



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

The Basics of Media Relations

NOVEMBER 7, 2019 | 12:00 P.M. - 1:15 P.M.

JARI Center for Business Development

160 Jari Drive, Johnstown, PA

REGISTRANT INFORMATION

Company _____

Address _____

City _____ Zip _____

Contact Name _____

Telephone _____

PARTICIPANTS NAME

Please use new form for additional participants

1) _____

2) _____

3) _____

4) _____

Company Size:

Less than 10 employees

11 - 50 employees

51+ employees

PAYMENT INFORMATION

of Participants _____ x \$5.00 = \$ _____

This form is considered your invoice. Payment should be made prior to the day of the event to reserve your seat.

Checks are to be made payable and mailed to:

JARI, Attn: Jenn Seese, 245 Market Street * Suite 200, Johnstown, PA 15901.

Note: No shows and cancellations after November 6th will be billed for any seats that you had reserved that we were unable to fill.

Please RSVP by November 6, 2019 to *Jenn Seese*

Phone: (814) 535-8675 / Email at jseese@jari.com

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration and the U.S. Department of Agriculture.

Reasonable accommodations for persons with disabilities will be made if requested at least 1 week in advance by contacting Michele Clapper at 814.262.8368.

Please inform us of any dietary restrictions.