

Title: **Working with Journalists: Tips, Pitfalls and Best Practices**

**Media Relations Info Session for Faculty and Staff**  
**Friday, March 16, 2018, 2:00-3:00pm, Seegers 111**

Would you like to share your knowledge more broadly—while also helping Muhlenberg gain greater visibility nationwide? Are you interested in writing an op-ed? Or curious about best practices when talking with journalists?

If you've ever wondered if your expertise, teaching or research efforts might pique the interest of journalists, please join Kristine Todaro, director of news & media relations in the office of communications, to learn about working with the press. We'll explore the concept of newsjacking, learn what reporters look for in a story, and, for those interested, schedule future media training sessions. Plus one lucky random attendee will head back to their office with a copy of [\*The Media Training Bible\*](#).

This event is one in a series offered by the newly expanded office of communications to help us better share stories about our community's people and programs.

For more information: [Kristinetodaro@muhlenberg.edu](mailto:Kristinetodaro@muhlenberg.edu) or x4343