[DETROIT] Creating Connections That Count: Media Relations in a Digital Age

Terms:
Business Wire Local Events  DETROIT Creating Connections That Count Media Relations in a Digital Age

Location:
Westin
1500 Town Center
Southfield, MI, 48075
United States
See map: Google Maps

Date and Time:
10/16/14 8:00 am - 9:30 am EDT

Event URL:

Registration Link:

Registration Details:
RSVP with Nancy Skidmore, PRSA Detroit, nskidmore@earthlink.net or (248) 545-6499.

Speaker(s):
- Christopher Kirkpatrick, Business Editor, Detroit Free Press
- Cindy Goodaker, Managing Editor, Crains Detroit Business
- John Schultz, Managing Editor, DBusiness

Moderator:
- Walter Middlebrook, SPJ Detroit President, Metro Editor, Detroit News

PRSA Detroit and Business Wire invite you to join us for an upcoming discussion with editors driving business news coverage in metro Detroit.

This panel session will feature an engaging conversation about the evolution of business coverage in the 24/7 news cycle. Increasingly, news organizations are dealing with a multitude of changes that affect what they cover including: new audience demographics, citizen journalism, the use of multiple platforms for obtaining news, and instant deadlines in the digital environment. How do these changes impact their relationships with PR pros? Find out the latest guidance on editorial planning, use of technology and how journalists measure success so that you can cultivate stronger relationships and be a go-to resource for business journalists.

All Day Event:
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Language:
English

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