



NSA/GLAC SPECIAL EVENT

March 12, 2005

Wyndham Hotel, Commerce CA

3RD ANNUAL MARCH MEDIA MANIA

Event Chairs: Alexandra Sagerman and Scott Hunter

Become A Hot Media Resource – And Get Visible!

Name a breaking news topic and NSA/GLAC has an expert. Our goal is to help our wealth of local experts become recognized as invaluable resources and open the door to limitless new visibility. 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:

- What Ideas and Content the Media Wants
- How to Gain Access to Producers and Reporters
- Radio, TV, & Print “Secrets and Musts” and How They Differ
- How to Pitch a Show Based on Your Expertise
- And Much, Much More!

PLUS - “PITCH THE PRESS” - 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) right then and there! *For the past two years, participants have booked multiple press interviews as a result of this opportunity!*

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 raffle details.*) In addition, we will be auctioning off exciting products and services, **including a full-page listing in the Yearbook of Experts.**

Be Sure To Join Us For This Very Special Event!

Guest Panelists at Press Time Include:

Kevin Bleyer – Producer and Writer, The Dennis Miller Show (weeknights on CNBC)
Linda Midgett – Co-Executive Producer, “Starting Over” (weekdays on NBC)
Paul Young – Producer of the tech and business shows on KNX News Radio
Jebb Harris - Photojournalist and Photo Editor, Orange County Register
Vivian Porter - Public Affairs Director and Talk Radio Host – K-RTH FM Radio
Staff Writer at one of LA’s top Daily Newspapers

Check The Website For More Information -- And For Updates On Additional Panelists!

Tap Into The Power of the Press At the Third Annual March Media Mania!

8:00am: Registration & continental breakfast
8:30am: First-timers orientation
9:00 Opening Remarks
9:10 Inside Secrets from the Media
10:30 Networking break
11:00 Yearbook of Experts Auction
11:10 “Pitch the Press” Opportunity
11:45 Media Panel: “How to Become A Media Expert”
12:30 Fruit and Cheese Reception with Media Guests
12:30 to 3:30pm: Fast Track

ADVANCE REGISTRATION Before Mar 8th
Member/Apprentice: \$60
Platinum/Spouse/staff with member: \$35
Non-NSA Member/Guest: \$85
First time guest: \$60
ALL prices add \$10 after March 8, 2005

BUSINESS ATTIRE: For more information, call the NSA/GLAC chapter office at (866) 416-7252

Register Online at www.nsaglac.org

Or fax to: 805-523-2131

(Accepting MasterCard, Visa, and Amex)

CAN'T MAKE THE MEETING? Purchase the CD!

Contact Lori Akina in the GLAC Office (866) 416-7252 or info@nsaglac.org