

Award-Winning Local Journalists

Print, Digital, and Broadcast Media



Tracci Dial

Anchor/Reporter
NBC Now, KNDU/KNDO



Anna King

Richland Bureau
Chief, Northwest
News Network



Kristina Lord

Editor, Tri-Cities Area
Journal of Business



Laurie Williams

Executive Editor
Tri-City Herald

The Perfect Pitch

In this lunch-and-learn session, three business communicators will pitch their news to our panel of acclaimed local media representatives. Listen in as the “pitchers” receive real-time feedback. Bring your questions for more insights!

You'll learn:

- What gets covered, what doesn't, and why
- How to approach the media, and what to avoid
- What to do when a pitch falls flat
- How these journalists use social media
- How to establish relationships with journalists

Pitching to the Panel



Maegan Murray
Public Relations/Com-
munication Coordinator
Washington State
University Tri-Cities



Mike Paoli
Chief Communication
Officer, Energy
Northwest



Ryan Smith
Communications
Specialist, SIGN Fracture
Care International

Wednesday

November 13, 2019

11:30 am – 1 pm

Richland Public Library
955 Northgate Drive
Richland, WA 99352

Open to the public

Cost: \$20 members
\$25 non-members
\$15 students

-Lunch will be served
-Door prizes!

Register at [EventBrite](#)

Questions? Call Rae Moss
at 509-378-5273

Mid-Columbia Chapter

PRSA
Public
Relations
Society of
America