



Women in Development of Northeastern New York

Building networks, sharing best practices, and
working collaboratively for our collective success.

Making Headlines: Tips from Media Insiders on Making the Perfect Pitch

Wednesday, June 17, 2009

Registration Deadline: June 10, 2009

Registration and Networking: 7:30-8:00 am • Annual Meeting and Election: 8:00-8:15 am

Program: 8:15-10:30 am, following a buffet breakfast • Wolferts Roost Country Club, 120 Van Rensselaer Blvd., Albany

You've got a great story to tell – or so you think. You send out the press releases, make the calls, and hope for the best. Is this enough?

While there are never guarantees with the press, there are definitely ways to increase your success with getting coverage. Knowing basics such as the preferred way to contact a specific media outlet and the different ways each medium handles the information can determine whether you get coverage or get bumped. Press releases are key and knowing how to structure and pitch a good one is critical.

Our panel discussion promises an enlightening look into the newsroom and the process of taking a story from press release to feature from the perspective of an impressive group of media decision makers and public relations experts. Following the panel discussion, attendees will have a chance to drill down on more specific questions one-on-one with the panelists in small groups.

Our Presenters:

Moderator - Benita Zahn, Anchor, NewsChannel 13

Benita is the news anchor for *Live at 5 and 6* and health reporter. Her work has garnered numerous awards, including being named one of the 100 Women of the Century by the Albany-Colonie Chamber of Commerce. Benita has covered numerous national political conventions, the inauguration of President Barack Obama, the aftermath of 9/11, and Hurricane Katrina. She is also well known locally as an actor and singer with numerous theater credits.

Pamela Sawchuk Brown, Partner, Eric Mower and Associates; Founder and President, Sawchuk Brown Associates

Pamela Sawchuk Brown began her career as a reporter. In 1979, she founded Sawchuk Brown Associates, which she and her husband, the late David Brown, ran for 28 years, growing the firm to be the largest independent public relations agency in New York State, outside of NYC. In 2008 she sold the firm to Eric Mower and Associates. Pam has been recognized on numerous occasions for excellence in communications by local, regional and national organizations and has counseled leaders on how to successfully deal with the media.

Teresa Buckley, Executive City Editor, The Times Union

Teresa has been with *The Times Union* for 22 years as a feature editor, at the news copy desk, and the city desk. A great deal of information, press releases, and story pitches pass her way each day, as she is responsible for handling local news and reporters' assignments. She will share her insights on what catches her eye as newsworthy, and what she ultimately assigns to a reporter.

Carolyn Jones, Publisher, The Business Review

As Publisher, Carolyn leads *The Business Review*, which has a different mission from the general circulation dailies. Its focus is on local business news, which affects the way they determine what is news and what angle to develop for a story. In many ways, *The Business Review* is a community newspaper for the business community which is not divided by political or geographic boundaries. One of its missions is to provide readers with a sense of community and knowledge of both who's who and who's doing what within the business community.

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Heidi Kelly, News Director, 590 WROW-AM, Albany Broadcasting Company

Before becoming News Director at WROW, Kelly was a reporter for over 12 years, as well as a producer, morning show host, and DJ. As morning news anchor and News Director for Newstalk 590 WROW, this Capital Region native draws upon her vast knowledge of the area and experience to report on the issues she believes are important to all of us, with the goal of bringing information, empowerment, and the occasional smile to her listeners.

Tammy Palmer, Anchor, Capital News 9

A reporter for 15 years, Tammy began her career working behind the scenes in an investigative unit, researching and producing stories. She first became an anchor in the Watertown market and has been with Time Warner for the past six years, first in Syracuse and now in Albany.

For more information about this program contact membership@widneny.net

Yes! I would like to attend “**Making Headlines: Tips on Making the Perfect Pitch from Media Insiders**” on Wednesday, June 17, 2009.

- Please reserve _____ spots for WID members (at \$20/member).
- Please reserve _____ spots for non-WID members (at \$35/non-member).
- I would like to become a member of Women in Development (\$60/annually).

Please list the names of the people who will be attending this program.

Name _____ Member Non-Member
 Name _____ Member Non-Member
 Name _____ Member Non-Member

Please share your contact information.

Organization _____
 Address _____
 City _____ State _____ Zip _____
 Daytime phone _____ E-mail _____

Registration deadline is June 10, 2009. Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay Wolferts Roost for every reservation made.

Please send payment to: Women in Development • P.O. Box 5871 • Albany, NY 12205 • membership@widneny.net
To register online by credit card, visit our website at: www.widneny.net/programs.htm

About Women in Development of Northeastern New York

Founded in 1994, Women in Development of Northeastern New York was established by 12 women dedicated to promoting women in the fields of development, organizational advancement, and other related fields. Today, the membership has grown to over 140 women in northeastern New York, western Vermont and western Massachusetts. WID of Northeastern New York is part of an informal national WID organization.

Among WID’s many Membership Benefits

- Listing and access to WIDNENY On-line Member Directory
- Seminars and workshops tailored to your needs
- Opportunities to meet and network with professionals sharing similar interests
- WID newsletter, published quarterly, providing information on WID members, activities, and job opportunities