



MEET THE MEDIA: A New Paradigm of News Generation

Thursday, October 9, 2014

11:00am to 1:00pm (Registration 11:00am, lunch & program 11:30am – 1:00pm)

Loews Minneapolis Hotel, 601 First Ave. N., Minneapolis, MN 55403

Register here: <https://www.formstack.com/forms/?1782244-ydpGRzFowO>

Welcome to the brave new world! The union of social and traditional media is paving the way for a new paradigm of news generation. In today's digital environment, journalists strive to get more out of stories and battle for attention within tighter time frames and financial constraints. This means communicators are up against even tougher competition to get their stories in the news. Do you know how you can up tweak your strategy to up the ante and beat the odds?

Join NIRI Twin Cities, Minnesota PRSA and Business Wire for lunch and a fast-paced conversation with our distinguished panel of editors, journalists and reporters who will share their perspectives on effective media relations techniques, practices, and protocol for victory in today's brave new media world. You'll hear about media relations triumphs and blunders, as well as best practices, practical do's and don'ts, and tips to help you effectively engage with media today.

- Hear about current trends in news journalism and the kinds of stories editors are seeking.
- Discover the best ways to establish rapport and maintain positive relationships with the media, and command attention, develop credibility, and become a valued resource.
- Learn how social media is being used for gathering information and for breaking news, as well as its role in driving both the impact and success of a story.

Many thanks to our program sponsors for their generous support:



Moderator: Raschanda Hall, Business Wire

Raschanda is the Global Media Relations Manager for Business Wire, where she leads the largest dedicated worldwide media relations team in the wire industry.



Duchesne Drew, Star Tribune

Duchesne is the Star Tribune's Managing Editor for Operations where he oversees the copy desk, the features section, newsroom technology issues, training and recruitment, and more. Previously, he held positions such as assistant managing editor for Local News and business editor, and St. Paul bureau editor.



Jim Hammerand, Minneapolis/St. Paul Business Journal

Jim is digital editor at the Minneapolis/St. Paul Business Journal where he manages MSPBJ.com and the Business Journal's presence on Twitter, LinkedIn and Facebook. He was previously the Business Journal's law and finance reporter.



Nancy Lebens, MPR

Nancy is an editor for MPR News, responsible for assigning and editing digital and radio reporters in the afternoon and evening. Previously, she reported on city finance issues and the impact of the local food movement in Minnesota for the Ground Level project, which involved both radio and digital reporting. She has worked as a radio and television producer for public media in Minnesota and Georgia.



Andy Putz, MinnPost

Andy is the executive editor of MinnPost. Prior to coming to MinnPost, he worked as a writer and editor for various publications, including Mpls.St.Paul, Minnesota Monthly, the Philadelphia Daily News and Philadelphia magazine. A graduate of the University of Wisconsin-Madison, he lives in south Minneapolis.



Julio Ojeda-Zapata, St. Paul Pioneer Press

Julio writes about technology for the St. Paul Pioneer Press. He contributes to TidBITS and other tech websites, has written several books, and is working on an e-book about coffee. A native of Quito, Ecuador, he was raised in San Juan, P.R., and now lives in St. Paul with his wife and son.



Dave Schwartz, KARE 11

Dave joined KARE 11 in August of 2007 as a sports reporter. Prior to that, he was the sports director at KRAL in Shreveport, LA. He is no stranger to Minnesota. Dave's first job out of school was at KAWM in Bemidji.

PLEASE MAKE YOUR RESERVATION BY OCTOBER 6, 2014!

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\$30 for PRSA, NIRI and Business Wire members. \$45 for all others.

Questions? Contact Jane Cracraft at 612-376-7979 or jane.cracraft@businesswire.com

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