

COMMUNICATIONS PRIMER

MEET THE NEWS DIRECTORS AND LEARN HOW TO TELL YOUR STORY

Neumann University, Center for Leadership ~ Wednesday, September 20, 2017

NEUMANN UNIVERSITY
CATHOLIC EDUCATION IN THE FRANCISCAN TRADITION
CENTER FOR LEADERSHIP

BELLEVUE COMMUNICATIONS

FOX 29 PHILADELPHIA **WHYY**
T 62 TELEMUNDO **10**
DAILY TIMES

CONNECT WITH
Neumann University
Center for Leadership

@neumannleaders
@neumannsafety
www.neumannpublicsafety.com

www.facebook.com/NeumannPublicSafety
http://bit.ly/neumannpublicsafetynews

AGENDA

- 9:30 to 10:30 a.m. **NETWORKING / CONTINENTAL BREAKFAST**
- 10:30 to 10:40 a.m. **WELCOME**
Danielle McNichol, Esq., Neumann University, General Counsel and Director, Center for Leadership
- 10:40 to 11:25 a.m. **NEWS DIRECTORS INSIGHTS**
Mike Neilon, VP Media Relations, Bellevue Communications Group
Eugene Sonn, Audio News Director, WHYY
Maryann Vaughn, Assistant News Director, WTXF Fox29
Phil Heron, Executive Editor, Delaware County Daily Times
Anzio Williams, Vice President, NBC10 and Telemundo 62
- 11:25 to 12:05 a.m. **Q & A PANEL, NEWS DIRECTORS**
Moderator: **Mike Neilon**, Bellevue Communications Group
- 12:05 pm – 12:20 p.m. **Break**
- 12:20 p.m. – 1:15 pm **MEDIA TRAINING**
Pete Peterson, Vice President
Alex Styer, Account Executive
Bellevue Communications Group
- 1:20 p.m. **Program Closing**

"Promoting the freedom, autonomy and growth of our Community in ways that are lawful, safe, secure and collaborative."

Website and Presentation Materials:

<http://neumannpublicsafety.com/course/communications-primer-meet-the-news-directors-and-learn-how-to-tell-your-story/>

Live Stream: Follow online via <https://www.neumann.edu/>

For Sponsors and additional information, visit: <http://neumannpublicsafety.com/>

Twitter: @neumannleaders

Hashtag: #neumannleads