

# "Q. & A. with the media"

A workshop brought to you by:



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the



Have you ever wondered what happens when you send a P.S.A. or media release to the media? How do the media determine what piece of news they will select and promote? And how do you ensure that YOUR voice gets out there?

Join us for an informative look behind media doors, and learn how to effectively promote your news and events.

Where: John V. Remail Centre, Room 123,  
510 Cynthia Street

When: Monday, October 18, 2004  
11:45 am - 1:00 pm

How much: \$6.00 members of Volunteer Saskatoon  
OR Saskatoon Sports Council  
\$10.00 non-members

Our facilitators:

*Steve Shannon*, Community Relations Director for  
CJWW/Hot 93

*Craig Peterson*, Promotions Manager, The Star Phoenix

*Merin Coutts*, Director of Marketing and Community  
Relations, CTV

**Registration Deadline is Wednesday, October 13, 2004**

Please complete the registration form and return it to:

Volunteer Saskatoon  
100-506 25<sup>th</sup> Street East  
Saskatoon, SK S7K 4A7

Phone: 955-1748 Fax: 975-2027

Email: [volunteer@saskatoon.unitedway.ca](mailto:volunteer@saskatoon.unitedway.ca)