

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

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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
Steve McKenzie, Managing Editor, CBS3 Eyewitness News
Steve Butler, Director, News and Programming, KYW Newsradio
- 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**
Mike Neilon, VP Media Relations
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/>

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