 90066

Tel: 310 302-8143 Fax: 310 822-0361

Email: Phyllis.rawley@nfte.com <http://losangeles.nfte.com>

MAJOR SERVICES OFFERED: "Entrepreneurship Education for youth in low income communities."

PREVIOUS PUBLIC SERVICE EXPERIENCE: "Seventeen years of not for profit experience, management and sales." **PIRATES Volunteer:** SCHOLARSHIP COMMITTEE

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Featured Board Members



As **Managing Director, Western Region for the nonprofit Ad Council, John Boal** coordinates with local media throughout So. California, San Diego, Arizona, Colorado, Hawaii and Nevada to use the Ad Council PSAs whenever and wherever they can. PSAs include Global Warming, Oceans Awareness, Wildfire Prevention, Foreclosure Prevention and High School Dropout Prevention among dozens of others. As an author, he has written two books --- Be A Global Force Of One!, and a co-author on Chicken Soup For the Volunteer's Soul. In addition, as an independent journalist, he has published over 500 articles, most recently in the Daily News and Los Angeles Business Journal.

His strongest passion is for sustaining the planet as we are all living downwind or downstream from an environment under siege from above, on and below the earth. From Green Teens to a growing database of engaged environmental NGOs to senior Eco-volunteers, the critical mass has awakened to the 911 sense of urgency that his facing our planet and teetering wildlife. All of us can do one thing --- or a hundred things --- to contribute to a sustainable earth. <http://www.adcouncil.org/>



Richard Guiss is Director of Public Relations & Development of Goodwill, Serving The People of Southern Los Angeles County. He oversees all planning, coordination and implementation of fund raising, public

relations and community and government relations. Goodwill provides skills training, education and job placements services for people with barriers to employment.

Prior to joining Goodwill, he served as Senior Editor for an Internet news service, and as an independent communications consultant and as a freelance business writer. Additionally, he served as Community Relations & Media Relations Manager for Goodwill Industries based in Los Angeles from 1995 to 2001, where he developed and implemented marketing, media relations, and image-driven campaigns. Prior to his serving on the Board of PIRATES, he served on the board of Los Angeles chapter of the International Association of Business Communicators from 2001 to 2006 in various roles. Richard holds a BA Degree in Journalism from San Diego State University and earned a Marketing Management Certificate from Long Beach State University Extension Program. <http://www.goodwillsoocal.org/>

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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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www.piratesla.org

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IS YOUR PIRATES MEMBERSHIP UP TO DATE?

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](#) TO VIEW THE PIRATES MEMBERSHIP or [CLICK HERE](#) TO RENEW YOUR MEMBERSHIP!

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