

Luncheon sponsored by:



### “How to Land Coverage with National Healthcare Media”

There's nothing quite like telling your boss “The Today Show is coming.”

National media puts a hospital, medical or healthcare client on the map in a huge way, with a good placement reaching millions of people in seconds. However reporters and editors are busier than ever and that's especially true for top tier outlets. But the truth is, you don't need to be a huge academic medical center to attract national media attention. All you need is a great story, a compelling hook, credibility and the contacts to make it happen.

Here's a chance to hear from those contacts. On March 9, a panel of national media experts will explain what makes a good healthcare story, trends they are looking to cover and how public relations professionals can get their stories on air, online or in print.

#### Panelists include:

- **Stephanie Siegel, NBC Today Show producer**
- **Charlie Brooks, producer for CBS Evening News, CBS This Morning and CBS Sunday Morning.**
- **Vikki Ortiz Healy, Chicago Tribune health and family reporter**
- **Aurora Aguilar, Modern Healthcare news editor**
- **Jessica Sanchez, Ivanhoe Productions supervising producer**
- **Moderator: Nesita Kwan , former NBC-TV health reporter**

**Wednesday, March 9, 2016**

11:30 a.m. - 12:00 p.m. - Registration  
12:00 p.m. - 1:30 p.m. - Luncheon\* and Program

**Maggiano's Restaurant - Chicago**

516 N. Clark Street, Chicago  
(banquet room entrance on Grand Ave.)

<b>Cost**</b>	<b><u>Members</u></b>	<b><u>Non-Members</u></b>	<b><u>Students (current ID)</u></b>
Early Registration (by 5 p.m. on 03/04/16)	\$ 40	\$ 50	\$ 25
Late Registration (after 5 p.m. on 03/04/16)	\$ 50	\$ 60	\$ 25
Walk-in (online reg. closes @ 3 p.m. on 3/08/16)	\$ 55	\$ 65	\$ 30

*Students attending program only - **FREE** (please arrive @ 12:20 p.m.)*

*Students attending program w/ dessert & beverage service - **\$10.00** (please arrive @ 12:20 p.m.)*

\* Vegetarian meals available, request when registering. \*\*Registration fee is due if cancellation is not received by noon on February 8, 2016.

## REGISTER TODAY!

online registration available at [www.publicity.org](http://www.publicity.org)

Publicity Club of Chicago  
P.O. Box 663 | Deerfield, Illinois 60015 | T: 773.463.5560 | [office@publicity.org](mailto:office@publicity.org)

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