

Fair Media Council

Connection Day Workshop Selection Form

Friday, Oct. 29, 2010, 8 a.m. to 4 p.m. Long Island Hilton
Program details available at www.fairmediacouncil.org

Please return page 2 of the Workshop Selection Form for each attendee.
Fax it to 516-224-1864 or email info@fairmediacouncil.org

Session 1		Session 2		Session 3	
#	8:45 – 10 a.m.	#	11 a.m. – 12:15 p.m.	#	2– 3:30 p.m.
1A	<i>Pitching Television & Radio Reporters</i>	2A	<i>How Local Businesses Are Using Facebook ... And Getting Results</i>	3A	<i>Establishing Relationships with the News Media</i>
1B	<i>Preparing Your Pitch: What to Do *Before* You Contact the Media</i>	2B	<i>Pitching Newspaper & Internet Reporters</i>	3B	<i>How To Create a Buzz (Without a Budget)</i>
1C	<i>The Best Web Sites ... And How To Turn Yours Into One</i>	2C	<i>Advertising in a Web 2.0 World: What Works, What Doesn't</i>	3C	<i>Social Media Best Practices</i>
1D	<i>How to Create Public Service Announcements</i>	2D	<i>Establishing Relationships with the News Media</i>	3D	<i>How To Write A Press Release That Sells Your Story</i>
1E	<i>Twitter & Tweeting: How to Be Effective</i>	2E	<i>Crisis Management: How to Deal With the News Media When You're In the Hot Seat</i>	3E	<i>Blogging Basics Everyone Needs To Know</i>
1F	<i>Blogging as a Marketing Tool</i>	2F	<i>Preparing Your Pitch: What to Do *Before* You Contact the Media</i>	3F	<i>How to Create Public Service Announcements</i>

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	Session 1	Session 2	Session 3
First Choice			
Alternate Choice			

Name: _____

Title: _____

Organization: _____

Phone: _____

Email: _____

Depending on popularity, some workshops may close out. To ensure your first choices, register and purchase tickets early. Tickets may be purchased online at www.fairmediacouncil.org.

Questions? Call 516.224.1860, ext. 102 or email info@fairmediacouncil.org.
Thank you!