



# Special Event: The 2nd Annual March Media Mania

## Saturday, March 13, 2004

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

Event Chairs: Alexandra Sagerman and Judith Parker-Harris

## Are You Ready to Be a Media Star?

**N**AME a breaking news topic and NSA/GLAC has an expert. The challenge—and our goal—is to get them media ready and recognized as invaluable resources. Come meet an exciting mix of local, regional and national press as they share how to step forward and develop media savvy. Guest panelists representing all branches of the media will discuss:

- How to gain access to producers and reporters
- Radio, TV, print and internet “secrets and musts” and how they differ
- How to build media relationships
- How to pitch “your personal story” and much, much more!

### PLUS: Your Chance to “Pitch the Press”

See GLAC’s version of *American Idol*. Five Professional Members who have been pre-screened and selected will have a chance to pitch our media panel and be reviewed (and perhaps booked) then and there!

Be sure to join us for this very special event! Guest panelists at press time include:

### Bonus Opportunities for All Audience Participants

Through a special raffle, one lucky person will be selected to Pitch the Press on the spot! If you come ready to deliver a prepared 30 second pitch, **that person could be you!** (Please check website for details.) In addition, we will be auctioning and raffling off exciting products and services, including a **full page listing in the Yearbook of Experts.**

### Hedda Muskat, Talk Show Producer.

Currently the human interest producer on the number one day-time show, *Ellen Degeneres*, Hedda Muskat has been producing talk shows for 20 years. Her credits include *A.M. Los Angeles*, *The Marilyn Kagan Show*, and *The Montel Williams Show*.



### Karen Raffensperger, Emmy-Award-Winning Producer, *The CBS Evening News*.

Karen Raffensperger is an Eye on America Producer for *The CBS Evening News* with Dan Rather. She is the recipient of two national Emmy awards and three American Women in Radio and Television Gracie awards.



### Reva Hicks, Producer, *Today in LA Weekend*, KNBC.

Over the past 22 years, Reva Hicks has worked at KNBC in various capacities. She has produced newscasts, and currently she does both newswriting during the week and the booking of guests for *Today In L.A. Weekend*.

### Mike Carruthers, Producer and Host of Nationally Syndicated Radio Show.

Mike Carruthers is the creator and host of the nationally syndicated radio show, *Something You Should Know*, which airs daily on KNX News Radio in Los Angeles and on other stations around the country.



### Paula Parisi, Editorial Director, *The Hollywood Reporter*.

Paula Parisi has also been a frequent contributor to *Entertainment Weekly* and *Wired* magazines. A published author, her book is entitled, “Titanic and The Making of James Cameron: The Inside Story of the Three-Year Adventure that Rewrote Motion Picture History.”

## PROGRAM AGENDA

9:00	Opening Remarks
9:15	Inside Secrets from the Media: Part I
10:20	Networking Break
10:45	Inside Secrets from the Media: Part II
11:15	Q&A and Media Panel
11:50	Raffle: Have a chance to pitch the press!
12:00	Lunch
1:15	Yearbook of Experts Auction
1:20	Pitch the Press Opportunity
1:55	Media Panel: How to Become a Media Expert
2:30	Adjourn
2:45	Fast Track

### Kathy Kiernan, Senior Editorial Writer, KNX News Radio.

With KNX Newsradio for over 20 years, Kathy Kiernan has been Producer, Writer, Assignments Editor and Copy Editor, currently serving in a combination of roles. She has won numerous awards, including the Associated Press Television-Radio Association of California and Nevada (Mark Twain trophy) and the Radio and Television News Association of Southern California (Golden Mike Award).

### Sara Singer-Schiff, Freelance Reporter.

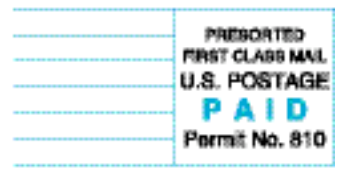
Sara Singer Schiff is currently a freelance print journalist who primarily writes stories for the Los Angeles Times Special Sections on subjects such as education, parenting, health and fitness and senior living.





**National Speakers Association  
Greater Los Angeles Chapter**

207 W. Los Angeles Ave, #218  
Moorepark, CA 93021



**SAVE THE DATE:  
April 10, 2004**



**MARCH FAST TRACK:  
Steve Stewart: Production Development**

Can't make this meeting, but REALLY want the info? Call and order the CD set TODAY! Only \$57.00 Call: (866) 416-7252.

**ADVANCE REGISTRATION**

Member/Apprentice: \$60.00  
Platinum/Staff/Spouse: \$35.00  
Non-Member: \$85.00

**PLEASE NOTE:** Registrants not attending the meeting or failing to cancel their registration by noon on Tuesday, March 9, will be invoiced for the full fee. There is a \$10 fee for returned checks or charges denied to credit cards.

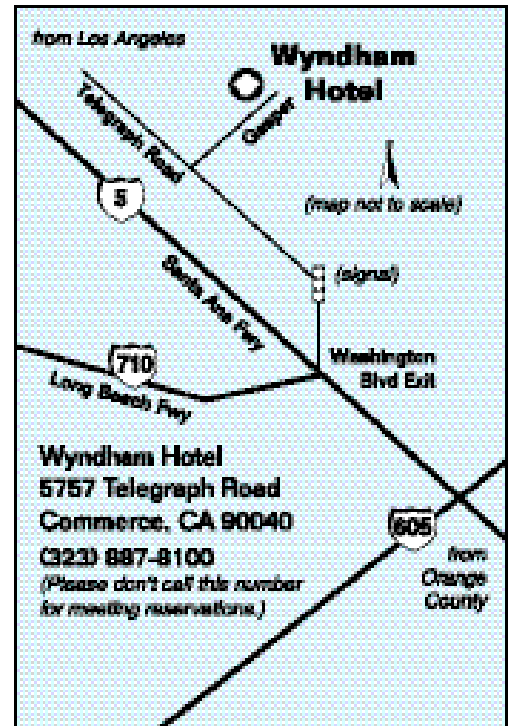
**BUSINESS ATTIRE**

For more information, call the NSA/GLAC Chapter Office at (866) 416-7252 or visit our website at [www.nsaglac.org](http://www.nsaglac.org)

**3 WAYS TO REGISTER!**

Payment must be received by March 9 to be pre-registered. On-site registration will be an additional charge of \$10.00, as will any registration received after March 9.

- 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 (805) 523-2131.
- 3. BY ONLINE FORM:** Point your web browser to: [www.nsaglac.org](http://www.nsaglac.org) by noon on Tuesday, March 9.



**NSA/GLAC PROFESSIONAL DEVELOPMENT MEETING REGISTRATION FORM**

Meeting Date: Saturday, March 13, 2004 Pre-Registration Deadline: Tuesday, March 9

Name \_\_\_\_\_ Number attending \_\_\_\_\_ Name of Guest \_\_\_\_\_

Please indicate which Association you are affiliated with \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Member/Apprentice  Non-Member

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

American Express  MasterCard  Visa

Credit Card No. \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_

- Fast Track
- Vegetarian meal
- Platinum Member
- Pre-Paid

Detach and mail to: NSA/GLAC, 207 W. Los Angeles Ave, #218, Moorepark, CA 93021, FAX to (805) 523-2131, or online: [info@nsaglac.org](mailto:info@nsaglac.org) (fax/online registrations not accepted without credit card number, expiration date and signature)