

# PUBLIC RELATIONS BOOT CAMP FOR SMALL ARTS, CULTURE & HERITAGE NONPROFITS



Saturday, April 27, 9 am - 2 pm  
Jordan Room, Knowledge Center  
5240 Knowledge Pkwy.  
Erie, PA 16510

About our sponsors:

**Erie-Yesterday** is a consortium of historically related organizations in Erie County.

**arts  
erie** nurtures the arts and enriches the lives of everyone in Northwest Pennsylvania through leadership, financial support, education and advocacy.

**The Nonprofit Partnership** provides education, training, and tools to strengthen nonprofit agencies.

**E.C.G.R.A.** empowers the nonprofit sector toward economic and community development.

*Proudly presented by:*

**E.C.G.R.A.** **The Nonprofit Partnership** **arts  
erie**

*Staff and volunteers who maintain small nonprofits wear many hats for their organizations, and one or two people may be responsible for budgeting, fundraising, marketing AND taking out the trash. Who has time to become an expert in one area? The purpose of the PR Boot Camp is not to provide PR and/or marketing theory, but to focus on practical advice and techniques that may be implemented the moment attendees leave the training. The PR Boot Camp is "survival training" taught by local journalism and communications experts.*

## **Schedule**

### **8:30 - 9 am - Registration**

### **9 - 9:55 am**

#### **A guide to writing newsworthy PR for print (two mini-sessions)**

**9 - 9:25 am: Amber Wellington** will teach you how to think like a journalist and discover stories within your organization, prepare and write press releases *focusing on community newspapers and niche publications.*



*Amber Wellington is the spokesperson for Goodell Gardens & Homestead, a freelance writer, and former editor for Gazette Newspapers Erie County.*

### **9:30 - 9:55 am**

**Kevin Cuneo and Lindsey Poisson** will go over all the information you need to know about your regional newspaper, *The Erie Times-News*. Learn how to submit event information to *The Erie*

*serves as producer for the flagship shows, the 6 and 11 newscasts. Other than being a avid news hound, he is a supporter of the arts, working with local film makers and musicians on their projects.*

**Nexstar Broadcasting Group, Inc.** is one of the nation's top 20 television broadcasting companies. Headquartered in Irving, Texas, the Company is celebrating its 16th year of development since the acquisition of its first station in 1996. Nexstar Broadcasting Group includes medium-market stations throughout the United States, including WJET, WFXP and [yourerie.com](http://yourerie.com).

**Jim Riley** joined the Cumulus Erie stations in December of 2005. He is the former General Sales Manager at Cumulus Buffalo's 97 Rock, The Edge, WHTT, and the Buffalo Bills Radio Network. Jim began his career on the air in the York/Lancaster/Harrisburg market and moved into sales/station management after graduating from Mt St Mary's College. Jim's experience includes management roles in Washington, D.C., Baltimore, MD, and Upstate NY. In addition to his responsibilities at the stations, Jim works with the other members of the Erie business community as the Board Chair at VisitErie, Vice Chair at ArtsErie, & is a board member at the Erie Regional Chamber and Growth Partnership. He is the Erie Market Manager for Cumulus Media.

**Cumulus Media** is the second largest radio company in America and the premier local marketing company in 68 cities across the US. Their radio and digital brands target numerous large and demographically distinct audiences in each of these markets. Cumulus stations in the area include: Classy 100, Z102.3, Country 98, ESPN 1260 AM The Score, and i104.3.



*Reader in January 2011 in the role of managing editor, where he develops story ideas, oversees the writing staff, and attends community events and gatherings to represent the Reader and its mission. Aside from his work with Erie Reader, Speggen spends time writing fiction and poetry when he's not too busy wrestling with his dog and remains an adjunct lecturer at Gannon.*

**The Erie Reader** is Erie's only free, independent source for news, culture, and entertainment. The Reader is a forum for ideas and discussion, and seeks to drive two-way communication with its readers. At the Reader, we endeavor to highlight the best of Erie by providing in-depth, magazine-style journalism that cuts to the heart of the issues that matter to Erie. In addition to appearing in print, the Reader can be found online at [ErieReader.com](http://ErieReader.com).

**Larry Wheaton** has been a member of the WJET TV team for 8 years. He holds a BA from Edinboro University, where he studied Film and Video production, communications and art history. During his tenure at WJET, he has served as a camera operator, photojournalist and producer for both WJET TV and FOX 66. Highlights include covering then-presidential candidate Barack Obama's campaign stop in the Gem City. He helped create the format for Erie's first hour long 10 o'clock newscast. He now



*Times-News, Showcase, GoErie.com and Go Crawford. Receive a list of contacts, and find out about history-related projects they're currently working on.*

## Erie Times-News

*Kevin Cuneo is the Features Managing Editor at the Erie Times-News. He oversees the many of the newspaper's key feature pages -- Food, Family, Weekend and Sunday Living -- as well as Showcase.*

*Lindsey Poisson is a Features Reporter at the Erie Times-News, and also assists in the production of Showcase. She is the writer for the newspaper's "What's in a Name" history series.*

**10-10:55 am**

### **Raising Your Media Profile: A Freelance Writer's Perspective with Paulette Dinniny**

Tips on how to raise or improve your group's chances of receiving media coverage, including what makes a good article, hints on establishing a relationship with media outlets, publications to target, how to use your website effectively, and ways to grab the attention of writers, editors and readers.

*Paulette Dinniny is a writer and former Washington, D.C., reporter who covered regulatory and legislative issues. Her articles have appeared in major metropolitan daily newspapers, national and regional magazines, among them Pennsylvania Heritage, Pennsylvania Magazine, Smithsonian Magazine, Preservation, AAA World, Western Art and Architecture, Lake Erie Living, USAir Magazine, Virginia Living, Chesapeake Bay Magazine, Chesa-*

peake Life, Washington Post, Dallas Morning News, Pittsburgh Post-Gazette, St. Louis Post-Dispatch, Detroit Free Press, American Profile, and others.

**11-11:45 am**

### **Making Sense of Digital Media with Michael Haas**

Digital Media cannot be ignored. The rapid growth of platforms online have made digital adoption a necessity, rather than a luxury. In this presentation, Michael will walk through the various types of digital media and guide you through the process of how to choose the best strategy for your organization.



*Michael Haas has worked in digital media, community organizing and the non-profit sector for a number of years. He created and led the social media department at Epic Web Studios prior to becoming E-Marketing Assistant at Gannon University*

*where he is currently studying Finance and Mathematics. He co-founded a local non-profit organization at the age of 16, which continues to work to give money to local Catholic Schools in the diocese.*

**11:45 am - 12:30 pm**

### **LUNCH and Hand-outs**

About CultureSpark, community calendars, about VisitErie, upcoming NPP trainings

**12:30-2 pm**

### **Media Experts Panel**

In their own words the panel provides tactics for successfully working with television and radio stations. Attendees will learn how to develop long-term relationships with journalists, become a trusted source, and think like a journalist to anticipate their needs.

#### ***Panelists include:***

**Lisa Adams** *has worked as a news reporter, anchor and producer in the Erie television market for thirty-five years. Lisa began her career at WICU12 in 1978 and currently anchors weekend news on WICU/WSEE and reports for the stations' newscasts during the week. Lisa is active in the arts and education in Erie and enjoys keeping the community informed about cultural events and opportunities.*

The stations of **Lilly Broadcasting** include WICU, WSEE and The CW in Erie as well as One Caribbean Television - a



news, weather and entertainment cable station shown in more than thirty Caribbean countries. In addition to reporting on news and community events, the stations take an active role as a sponsor or partner for many projects that benefit the greater Erie area and its residents.

Originally from Carmichaels, Pa., **Ben Speggen's** spent the last decade in Erie. After earning his bachelor's and master's degrees in English from Gannon University, Speggen began teaching in the English Departments of Gannon and Mercyhurst universities, where he lectured on writing and literature. Speggen joined Erie