

Saturday, November 4, 2017

11:00 – 11:45 a.m.



Tamara York, CC

With over 25 years of experience with television, radio, and print media, York's been interviewed hundreds of times and lived to tell about it. She's been on all of the major television and radio stations in Cincinnati and Dayton as well as interviewed by multiple newspapers including USA Today and The Cincinnati Enquirer.

York owns, LandShark Communications LLC, a public relations and marketing company. She is an award-winning professional speaker, content strategist, and the author of bestselling book 60 Hikes within 60 Miles Cincinnati. Her superpower is being able to understand and deliver what her clients' want.

Are You Ready to Stop Being the Best Kept Secret: How to Get Media Coverage

York's in-depth workshop teaches you how to utilize press releases to garner the media's attention. This is not an "in theory" class; York has been interviewed hundreds of times and lived to tell about it. She's been on all of the major television and radio stations in Cincinnati and Dayton as well as interviewed by multiple newspapers including USA Today and The Cincinnati Enquirer.

In this lively workshop, she shares her 25 years of real world experience in working with the print, online, television, and radio media. You'll learn:

- Mechanics of Crafting Press Release
- How to get Noticed without Dancing Naked on Their Lawn
- Follow-up Etiquette
- What to Do When the Media Calls! (Ahhh! Don't freak out!)
- How to Become the Expert the Media Calls.

You'll come away from this workshop with knowledge and secrets you can implement immediately!