

12:45 - 1:40 pm

October 24, 2011

**Mastering Media Interviews  
MEDIA RESPONSE TEAM  
Mandatory Training Alert**

*Get tips on working with the media;  
learn how you can get media referrals from FPA*

Brand yourself as an expert, gain notoriety by joining the Media Response Team (MRT).

FPA National requires all FPA members interested in responding to media requests, blogging for FPA, or representing FPA with media personalities must first participate in this workshop; this includes current MRT members. The purpose of this course is to ensure the quality and consistency of information disseminated to various media and consumer outreach sources.

FPA National is continually approached by mass media - TV, radio, magazines, newspapers, etc. looking for professionals who can talk and write about particular topics - retirement planning, insurance needs, and other issues. Upon receipt of those queries, FPA National sends those requests throughout the country to the Chapter Director of Public Relations who then sends it along to those members in the chapter who are on the Media Response Team. In order to be on the Team, you must have taken the media training session offered at Symposium on Oct 24th.

Our Special Guest presenter will be Kara McGuire with the Star Tribune. We have asked her to share her views on best practices regarding the local media and what story ideas will make it to print. Anyone interested in responding to the media requests must attend this workshop.

**Learning Objectives:**

- Identify best ways to develop media relationships
- Brand yourself as an expert resource for reporters
- Participate in media inquiries directly from FPA

**Presenters:**

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| <b>Mike Westling</b><br>612-454-4426<br>Newman Long Term Care<br>6636 Cedar Avenue S.<br>Suite 100<br>Richfield, MN 55423 | <b>Kara McGuire</b><br>800-537-5252<br>Star Tribune & Your Money<br>45 East 7 <sup>th</sup> Street<br>St, Paul, MN 55101 | <b>Mike Zipko</b><br>651-269-8767<br>Goff Public, Inc.<br>255 E. Kellogg Boulevard<br>Suite 102<br>St. Paul, MN 55101 |
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**Questions?**

Please contact Mike Westling, Public Relations Director at 612-454-4426 or [mikew@newmanltc.com](mailto:mikew@newmanltc.com).