



Economic Development 101: Phase II

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Workforce Development Board

Sharing Your Good News with the Media: “Establishing and improving your media relationships” Agenda September 11, 2003 @ 7:30-10:00 a.m. Poynette Village Hall, 106 S. Main

- 7:30 a.m. **Welcome & Introductions** ♦ Kathleen Haas, UW-Extension
Review Purpose of ED 101 and Session
- ED 101: increase regional communication, cooperation and collaboration among public officials and business leaders to improve economic development through out Columbia County and ultimately the south central region.
 - Session: inform ED 101 participants about tools and resources that will help them feel more confident and comfortable working with the media.
- 7:45 **Demystifying and simplifying**
and
- 8:05 **Becoming media savvy**
Jo Futrell, Public Information Specialist with UW-Extension &
Pam Seelman, Public Information Specialist with UW-Extension
- 8:25 **Q & A**
- 8:35 **Break**
- 8:45 **Establishing a media relationship**
Peg Zaemisch, Editor of the Lodi Enterprise
- 9:00 **The benefits of working with the media**
Rusty Cunningham, Publisher of the Portage Daily Register
- 9:10 **Success stories panel:** Rusty Cunningham, Peg Zaemisch, Pam Seelman,
Amanda Lutey, Assistant Editor of Neighbors & Business Representative
- 9:55 **Q & A**
- 10:00 **Evaluation & adjourn** ♦ Kathleen Haas, UW-Extension