

PITCHING TO THE MEDIA 2010 STYLE

How to Get Traditional, Social and New Media Coverage for Your Non-Profit, Business or School in a Constantly Changing Media Landscape

Sponsored by Caldwell College's Media Relations and Communication Arts Departments

TUESDAY, MAY 4, 2010 • 9:00 A.M. – 11:00 A.M.

Caldwell College's Campus, Alumni Theatre
120 Bloomfield Avenue, Caldwell, NJ 07006

Professionals provide advice on how and where to get coverage and visibility in the constantly changing media environment. It will be a great networking opportunity and a chance for students to learn about careers in communications.

PANELISTS INCLUDE:



- **MICHAEL CHERENON, APR**
Executive Vice President, Public Relations, Success Communications Group and Chair and CEO, Public Relations Society of America



- **BRIAN THOMPSON**
New Jersey Reporter, WNBC 4 New York



- **DIANNE DOCTOR**
Vice President and News Director WNYW/Fox 5



- **RICK EVERETT**
Editor of the NJ Local News Service



- **DIANE LILLI**
Founder/Publisher of The Jersey Tomato Press and thejerseytomatopress.com



- **JEAN NORTON-TORJUSSEN**
Editor, *The Progress* Newspaper



- **SONIA RINCON**
Reporter & Anchor 1010 WINS

MODERATED BY: COLETTE M. LIDDY

Director of Media Relations, Caldwell College

HEAR FROM THE PROFESSIONALS ON:

- How to seize new media and social media opportunities for your organization
- Traditional ways of pitching to the press that should you keep and those you should throw out
- How to contact reporters, writers and bloggers 2010 style
- Information on the little known media outlets that can lead to high visibility for your organization
- The outlook for careers in public relations and journalism

Register online at www.caldwell.edu

General Admission: \$20.00 • Students, Faculty and Staff: Free Admission

Contact Colette Liddy at cliddy@caldwell.edu or 973-618-3209

Proceeds will benefit the Caldwell College Center for Autism and Applied Behavior Analysis. (CCC-ABA)

REGISTRATION FORM *(Please print clearly)*

Name: _____

Address: _____

Phone: () _____ E-mail: _____

Payment by: Check *(make payment to Caldwell College)* MasterCard Visa Discover

Credit Card Number: _____ Exp Date ____/____/____

Name on Card: _____ Signature: _____

General Admission Fee: \$20.00 • Students, Faculty & Staff: Free

Mail registration form and payment to:

Elaine Maliszewski • 120 Bloomfield Avenue • Caldwell, NJ 07006

Questions? Call (973) 618-3931

or e-mail emaliszewski@caldwell.edu