Redefining How Communicators Work with Journalists in the New Media Landscape

The Media Relations Edition

**LIVE DATE AND TIME:**
Tuesday, August 25 | 3–4:15 p.m. EDT

Join a *New York Times* reporter, top communications executive and leading national PR agency for the release of a new survey about what journalists want in today’s new landscape.

The interactive Case in Point will reveal how communicators must change their media relations tactics in the new COVID-19 world. Learn how newsrooms have pivoted in their approaches to gathering news related to COVID-19, social justice and diversity, equity and inclusion (DE&I).

This Case in Point will reveal new information to help PR and communication professionals be more successful with media coverage for their brands.

**SPEAKERS**

**Judy Fortin**
Executive Director of Communications, UCLA Health and the David Geffen School of Medicine

**Anahad O’Connor**

**Lisa Arledge Powell**
President, MediaSource

#PRSAcp
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By the end of this Case in Point, participants will be able to:

- Expand their knowledge of the new media relations landscape.
- Define the key tactics needed to garner media coverage in the new environment.
- Explain how journalists’ needs have changed.
- Determine the best methods for engaging journalists.
- Understand how the results of a new survey of journalists can impact their brand’s success in getting media exposure.

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SPEAKERS

Judy Fortin, executive director of communications for UCLA Health and the David Geffen School of Medicine in Los Angeles, will share best practices in media relations from the front lines of the pandemic.

Anahad O’Connor, New York Times reporter and bestselling author, will reveal what journalists want from communicators in this new landscape.

Lisa Arledge Powell, president of the national communications agency MediaSource, will share results from a new national survey of journalists, revealing what communicators must do to secure coverage in the new media relations environment.

TO REGISTER: visit prsa.org/pd