GDNRC

Upcoming
Education & Training Workshop

Publicity and Effective Media Relations for Nonprofits
June 3rd

Paul Steinmetz, Director of University Relations for Western Connecticut State University, will discuss how to get publicity about your nonprofit organization in the media. You will learn what news companies look for in press releases and how to follow up with reporters and editors. He will give you contact information for local media and an idea of what you can reasonably expect to be published or broadcast, as well as background on The News-Times, local weeklies, ethnic newspapers and WLAD.

Paul Steinmetz has been director of University Relations at Western Connecticut State University for four years, and is responsible for media and community relations and campus publications and events. Paul experience includes a 24 year history with the News-Times of Danbury both as a reporter and editor of the paper .

When: June 3rd from 12:00 ï 2:00 p.m
Where: Alumni Hall, Western CT State University, White Street Campus, Danbury, CT
Who Should Attend: Executive directors, marketing and development staff
Workshop Fee: $10 per person, a light lunch is included

To Register: Complete the registration form below and send to Elaine Mintz, Greater Danbury Nonprofit Resource Center, P.O. Box 2353, Danbury, CT 06813. Questions contact Elaine at *203-240-1971, or gdresourcecenter@sbcglobal.net*.

Registration Form

Name: Title:

Agency:

Address:

City: State: Zip:

Phone: Fax: Cell phone:

Email:

Total fee enclosed: Name of Workshop:

Checks should be made payable to the United Way of Western Connecticut/Capacity Building
Registration must be received by May 31st, 2010