



🍌 **Luncheon Series ~ March 21, 2019** 🍌

Networking: 11:00-11:30 a.m. ~ Program: 11:30 a.m.—1:00 p.m.

Cost: Registration is \$20 and includes lunch and drinks

How to Write a Dynamic Press Release

Presented by: Mitch Clarke, Director of Internet Operations &

B.J. Williams, Director of Newsroom Operations at Jacobs Media/AccessWDUN

The Program: Learn from two of North Georgia's most experienced journalists about how to write a news release that will get the attention of reporters and editors in local media. They'll share a list of things you should and shouldn't do to make your news releases stand out and to get your organization the media coverage you're seeking.

The Presenters:



Mitch Clarke is the director of internet operations at Jacobs Media. In that role, he manages AccessWDUN, the region's most read website for local news. He has more than 30 years of experience in journalism as a reporter and editor, including nearly a decade as editor of The Times in Gainesville.

B.J. Williams is the director of newsroom operations at Jacobs Media, where she anchors morning newscasts on WDUN AM/FM and writes local news for AccessWDUN.com. A 1982 graduate of Brenau University, B.J. grew up in Atlanta and has lived the last 33 years in Gainesville.



RSVP for this Luncheon Session or for more information on G.R.O.W. contact:
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