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Thursday, March 11, 2010

Education Series: "Users of Social Media" - 3/15

Solving the Suburban Media Market - 4/14

"Dateline": March Issue. Brimm on the Media

PCC Membership: Get Three Months Free

**Education Series Program:
Monday, March 15
"Users of Social Media"**

(Rescheduled from Feb. 9.)

Twitter, Facebook, YouTube, LinkedIn, Delicious, Digg, MySpace. You know the names-how are you effectively using these social media tools in your public relations? Find out how our panel of experienced PR users of social media tools use them- and if you're not using them, how you can get started without getting overwhelmed. (Rescheduled session from Feb. 9)



Panelists

- **Paul Booth**
Assistant Professor of New Media and Technology
DePaul University
- **Emily Culbertson**
Principal
Emily Culbertson Consulting
- **Mike McGuire**
Senior Strategist
Pratt Marketing Group

Where and when

Monday, March 15

6 - 7:30 p.m.

DePaul University DePaul Center, 1 E. Jackson, 11th Floor, Chicago (North Cafe Room)

Session fees

PCC Members \$25 / Non-Members \$35 / Students \$10

To register

Call PCC at 773/463-4460 or email office@publicity.org

Monthly Luncheon Program: Wednesday, April 14 "Solving the Suburban Media Market"

You need a scorecard to keep track of the continually changing suburban media lineup. This program will provide you with valuable information about the major players who influence opinions, analyze issues and tap into consumer habits north, west and south of Chicago.

Panelists

- **John Lampinen**
Executive Editor
Daily Herald
- **Kyle Leonard**
Managing Editor
Triblocal.com
- **Mike Cetera**
Editorial Director
Sun-Times Media West

[Get the details and register online...](#)

"Dateline": March Issue

[READ DATELINE ONLINE](#)

Media Meanderings by David Brimm

These are the items on Dave's mind this month...

- Could J.D. Salinger, whose recent death spurred the media coverage he shunned for decades, have sold books today without a PR blitz? That's what author Jennifer Finney Boylan poses in a NY Times OP/Ed piece. Scroll down for the story.
- Tiger Woods has thrown marketers for a loop, but you still can't beat the power of celebrity endorsers.
- The Haitian disaster posed unimaginable human tragedies, but it also posed problems for journalists trying to cover the story. Scroll down to read how Twitter saved the day.
- Twitter is great for a crisis. Apparently it's also a good way to quit your job. More info below.
- You pitch a new client and suggest a number of great PR ideas. But if you don't get the business, do they retain the rights to use your



**DAVID
BRIMM**
DATELINE EDITOR

program? The 4As are taking a stand on this, and maybe PR should, too.

- It's hard not to cringe over Toyota's inept PR response over the rash of defects impacting their brands. The Wall Street Journal put their finger on why this occurred. See below.
- Kim Kardashian is producing a half-hour documentary about celebrity PR, titled, 'The Spindustry.' Details below.
- I came across a great site: www.overheardinthenewsroom.com. The content comes from remarks overheard by editors and producers in newsrooms. Some stuff is pretty funny. Check it out.

[Read the full stories online....](#)

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