



Luncheon Roundtable

Wednesday
5/12/2010
11:30—1 PM

May 12, 2010

Event Details

Location:

NARI Office
285 N. State Street
Suite 102
Westerville, OH
43081

Time:

11:30a.m.—1pm

Cost:

\$20 each with reservation

\$25 each for walk-ins

Lunch will be provided.

RSVP by:

May 7, 2009

Hosted by:

NARI of Central Ohio

Facilitator:

Lee Esposito, Lee Esposito Associates

Topic:

*Managing Your Relationship with Reporters
No Matter Where They Work and Where Their
Stories Appear*

Description:

True or false: Reporters are still journalists no matter where they work and where their stories appear. Lee Esposito of Lee Esposito Associates, a central Ohio public relations and digital communications firm, will answer this question when he conducts the Wednesday, May 12 roundtable discussion on working well with the news media. Discussion topics will include how to establish your key message points before going into any media interviews; how to make a reporter's job as easy as possible; how to respond effectively to a reporter's written questions; and how to successfully shape the correct message for the appropriate news outlet, whether it's traditional or online.

Bring your media questions for discussion with Lee.

**Register by contacting the
NARI of Central Ohio office at
(614) 895-3080 / Fax 895-3085**

**naristaff@sbcglobal.net or at
www.TRUSTNARI.org**