

REGISTRATION:

FREE for members of **Erie Yesterday, ArtsErie and The Nonprofit Partnership, \$15 for non-members**

Registration includes lunch!

Register online at:

www.thenonprofitpartnership.org/events/

By phone: (814) 454-8800

Or by email: TNP@thenonprofitpartnership.org

About our sponsors:

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

 **artsErie** 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.

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

Proudly presented by:



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.

Sessions include:

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

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.***

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 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.

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.

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.

Media Experts Panel

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 is a news reporter and anchor for WICU and WSEE. She has worked in the Erie television market for 35 years.

Ben Speggen is the managing editor of *Erie Reader*.

Larry Wheaton serves as producer for WJET TV's flagship shows, the 6 and 11 newscasts.

Jim Riley is the Erie Market Manager for Cumulus Media.

