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 they 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.

Leslie Beckhoff, Public Relations Professional
Sherry Butler, Sherry L. Butler Communications
Jillian Carapella, TechTHINQ
Nicole Greason, Barrett, the Honors College, ASU
Paula LeClaire Pedene, Paula Pedene & Associates
Mark Scarp, Watts College of Public Service & Community Solutions, ASU

2019-2020 VALLEY OF THE SUN CHAPTER BOARD OF DIRECTORS

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ROOM: Cottonwood 103
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ROOM: Honors Hall 123
ARIZONA HEALTH & LIVING MAGAZINE: Michelle Talsma Everson, Editor/freelance writer
ARIZONA REPUBLIC/AZCENTRAL.COM: Carrie Watters, Community Editor
ECULEUS GROUP PUBLISHING (Deer Valley Times, North Tatum Times, North 32nd News, Scottsdale North News, Scottsdale Standard): Natasha Beal, Owner/Publisher
THE LIST (NATIONALLY SYNDICATED PROGRAM BASED IN PHOENIX): Jimmy Rhoades, Senior Correspondent
NORTH CENTRAL NEWS: Colleen Sparks, Editor
PHOENIX MAGAZINE: Leah LeMoine, Managing Editor
12NEWS, KPNX-TV: Michael Crowley, Weekend Assignment Editor

SCHEDULE

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8 a.m. Arrival — Continental breakfast
ROOM: REFECTORY (affectionately known to Barrett students as “The Harry Potter Room”)

8:45 a.m. Welcome and Order of the Day: Debra Krol, Vice President, Valley of the Sun Chapter; Environmental Writer, The Arizona Republic/azcentral.com

9 a.m. Panel Discussions

For PR pros with up to 5 years’ experience: What Goes into the Perfect Pitch, and How to Make Them. Moderator: Ilana Lowery, Arizona Director, Common Sense Media.
ROOM: REFECTORY (“Harry Potter Room”)

For PR pros with more than 5 years’ experience: How Can PR and Media Professionals Understand Each Other’s Challenges and Work Better Together? Moderator: Paula Pedene, APR, Fellow PRSA, Paula Pedene & Associates; recipient of PRSA’s National Public Relations Professional of the Year Award.
ROOM: WILLOW 112 (building next door to east of Refectory)

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 and rooms below.

1 p.m. Event ends
Our sincere appreciation is extended to Michelle Olson of Fingerpaint Marketing, who co-chaired the very first Publicity Summit in 2004, for her company’s longtime generous support of the Summit.

We are particularly grateful to Barrett, the Honors College, at Arizona State University, Mark Jacobs, Ph.D., Dean and University Vice Provost, for once again graciously opening Honors Hall to us as our event’s hosts.

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, Tiffany Ellington, president.

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.

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SPEED PITCHING SESSION

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

ROOM: Cottonwood 101

ABC15, KNXV-TV: Diane Faith Wright, News Producer
ABC15, KNXV-TV: Andy Ramirez, Senior Real-Time Editor
ARIZONA REPUBLIC/AZCENTRAL.COM: Richard Ruelas, Reporter
ARIZONA REPUBLIC/AZCENTRAL.COM: Debra Utacia Krol, Environmental Writer and freelance science/tourism/Native issues writer
ARIZONA’S FAMILY - KTVK-TV 3TV/KPHO-TV CBS5: Jennifer Jones, Senior Content Coordinator
ARIZONA’S FAMILY - KTVK-TV 3TV/KPHO-TV CBS5: Tyson Milanovich, Senior Executive Producer, Morning News
BUSINESS RADIO X: Adrian McIntyre, Ph.D., Partner
SCOTTSDALE PROGRESS: Wayne Schutsky, Managing Editor