

14TH ANNUAL

Valley Publicity Summit

PRESENTED BY



Saturday, Sept. 16, 2017 | Honors Hall

Barrett, the Honors College | Arizona State University Tempe

#pubsum17

WELCOME TO THE SUMMIT

This event successfully defies the stereotype that media people and public relations people can't get along. At the Valley Publicity Summit, connections are made, explanations given, networking takes place. During and after the Summit, journalists maintain their vital roles as independent makers of decisions regarding coverage, but do so having informed PR practitioners of their story-pitch policies and preferences and those of the media outlets where they work. Likewise, PR professionals come away with deeper understanding of the challenges media professionals face and the frameworks in which they respond best to story pitches – or decline them.



SCHEDULE

- 8 a.m.** Arrival – Continental breakfast (Refectory, affectionately known to Barrett students as “The Harry Potter Room”)
- 8:45 a.m.** Welcome: Tim Eigo, president, Valley of the Sun chapter, Society of Professional Journalists; editor, Arizona Attorney magazine, State Bar of Arizona
- 8:50 a.m.** Order of the Day: Mark Scarp, chair, Valley Publicity Summit Committee; adjunct professor, Arizona State University Walter Cronkite School of Journalism and Mass Communication
- 9 a.m.** Panel discussion – Eight journalists talk about pitches they love (and hate)
Moderator: Scott Davis, public information officer, Maricopa County Justice Courts; former assignment editor, KTVK-TV (Channel 3) & KPHO-TV (Channel 5)
- 10:15 a.m.** *Break – networking*
- 10:30 a.m.** Speed-pitching with media representatives in nearby classrooms (volunteers will guide you). See list of media representatives below.
- 1 p.m.** Event ends

SPECIAL THANKS



Our sincere appreciation is extended to Matt Silverman of R&R Partners, which has sponsored this event several times, for doing so again this year!



We are particularly grateful to Barrett, the Honors College, at Arizona State University, Mark Jacobs, Ph.D., dean and university vice provost, for its graciously allowing us to meet in Honors Hall for the second consecutive year.

We would like to warmly thank the administrators of Phoenix PR Pros, a Facebook group serving the Valley public relations community, for their allowing publicity about the Summit to be posted to the group.

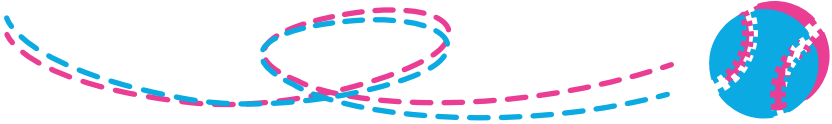
We are most grateful to the Phoenix chapter of the Public Relations Society of America for publicizing this event to their members.

And we very much appreciate the volunteer service at this event of members of the ASU chapter of the Public Relations Student Society of America, Alena Sanderson, president.

ABOUT SPJ

The Society of Professional Journalists is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior. Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry through the daily work of its nearly 10,000 members; works to inspire and educate current and future journalists through professional development; and protects First Amendment guarantees of freedom of speech and press through its advocacy efforts.

The Valley of the Sun Professional Chapter of SPJ was chartered in 1958. Three-time selectee as SPJ's national Professional Chapter of the Year, the chapter regularly sponsors journalism activities and events for reporters, editors, writers, freelancers, producers, publishers and public relations professionals working in the Phoenix metropolitan area.



SPEED PITCHING SESSION

10:30 a.m. to 12:45 p.m.

Room: Cottonwood 101

ABC15: Ameema Ahmed, content planner, KNXV-TV

ABC15: Andy Ramirez, assignment editor and multimedia journalist, KNXV-TV

ARCADIA NEWS: Nick Smith, editor

ARIZONA CONTRACTOR & COMMUNITY MAGAZINE: Douglas Towne, editor

ARIZONA REPUBLIC/azcentral.com: Richard Ruelas, reporter

ARIZONA REPUBLIC/azcentral.com: Carrie Watters, community editor

CBS5: Jennifer Jones, senior content coordinator, KPHO-TV

CRONKITE NEWS: Heather Dunn, content director, Cronkite News, Arizona PBS

EAST VALLEY TRIBUNE/AHWATUKEE FOOTHILLS NEWS: Ralph Zubiate,
managing editor

Room: Cottonwood 103

FOX10: Christine Goodfriend, planning assignment editor, Fox 10 Arizona Morning, KSAZ-TV

FREELANCE: Debra Utacia Krol, freelance writer, Native American community journalism, including science and environmental issues, economic development, business, Native American art; travel/tourism [both Native and mainstream],

FRONTDOORS MEDIA: Mike Saucier, editor, Frontdoors Media

KJZZ News: Al Macias, managing editor (91.5 FM-NPR)

KTAR News: Martha Maurer, assistant news director, (92.3 FM-ABC)

PHOENIX BUSINESS JOURNAL: Ilana Lowery, editor-in-chief

PHOENIX BUSINESS JOURNAL: Hayley Ringle, technology reporter

PHOENIX HOME & GARDEN MAGAZINE: Rebecca Rhoades, executive editor, Phoenix Home & Garden magazine

RAISING ARIZONA KIDS MAGAZINE: Kara Morrison, editor

SAN TAN SUN NEWS: Colleen Sparks, managing editor

Room: Honors Hall 123

SO SCOTTSDALE! MAGAZINE: Chelsea Young, editor-in-chief

TELEMUNDO ARIZONA: Maritza Felix, special projects producer, KTAZ-TV (Channel 39)

TELEMUNDO ARIZONA: Marcy McMacken, assignment manager, KTAZ-TV (Channel 39)

12NEWS: Eric Watson, assignment editor, KPNX-TV (Channel 12-NBC)

WEST VALLEY VIEW: Connor Dziawura, assistant editor

WRITEONRUBEE.COM: Christina Barrueta, food and beverage writer

2017 VALLEY PUBLICITY SUMMIT COMMITTEE

Leslie Beckhoff, United Rentals

Sherry Butler, SLB Communications

Christia Gibbons, freelance writer and editor

Nicole Greason, Barrett, the Honors College, ASU

Paula LeClaire Pedene, Pedene PR

Mark Scarp, ASU Walter Cronkite School of Journalism
and Mass Communication

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