

30 journalists in 1 room. And you.

2007 PRSA Cincinnati Media Day October 2, 2007

A PR person's dream: 30 media in one room

Meet and talk with more than 30 Cincinnati journalists representing newspaper, magazine, TV, radio and internet. The day will close with a "Toast to the Cincinnati Post," a social hour to recognize the service of the Cincinnati Post and its staff to our community.

What: 2007 PRSA Media Day

When: Tuesday, October 2

Where: Duke Energy Center, Downtown

Time: 11:30 a.m. to 5 p.m.

Cost: \$125, members; \$150, non-members; \$20, non-member for social hour only

Other: A media relations expo will be offered from 4-5 p.m. featuring experts offering: satellite media tours, media training, news tracking and evaluation, interactive press kits and news distribution.



The Schedule.

11:30 a.m.	Registration 2nd floor of Duke Energy Center
12 p.m.	Keynote Panel Discussion with Lunch: Ask the Assignment Editors Featuring Sally Macy Thelen, WLWT-TV; Helen Barnes, FOX 19; Sara Wittmeyer, WNKU-NPR and Jeri Tolliver, Radio One
1-1:15 p.m.	Break
1:15-2:45 p.m.	Industry Media Roundtables Each participant can attend three 30-minute discussions at tables of 10 with one media representative
2:45-3 p.m.	Break
3-3:45 p.m.	Keynote Panel Discussion: Get Featured Featuring Jay Stowe, Cincinnati Magazine; Felix Winternitz, Cincy Business; Sara Pearce, The Cincinnati Enquirer; and Sherry Hang, Cincinnati Family
4-5 p.m.	Media Relations Expo
5 p.m.	"A Toast to the Cincinnati Post" Social hour with the official toast at 5:30 p.m.
7 p.m.	Event concludes

Media Scheduled to Appear at 2007 PRSA Media Day

Denise Amos, **The Cincinnati Enquirer***
Helen Barnes, **FOX 19**
Laura Baverman, **Business Courier***
Gina Daugherty, **CiN Weekly***
Gerry Donnelly, **WVXU-NPR***
Jason Gargano, **City Beat***
Sherry Hang, **Cincinnati Family**
Allen Howard, **The Cincinnati Enquirer***
James Jackson, **Cincinnati.com***
Nancy James, **Northern Kentucky Magazine***
Wayne "Box" Miller, **WDBZ-AM***
Cliff Peale, **The Cincinnati Enquirer***
Sara Pearce, **The Cincinnati Enquirer**
Michael Perry, **The Cincinnati Enquirer***
Josh Pichler, **The Cincinnati Enquirer***
Carolyn Pione, **The Cincinnati Enquirer***
James Ritchie, **Business Courier***
Mark Sheldon, **MLB.com***
Amy Shorer, **Cincy Chic***
Jay Stowe, **Cincinnati Magazine**
Sally Macy Thelen, **WLWT**
Jeri Tolliver, **Radio One**
Andrea Tortora, **Business Courier***
Amanda Boyd Walters, **Cincinnati Magazine***
Felix Winternitz, **Cincy Business**
Sara Wittmeyer, **WNKU-NPR**
Dan Yount, **Cincinnati Herald***
&
the entire staff of the Cincinnati Post

*Denotes Roundtable Host

Have you ever thought....

How can I **track my TV hits** so I can measure my PR campaign?

My **boss is a nervous wreck** in front of the camera. How do I train her to feel comfortable?

How can I **better distribute our press releases** with the assurance that they will get placed?

My **press kit stinks**. How can I make it more interactive?

Your questions will be answered at 2007 PRSA Media Day.

The Resources.

Cincinnati Media Guide

Not only will you get to meet with and pitch some 30 working media, you will leave with a Cincinnati Media Resource Guide with hundreds of local media contacts, pitching preferences, secrets from veteran PR pros and additional media resources. This Guide will be presented on CD so you can share with colleagues.

Cincinnati Expert Reference Guide for Media

For those PR professionals who register by September 17, you will be able to submit five experts from your company or client list which will be compiled into a Cincinnati Expert Reference Guide for Media. Five experts may be submitted per person per company or firm.

Here is an example to follow:

Expert Information

Name: Iris Simpson-Bush Title: Executive Director Company: Flying Pig Marathon
Areas of expertise for media comment (list up to five): staging major city-wide events, running trends, non-profit relationships, sponsorship management

PR Contact

Name: Jackie Reau Title: CEO Company: Game Day Communications
Office phone: (513) 929-4263 Cell phone: (513) 708-5822 Email: jreau@gamedaypr.com

Expert Information #1

Name _____ Title: _____ Company: _____

Areas of expertise for media comment (list up to five): _____

Expert Information #2

Name _____ Title: _____ Company: _____

Areas of expertise for media comment (list up to five): _____

Expert Information #3

Name _____ Title: _____ Company: _____

Areas of expertise for media comment (list up to five): _____

Expert Information #4

Name _____ Title: _____ Company: _____

Areas of expertise for media comment (list up to five): _____

Expert Information #5

Name _____ Title: _____ Company: _____

Areas of expertise for media comment (list up to five): _____

Register.

Return your registration form, payment, expert information and your media roundtable preferences all together at one time. Thank you.

Register today. There is capacity for 175 participants due to the restructured format for the program.

Please return completed form no later than September 24 to Anne Campbell, acampbell@fuse.net or call (513) 792-0402 for questions. The registration can be mailed to: PRSA, P.O. Box 43242, Cincinnati, OH 45243.

Name _____ Company _____

Address _____ City/State/Zip _____

email _____ Day phone _____

Media Roundtable Preference

List in order of preference your choices for media roundtable (use the reference list on page two). Selections will be made on a first-come, first serve basis for the first three available slots per person.

1. _____ 4. _____

2. _____ 5. _____

3. _____

Payment Method

Member \$125
Non-Member \$150
Member Social Hour Only Free
Non-Member Social Hour only \$20

MC VISA Check payable to PRSA-Cincinnati

Total Amount Due: \$ _____

Card # _____ Exp. Date _____

Media Relations Expo.

From 4-5 p.m., join the following experts to learn how to enhance your media relations program:

PR Newswire
Duke Energy Center
Media Library
Central Satellite Services
Game Day Communications
Rosetta Stone Studios
Cision

Thank you to our generous sponsors:

