



60 YEARS
1958 - 2018

#pubsum19

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16TH ANNUAL

Valley Publicity Summit

PRESENTED BY



60 YEARS
1958 - 2018

Saturday, Sept. 28, 2019 | Honors Hall

Barrett, the Honors College | Arizona State University Tempe

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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.



Valley Publicity Summit 2019 VALLEY PUBLICITY SUMMIT COMMITTEE

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

- AZTV: **Ed Roth**, Executive Producer, *KAZ-TV Arizona Daily Mix*
- CRONKITE NEWS, ARIZONA PBS: **Christy Bricks**, Executive Producer
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- PHOENIX BUSINESS JOURNAL: **Greg Barr**, Editor-in-Chief
- PHOENIX BUSINESS JOURNAL: **Patrick O’Grady**, Managing Editor
- RAISING ARIZONA KIDS MAGAZINE: **Kara Morrison**, Editor

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

SPECIAL THANKS



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.

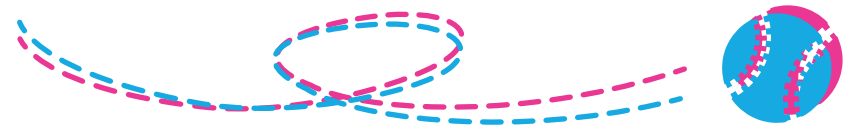
And we very much appreciate the volunteer service at this event of members of the ASU chapter of the **Public Relations Student Society of America**, **Tiffany Ellington**, president.

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.

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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