



LUNCH & LEARN

The Basics of Media Relations

November 7, 2019
12:00 PM to 1:15 PM

COST: \$5.00/person for lunch

LOCATION: JARI Center for Business Development
160 Jari Drive (Richland Township)

PRESENTER: Shelley Johansson
Prime Design Solutions

This session will review the following topics:

- When and why you should write a press release
- The anatomy of a press release
- How press release copy is different than advertising copy
- How to prepare for a media interview
- Ways to use your press release beyond the media
- Reacting to positive and negative media coverage