

WHAT

PRSA CNY Professional Development Luncheon



prsacny.org

Location:

Greater Syracuse
Chamber of Commerce
572 S. Salina St., Syracuse
Main boardroom
Parking is free in the lot
behind the chamber building.

How to Pitch a Story Idea to National Media

As public relations professionals, we work hard to create relationships with local assignment editors in TV, radio and print mediums. While a majority of story ideas we deal with on a day-to-day basis have a local angle, there are stories locally that can and should be covered by national media. Join the esteemed panel of experts for a conversation about how to spot these national story ideas and how to effectively pitch them.

TIME

11:30am-1:00pm

DATE

04/09/08

Presenters:

Dan Cummings: Co-anchor of NewsChannel 9 at 5:00 and host of Central Issues on WCNY TV24 and NewsChannel 9.

Kevin Morrow: Institutional Spokesperson for Syracuse University and Executive Director of SU's Office of News Services.

Bill Kates: Syracuse Correspondent for The Associated Press, covering the Central New York region.

program@prsacny.org

RSVP

RSVP by April 7, 2008. Reservations Required.

Email: program@prsacny.org with RSVP or questions

PRSA & PRSSA Members: \$20 advance payment. \$25 at the door (even with advance registration).

Non-member/guests: \$30. Mail check (Payable to): PRSA CNY, PO Box 11606, Syracuse, NY 13218-1606.