

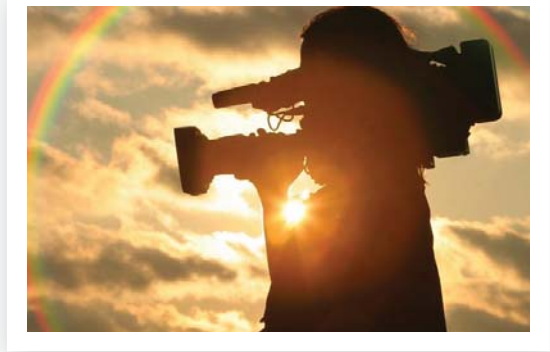


TRAINING & COMMUNITY EDUCATION RESOURCE CENTER

A Conversation With The Media!

What You Need to Know About the Changing Roles of the Media and How It Affects Your Non-Profit, Organization or Business!

Thursday, Oct 4th, 10 a.m. - Noon
at Montgomery Park
2701 NW Vaughn Avenue, Portland 97210
Sponsored by Oregon Partnership
Only \$55! Register Now!
Parking is Free!



A unique opportunity to hear from Portland's top media professionals on issues important to you!

- Learn how to create more media exposure for your non-profit, association, organization, or business, and the tools you need to make it happen.
- Learn how to use the media to generate interest in your name and your message.
- Understand how the media works, what it wants, and how it can work for you.
- Learn about where the media is heading and how it will affect you.
- Hear the biggest mistakes you can make in dealing with the media.

Scheduled Panelists:

- Kieran Clarke, Vice-President/General Manager, KPTV(Fox-12) and KPDX (UPN-49)
- Erin Hubert, Vice-President/General Manager, Entercom Portland Radio Stations
- Frank Mungeam, KGW.com Internet Site Manager
- Julie Tripp, Business Columnist/Reporter, Oregonian
- Ken Boddie, KOIN(6) Anchor/Reporter
- Rebecca Marshall, KXL News Director, Morning Anchor
- Melissa Moore, Vice-President, MAP Communications

Panel discussion will be led by Pete Schulberg, Communications Director of Oregon Partnership, a state-wide non-profit involved in drug and alcohol prevention. Pete is a former TV anchor/reporter at KGW(8) and served as media columnist/critic for The Oregonian and Portland Tribune.

To Register, email Danny Slifman at dslifman@orpartnership.org or call 503-244-5211.