



## How Do Local Journalists Use Social Media and What Do They Need from PR Pros?

It's a new age for PR pros, journalists and editors. Social media enables us to communicate more quickly, relevantly than ever before, and those mediums offer new opportunities for us to become trusted sources.

But how do you appropriately forge a relationship via social media? What about pitches? Is a well-written alert or news release still necessary? Should you bring video, photography, links along with the story? What are editors and reporters looking for? Do they actively seek sources via social media that they don't in other forums? Which social media outlets do they use? What's on their wish list?

Find out from our panel of journalists who are actively using social media and digital tools to enhance their reporting:

- Susan Kim, anchor, WTMJ-TV Channel 4
- Alysha Schertz, business reporter, Milwaukee BizTimes
- Bobby Tanzilo, managing editor, OnMilwaukee.com

### **Special Note:**

- Two lucky meeting attendees will win a pair of round-trip tickets on AirTran Airways courtesy of AirTran!
- Marcus Hotels is providing each attendee with a gift certificate for \$25 toward any Marcus restaurant!

**Date:** Thursday, March 25, 2010

**Place:** **The Intercontinental Hotel** - 139 East Kilbourn Avenue, Milwaukee, WI  
(Street parking is available or the parking garage is \$8 for 2 hours)

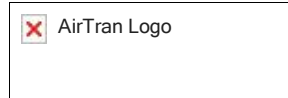
**Menu:** Pan Seared Chicken Breast with Whipped Potatoes, Artichokes, Spinach, Roasted Tomatoes and a Dijon jus; with Carrot Cake for Dessert.

**Time:** Reception 11:30 a.m.; Lunch and program 12-1:30 p.m.

**Cost:** \$22 members; \$40 guests; \$17 students

**RSVP Deadline: March 22, 2010**

*Thanks to The Business Journal and AirTran for their support of this meeting.*



## Advance Reservations Required

**Register securely online at [www.prsawis.org](http://www.prsawis.org)** or mail your reservation form and your check, payable to Southeastern Wisconsin Chapter PRSA, to Amy Pizur at N28W23050 Roundy Drive, Suite 100, Pewaukee, Wisconsin 53072. **Reservations and checks must be received on or before March 22, 2010.** Credits will be issued only when cancellations are received 48 hours in advance. **“No shows” will be charged.** If you require special accommodations to participate, please attach a written description of your needs to your reservation. **Any registrations received after the RSVP deadline will be charged a \$10.00 late registration fee. Any walk-in reservations the day of the meeting will be charged a \$15.00 fee. We cannot accept credit cards for walk-in registrations.**

*When appropriate, please indicate APR after names of those attending. Additional names can be written on the back.*

Member name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Organization \_\_\_\_\_ Vegetarian Meal \_\_\_\_\_

Member name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Organization \_\_\_\_\_ Vegetarian Meal \_\_\_\_\_

Guest name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_  
Organization \_\_\_\_\_ Vegetarian meal Student Guest  
Guest name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_  
Organization \_\_\_\_\_ Vegetarian meal Student Guest

No. of members \_\_\_\_\_ No. of guests \_\_\_\_\_ No. of students \_\_\_\_\_ Check amount \$ \_\_\_\_\_

**Credit Card Payments:** Please visit our fully automated and secure website at <http://www.prsawis.org> to register using a credit card. Note that your registration will not go through without a valid credit card number.

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Stay abreast of chapter happenings and news online at these sites.

