

Effectively Working with the Media
Managing Your Company's Image by Managing the Message
AGENDA
January 8, 2010

Location:

AM Session: Times Union
645 Albany Shaker Road
Albany, NY 12211

PM Session: WAMC/Northeast Public Radio
318 Central Avenue
Albany, NY 12206

Attire: Business Casual

Program Objectives:

1. To create and manage your corporate image.
2. Create opportunities for proactive media relations.
3. Discover ways to access the media as part of your marketing strategy.

Skills: Communication Style, Presentation Skills

We would like to thank our sponsors for making this day possible:



- 12:45** **Travel to WAMC/Northeast Public Radio**
- 1:30 pm** **Welcome and Tour of WAMC/Northeast Public Radio**
- 2:00 pm** **Preparing for Press Conferences**
- Sean Casey**
 Senior Public Affairs Counselor
 Eric Mower and Associates, Inc.
- Nicole Hanks**
 Senior Account Executive
 Eric Mower and Associates, Inc.
- 2:45 pm** **Break**
- 3:00 pm** **Continue with Press Conference Coverage**
- 4:30 pm** **Wrap-up**



Directions to the Times Union Newspaper, 645 Albany Shaker Road, Albany, 12210

From I-87 North (the Northway)

1. Take **I-87 (Northway) South to Exit 4 Wolf Road/Albany International Airport**
2. At end of exit ramp there is a stop light, turn **Left** at the light onto **Old Wolf Road**
3. At next stop light, turn **Left** onto **Albany-Shaker Road**
4. Continue straight on **Albany Shaker Road** through the Wolf Road Intersection (the TU building will be on your left).
5. Take the first **Left** onto **Maxwell Road** after the Wolf Road intersection (if you miss the first left, take the second left which is the library entrance, cut through the parking lot and get back on Maxwell Road. The TU is across the street from this entrance)
6. Take first **Left** into the Times Union parking lot
7. Park in the parking lot behind the building

From I-87 South

1. Take **I-87 North to Exit 24** to merge onto **I-87 N/I-90 E toward Albany/Montreal**
2. Pass through toll booth
3. Take **exit 1N** to merge onto **I-87 North toward Albany International Airport/Montreal**
4. Take **Exit 4 – Wolf Road/Albany International Airport**
5. Turn **Left** at the light at end of ramp onto **Wolf Road**
6. Turn **Right** at the first light onto **NY-155/Albany Shaker Road** (the TU building will be directly in front of you at this light, Starbucks and Moe's on the right corner and Sunoco on the left corner)
7. Take the **first Left** onto **Maxwell Road** (if you miss the first left, take the second left which is the library entrance, cut through the parking lot and get back on Maxwell Road. The TU is across the street from this entrance)
8. Take first **Left** into the Times Union parking lot
9. Park in the parking lot behind the building.

LEADERSHIP

TECH VALLEY

a shared initiative of the Albany-Colonie Regional Chamber of Commerce & The Chamber of Schenectady County

From I-90 East

1. Take **I-90 West** to **Exit 1N I-87 Northway**
2. merge onto **I-87 North** toward **Albany International Airport/Montreal**
3. Take **Exit 4 – Albany International Airport**
4. Turn **Left** at the light at end of ramp onto **Wolf Road**
5. Turn **Right** at the first light onto **NY-155/Albany Shaker Road** (the TU building will be directly in front of you at this light, Starbucks and Moe's on the right corner and Sunoco on the left corner)
6. Take the **first Left** onto **Maxwell Road** (if you miss the first left, take the second left which is the library entrance, cut through the parking lot and get back on Maxwell Road. The TU is across the street from this entrance)
7. Take first **Left** into the Times Union parking lot
8. Park in the parking lot behind the building.

From I-90 West

1. Take **I-90 East** to **87 North** (the Northway)
2. Take **Exit 4** for **Wolf Road/Albany International Airport**
3. Turn **Left** at the light at end of ramp onto **Wolf Road**
4. Turn **Right** at the first light onto **NY-155/Albany Shaker Road** (the TU building will be right in front of you at this light, Starbucks and Moe's on the right corner and Sunoco on the left corner)
5. Take the **first Left** onto **Maxwell Road** (if you miss the first left, take the second left which is the library entrance, cut through the parking lot and get back on Maxwell Road. The TU is across the street from this entrance)
6. Take first **Left** into the Times Union parking lot
7. Park in the parking lot behind the building.

NOTE: if traveling from Schenectady alternative routes are Rte 7 East to 87 South (continue with directions from the North) or Rte 5 East (Central Ave to Wolf Road to Albany Shaker Road)

one region. one vision.

LEADERSHIP

TECH VALLEY

a shared initiative of the Albany-Colonie Regional Chamber of Commerce & The Chamber of Schenectady County

Directions from the Times Union Newspaper, 645 Albany Shaker Road, Albany, NY 12110 to WAMC/Northeast Public Radio, 318 Central Avenue, Albany, NY 12206

1. Turn **Right** out of the parking lot onto **Maxwell Road**
2. Turn **Left** onto **Albany Shaker Road**
3. Turn **Right** onto **Everett Road**
4. Turn **Left** onto **Central Avenue**
5. Travel approximately 1.2 miles **WAMC** will be on your **Right**

NOTE: Total miles traveled will only be 5.3 miles however, due to traffic and lights please allow **30 minutes** to travel *stress* free between destinations.

Alternate Route:

1. Turn **Right** out of the parking lot onto **Maxwell Road**
2. Turn **Right** onto **Albany Shaker Road**
3. Turn **Left** at the first stop light onto **Wolf Road**
4. Turn **Left** onto **Central Avenue**
5. Travel approximately 3.9 miles **WAMC** will be on your **Right**

NOTE: Total miles traveled for this route will only be 5.9 miles however, due to traffic and lights please allow at least **30 minutes** to travel *stress* free between destinations.

Parking: Once again parking is going to be limited at WAMC. So please consider car pooling from the Times Union. I will give you more information as I receive it.