

OPEN TO THE PUBLIC



# The Party's Over: Media and PR lessons from the RNC

Wednesday, August 31, 2016 ★ 11:45 a.m.

Luncheon Program Registration begins at 11:45 with lunch being served at Noon

at The Music Box (upper level concert hall) 1148 Main Avenue in Cleveland

There are plenty of success stories to be found in Cleveland's RNC slam dunk, but none will create a more lasting impact than the positive press our city attracted. Now how can Cleveland maintain the momentum in keeping local stories in the national headlines? Join our panel of journalists and media relations pros as they share the most successful behind-the-scenes RNC media initiatives and the lessons all of us can learn from them.

## Moderator



**David Hertz**  
Managing Director  
Dix & Eaton

## Panelists



**Susan Glaser**  
Travel Editor,  
The Plain Dealer



**Emily Lauer**  
Senior Director of PR/  
Communications,  
Cleveland 2016 Host  
Committee



**Russ Mitchell**  
Anchor and  
Managing Editor,  
WKYC-TV



**Eileen Korey**  
Media Relations  
Manager, Cleveland  
2016 Host Committee

**Open to the public; RSVPs required**    \$30 for Press Club members • \$40 for non-members\*

\*Press Club Membership may be purchased onsite or at [www.pressclubcleveland.com](http://www.pressclubcleveland.com) Register at: [www.PCRNCAugust31.eventbrite.com](http://www.PCRNCAugust31.eventbrite.com)

Thank You to Our  
Corporate Partner

**FirstEnergy**<sup>®</sup>

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ **QUESTIONS? CALL 440-899-1222** ★ ★ ★ ★ ★ ★ ★ ★ ★ ★