

⑧ Sarah Platanitis

Friday

Fostering Art and Culture Project Request for Presentation Proposal (RFP)  
Creative Economy Summit III: Fostering our Local Economy: Art and Business in Partnership  
March 23 and 24, 2011, Downtown Greenfield, MA

1. Workshop title: Press Ready 101

2. Workshop description and anticipated audience (businesses/artists/blend?):

In my workshop, I would like to offer basic strategies and tips for both artists and businesses on how to prepare for media opportunities. I'll talk about the similarities and differences in the specific needs of both groups and walk participants through the process that I use when interviewing artists, organizations and businesses in my work as a journalist.

I also understand what it's like to be on the other side of the steno pad, being an artist and business person myself. I can relate to the butterflies before an interview, empathize with the second guessing that comes afterward and the "I totally forgot to mention..." thought that wakes you up in the middle of the night.

Topics to be covered:

Building Your Publicity Tool Kit: Getting Your Brand Out There

- Bios, resumes and CV's and who tends to use what
- Hi-res photos and press releases
- Important clips and newsworthy highlights
- Blogging and social media

Starting the Conversation

- How to approach the press (local, regional, national, print, and online)
- When to send out news
- Navigating interview logistics and time sensitivity
- What questions to ask the reporter (The Five Ws)

Interviews: The 3 Types and their Pros & Cons

- In-person
- Phone
- Email

The Big Day: What to Say and How to Say It

- Making a list of positive talking points
- Off the record and on the record (being mindful of what you say)
- How to cut yourself some slack (take your time and smile)

Follow-up: Making the Best Impression

- How saying thank you goes a long way

- How best to bring up a forgotten or reworked talking point
- Asking for a run date
- Maintaining a relationship and connection for future

**3. List at least 3 benefits to participants:**

- Participants will be coached by a seasoned journalist and award-winning journalism teacher.
- Participants will learn how to prepare essential items for working with the press based on their field.
- Participants will gain a better understanding of how journalists work and should feel more comfortable with future press opportunities.

**4. List technology and supplies utilized in presentation: (for appropriate venue selection)**

I would like to have a projector so that I can bring my laptop for a Power Point presentation. Tables would be great so that people could spread out. A dry erase board, chalk board or poster paper would be welcomed if any were available for use. I plan to have some paper handouts.

**5. Select your preferred length of presentation:**

45 minutes    75 minutes    90 minutes

\*I can tailor this presentation to any of these time lengths.

**6. Select your preferred day to present (please identify 1st, 2nd and 3rd choices)**

Friday	11:00-12:30	2:00-3:15	3:30-4:45
Saturday	11:00-12:30	2:00-3:15	

\*I am flexible and can fit wherever needed. If Stephanie Gravalese-Wood's proposal on Social Media is accepted, my workshop might be a good follow-up to it.

**7. Do you have a minimum/maximum number of participants for your workshop?    No**

7a. If yes, what is the number of participants? Maximum# \_\_\_\_\_ Minimum# \_\_\_\_\_

**8. List the names of presenters and area of focus for each:**

Sarah Platanitis – Journalism

**9. Describe previous workshop presenter, teacher or trainer experience: (experience is not mandatory for selection)**

My previous presentation experience includes eight years as a inner-city public school teacher and two years as a children's media literacy educator for PBS Ready To Learn. I'm comfortable

talking with people of all ages, am aware of the clock and, most importantly, love interacting with an audience. Notable presentations include co-lectures with Nancy Freeman at the 2009 Reynolds Journalism Institute and with Bill Densmore at MIT in October 2009.

**10. Contact Information**

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**11. Please include bio and or resume with proposal.**

Please see attached.

# Sarah Platanitis

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Feeding Hills, MA 01030  
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## Education

B.A. in English, May 2002

University of Massachusetts, Amherst, MA.

M.A. in English, May 2009

Western New England University, Springfield, MA

## Experience

### Freelance Writer and Photographer, 2010 to Present

- Writes print and online features in business, lifestyle, arts, education, food and travel.
- Work has appeared in The Springfield Republican, Turley Publications, Design Bureau Magazine and Elms College Magazine.

### Owner of Anselblue Design Studio, Feeding Hills, MA 2008 to Present

- Directs daily responsibilities of small art studio that offers hand-printed kitchen textiles, reclaimed home décor and creative consultations.
- Regularly attends juried New England and NYC-area art and design shows.

### Teaching Experience, Numazu, Japan and Holyoke, MA 2002-2010

- ESL Teacher at Hosaka English Academy (2002-2003).
- English and Social Studies for grades 4-6 at Holyoke Community Charter School (2005-2007).
- English Language Arts for grades 9-12 at Holyoke High School (2007-2010).
- MTEL Certification #424953
- ASNE/Reynolds Foundation Journalism Fellow, University of Missouri, Summer 2009
- 2010 YJI Journalism Educator of the Year Finalist plus co-lectures with Nancy Freeman at the 2009 Reynolds Journalism Institute and with Bill Densmore at MIT in October 2009.

### PBS Ready To Learn Program Director, Springfield, MA 2003-2005

- Taught workshops about print and media literacy for children, expanded community outreach and coordinated public relations and events. PBS Member Magazine Education Columnist.
- Wrote grants and piloted the Russian and Ukrainian Translation Project.
- Worked with PBS children's television creators and presented at PBS conferences and institutes.

## Recognitions & Memberships

- Extreme Makeover: Home Edition's Walker Home, 42|Design Fab design crew member
- Storey Publishing, Lexie Barnes/*Sew Up a Home Makeover*, creative and production consultant
- ArtHouse Co-op's *The Sketchbook Project*, Contributor
- *Preview Massachusetts*, March 2011 Featured Artist
- *They Draw and Cook* and *They Draw and Travel*, Featured Artist
- 2010 Mattoon Arts Festival, Drawing & Painting Award
- Agawam Community Artists, Member
- Easthampton Community Artists, Member
- 2012 Easthampton Bear Fest, Marketing Committee Member