



Dedicated to advancing the art and value of experts who speak professionally.

March Media Mania

Professional Development Program for March 8, 2003

Program Chairs: Lynda Curtin and Patti Branco

by **Judith Parker Harris**
Special Event Chair, Program Moderator

MARCH MEDIA MANIA is a new chapter event dedicated to helping members learn how to better serve the media and how to become a "Media Must Have." Our goal is for NSA/GLAC to be recognized as an important resource for the media on a wide variety of breaking news topics. Eight guests representing all branches of media will discuss such topics as:

- ◆ How to become a media resource
- ◆ How to get a producer's interest
- ◆ How to select and get your money's worth from a publicist
- ◆ How to make "your personal story" newsworthy
- ◆ How to keep an interview on track and in your favor
- ◆ How to pitch different media
- ◆ and much more!

In addition, three members who have been pre-screened and selected will have a chance to pitch our media panel and be reviewed on the spot. Who knows? Perhaps a star will be born right before our eyes. Guests at press time include:

Bonnie Grey,
representing talk radio.

From news anchor and reporter, Bonnie went on to seven years of producing major talk radio shows on KABC and KRL. She's now Senior Media Coach for Joel D. Roberts and Associates, one of the nation's foremost media and communications coaching firms.

Manny Medrano,
representing television news.

Manny is an Emmy-award winning general assignment reporter and legal analyst for Channel 4 News. Before becoming a journalist, Manny graduated from Harvard Law School and was a prominent trial attorney in Los Angeles for 13 years. He never lost a jury trial. Manny is also an adjunct law professor at USC and Loyola Law Schools, among others.



Ed Pyle, representing news radio from KNX.

Ed Pyle, whose broadcast credits span more than three decades, joined the KNX news staff as a reporter in 1985. For 10 years prior to that, he was with KFVB in Los Angeles as news editor and news director. In 1990, Ed became Executive News Producer at KNX, and in 2002, he was named Director of News and Programming.



John Raatz,
Publicist.

Publicist John Raatz is the founder and president of The Visioneering Group, a public relations firm linking spirit, vision, and value with communication to promote a positive future. Since 1989, The Visioneering Group has represented many of the foremost authors, books, films and musical projects in the alternative/transformational movement, including Baraka, Mindwalk, A Brief History of Time, Fritjof Capra, Peter Russell, Chellis Glendinning, Dead Can Dance, Deepak Chopra, Madonna, Donovan and Eckhart Tolle.

Jason Schaff, San Fernando Valley Business Journal.

At the *Journal*, Jason directs all editorial functions, including news gathering and analysis, and acts as the paper's liaison with the business community. Previously, Jason served as Deputy Managing Editor and second-in-command at the *LA Business Journal*. In 2000, he was part of the editorial team awarded first place honors by the Los Angeles Press Cub for a series on the Pasadena economy.



Program Agenda

- 9:00 Opening Remarks
- 9:10 Judith Parker Harris: Intro
- 9:15 Manny Medrano
Judy Jernudd
Jason Schaff
Bonnie Grey
Ed Pyle
- 10:20 Networking Break
- 10:45 John Raatz
Sam Lipsmann
Newspaper Rep TBA
Q & A
- 11:40 Showcases Speakers
- 12:00 Lunch
- 1:15 Members Pitch the Media
- 1:45 Media Panel: "How to Become a Media Expert"
- 2:30 Ajourn
- 2:45 Fast Track Begins

Sam Lipsmann, Los Angeles Lawyer, representing trade journals.

Sam Lipsman has been in the publishing industry for 25 years. He has served as Editor at *Time Life Books*, *CFO Magazine* in Boston, and *California Business Magazine*. He is currently Director of Publications for the LA County Bar Association, as well as publisher and editor of *LA Lawyer*.

Judy Jernudd, representing TV Talk.

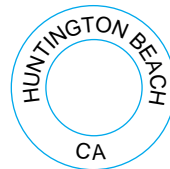
Judy's expertise is garnered from a star-studded background of interviewing famous celebrities from the world of film, television, sports and politics. Judy will shed light on how guests are selected for TV talk shows.



Newspaper Representative, TBA



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Greater Los Angeles Chapter
 P.O. Box 17298
 Anaheim, CA 92817-7298



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SAVE THE DATE:
April 12, 2003



Register on-line at:
www.nsaglac.org
 NSA website:
www.nsaspeaker.org

March Fast Track

- ◆ Platform/
Presentation skills
- ◆ Assignment Sharing

Showcase Speakers

Cindy Chernow
*The Lost Art of Communication:
 Are You Connected
 But Not Connecting?*

Steve Kaye
*The Power of Accumulation:
 How to Change the
 Landscape of Your Life*

ADVANCE REGISTRATION

Member/Apprentice:	\$50.00
Platinum Member:	\$25.00
Non-NSA Member/Guest:	\$75.00
Spouse or staff with member:	\$25.00
First Time Guest:	\$50.00

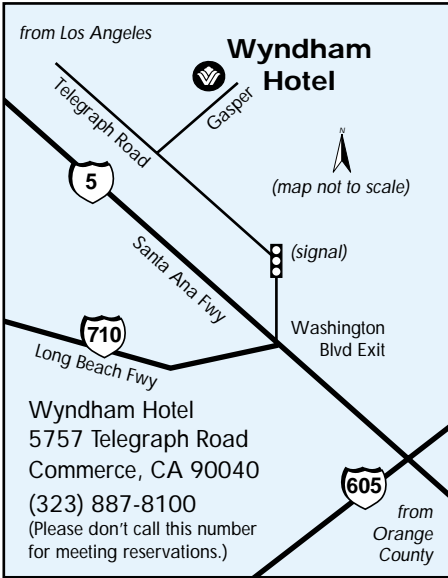
PLEASE NOTE: Registrants not attending the meeting or failing to cancel their registration by noon, Tuesday, March 4, will be invoiced for the full fee. There is a \$10 fee for returned checks or charges denied to credit cards.

BUSINESS ATTIRE For more information, call the NSA/GLAC Chapter Office at (714) 283-3890 or visit our website at www.nsaglac.org

3 WAYS TO REGISTER!

Payment must be received by March 4 to be pre-registered. On-site registration will have an additional charge of \$10.00, as will any registration received after March 4.

1. **BY MAIL:** Please complete the registration form below and mail it to the NSA/GLAC office with your check.
2. **BY FAX:** Please fax completed form, credit card number, expiration date and signature to (714) 761-3309.
3. **BY ONLINE FORM:** Point your web browser to: www.nsaglac.org by noon on Tuesday, March 4.



NSA/GLAC PROFESSIONAL DEVELOPMENT MEETING REGISTRATION FORM

Meeting Date: Saturday, March 8, 2003 Pre-Registration Deadline: Tuesday, March 4

Name _____ Number attending _____ Name of Guest: _____

Address _____ City _____ Zip _____

Phone _____ Fax _____ E-mail _____

Member/Apprentice Non-Member First Time Guest: \$50.00

Check enclosed for \$ _____ or charge to my credit card:

American Express MasterCard VISA

Credit Card No. _____ Amount \$ _____

Signature _____ Exp. Date _____

Detach and mail to: NSA/GLAC, P.O. Box 17298, Anaheim, CA 92817-7298, FAX to (714) 761-3309, or online: info@nsaglac.org (fax/online registrations not accepted without credit card number, expiration date and signature).

Fast Track

Vegetarian meal

Platinum Member

Pre-Paid

I cannot attend. Please send me the tapes and charge my credit card, or check enclosed for \$46.