



EVENT SUMMARY:	MEET THE PDX DESIGN PRESS
EVENT DATE:	TUESDAY, FEBRUARY 27, 2007 @ OFFICE
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ONLINE:	<a href="http://www.officepdx.com/resources.php">www.officepdx.com/resources.php</a>
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On Tuesday, February 27, 2007 OFFICE compiled, hosted and moderated a panel discussion with the leaders, writers and editors of Portland's design press – print and online – in effort to find out and share information on exactly how to “get ink” as they say – for design / art / culture projects and events.

The following is a summary of how-to and contact information:

**OVERVIEW:**

1. The PDX Design press is open, available and accessible to ideas on newsworthy design-based and events and projects, and the best way to get in touch, is to email each representative directly, with a small pitch as to top highlights about the project, why their readership would care, along with the basics 5 Ws: who, what, where, when, why and how.
2. Think “sideways” about your project. Figure out several different angles on the same story, read different publications and develop a strategy to highlight a different

angle for each publication. Example – when pitching to the *Willamette Week* – focus on the launch event, when pitching to the *Portland Business Journal*, highlight growth and business.

3. It may go without saying, but don't use jargon and read each publication so you can be fluent in when/why and even where your story should go. Example, should it follow a story they just published? Would it provide a different viewpoint to an area of focus? Can your project be clustered with others to make a bigger story?

4. In all cases, OK to ask for feedback, coffee, or even time to brainstorm together on how to make the best story for a specific publication.

5. Expect to do your homework – know who your competition is, why your story is different, the background, the financial picture, strategy and/or vision, testimonials and have small jpegs (a few really good photos) prepared and sized small, ready to be emailed if necessary.

6. Always OK to follow up an email with a hard copy, just to be sure. However, don't inundate press contacts with lots of voice messages. Email is best, and they will call you if they need to.

7. Understand that all press contacts are on deadlines, and be well aware of them before you make your pitch. Know when the publication comes out. Almost all post their deadlines online.

#### SPECIFICS:

### **1. Kelly Clarke, The Willamette Week,**

- Editor of Arts and Culture
- Project needs to have an EVENT attached to it in some way – trunk show, launch, debut, speaker(s), party, opening, etc
- Send email AT LEAST 2 weeks in advance but preferably much sooner (later than 2 weeks will NOT get published)
- They are interested in stories that are Portland based, focus on creative and innovative projects that are leading our city in terms of culture

- If the story includes a charismatic or interesting personality behind the project, then they are more likely to be interested
- Obviously, Portland focused

## 2. Brian Libby, Freelance Writer

- for Portland blog on architecture, Metropolis, Dwell, The New York Times, and other national publications
- Works AT LEAST 3 months in advance (all monthly publications are 3 months in advance)
- Think about how your project may be of importance or could be leveraged for a national audience. Portland is highlighted a lot these days in national design press...could your project provide another example, if so, why?
- Know your audience – who are you trying to attract with your project and how will your project connect with your audience?
- Likewise, if there is an event or charismatic personality attached to the project, along with some innovations in design/process/financing, your story will have a great chance of success

## 3. Amery Calvelli, Principal of PUSH PR LLC

- Principal for Public Relations Firm that specializes in promoting art and design
- Nationally, a good way to get your project listed, if it has an event component, is simply by sending 3 months in advance - your event/project to the calendar section of each publication
- Think Sideways – think of all the angles/ different reasons why your project would be of interest to different publications
- Try to customize pitch and really know publication in advance – better than general press kits
- Locally, you should be pitching or sending out releases 1 month in advance

## 4. Mike Merrell, Editor and Co-Founder of [www.urbanhonking.com](http://www.urbanhonking.com)

- Urban Honking is fantastic online “super calendar” and blog site for all things design and Portland, featuring great writing by 20 or so various experts in different fields, with a 20’s something frame of reference and Point of View. Includes an annual online blogging competition.

- SuperCal not only synchs with your Mac calendar, but features event listings for music, art, architecture and other design events around town
- Mike is not only one of the founders of this comprehensive and interesting blog, but also the editor of the SuperCal (super calendar / event listing) featuring on the website for art and design, etc.
- Send him emails 2 weeks in advance, but the day before is OK, too
- Urban Honking audience is younger, reads primarily online only
- Links, short copy in a word doc or email, the best way to send
- Review existing posted events to see if your project - which is helpful to have an event tied to it - would make sense for the urban honking crowd.
- Audience reads almost exclusively blogs and online newsletters, not newspapers.

#### 5. Alisa Sloan, [www.portlandpicks.com](http://www.portlandpicks.com)

- Portland Picks is a weekly, permission based, online weekly newsletter about new stores, product and events in Portland with a readership of 10,000+ women and national press
- They want to be the first to highlight a new store, if it is “pick worthy” - interesting, unique, special, fun and design savvy in some way. This is about boutiques and indie businesses, not about chains.
- The line between advertising and editorial is a bit blurred here, but to ensure that your event gets posted, you can pay to advertise in the Hip Haps section, or conduct dedicated emails - all based on approval by PP in advance. Rates, etc online.
- Usually working 2 weeks in advance.

#### 6. Lisa Radon, [www.ultrapdx.com](http://www.ultrapdx.com)

- DAILY online magazine focused on the who what where and why of Portland fashion, architecture and design, edited by Lisa Radon. A well-edited blog, that also promotes events, if appropriate. Includes “5W’s section of key individuals - great quick interviews of Portland movers and shakers.
- Currently redesigning the ultra pdx site for better usability.
- As a daily publication, give Lisa some digest the news - but she is fast and latest and greatest news can be potentially be posted “tomorrow”

## **7. Stephanie Basalyga, COMMERCE Magazine**

- Stephanie is the editor for two publications started by Portland's Daily Journal of Commerce – the DJC quarterly design supplement and the monthly free magazine COMMERCE focused on the business of design
- Always on the lookout for what is new in design – architecture, graphic design, interiors, industrial – Stephanie is constantly reaching out to the design community in an effort to bridge the gaps.
- Phone calls OK!

## **8. Matt Kish, Portland Business Journal**

- Covering the **MARKETING** and **MANUFACTURING** beats, Matt is a reporter for the Business Journal interested in growth stories. If your design awards/projects, etc are adding up to tell a bigger story about Portland's creative class and economic vitality, send Matt an email and set up a coffee date.
- Matt is a great listener and looking for a different angle for your design/art/culture project. Convince him as to why your story makes a difference – adding new employees? Moving into a new building? Creating a new product that will help keep Portland on the design map? Let him know.
- Deadlines every Wed @ Noon
- Weekly reviews with editors about 1 to 2 weeks out.

MEET THE PRESS CONTACT INFORMATION:

Writer/Editor	Title	Publication	Email	Website
Stephanie Basalyga	Editor	Commerce Magazine	<a href="mailto:Stephanie.basalyga@djc-or.com">Stephanie.basalyga@djc-or.com</a>	<a href="http://www.djc-or.com">www.djc-or.com</a>
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