

AFRICAN AMERICAN  CHAMBER OF COMMERCE
OF WESTERN PENNSYLVANIA

BUSINESS INSTITUTE

Presents:

Using the Media...Effectively Workshop



NEW
Pittsburgh Courier
powered by Real Times Media



Featuring:

Deborah Acklin, President and CEO – WQED Multimedia
Rod Doss, Editor and Publisher – New Pittsburgh Courier
Lori Melchiorre, Senior Account Executive – COMCAST Spotlight

Our panel of newspaper and TV experts will explain the impact and importance of their media outlet, and answer your questions on how you can effectively use newspaper and television to promote your business.

You will also learn what makes a good press release, and how to get media to cover your events.

Thursday, September 14, 2017
11:30a.m. – 1:30p.m.
Koppers Building Conference Center
436 Seventh Avenue, Lower Level
Conference Room 4 – H. White Room
Pittsburgh, PA 15219

Cost: Members: \$10.00 Non-Members: \$20.00
(Includes Box Lunch)

You must RSVP by: September 12, 2017
412-392-0610 or information@aaccwp.com

Please plan to attend!