

Let the World's Top Media Experts Help You Advance Your Career and Increase Your Media Coverage

This audio treasury from Bulldog Reporter's Media Relations 2009 conference gives you and your team an easy, inexpensive updating tool.

If you weren't able to attend this year's conference in New York, you'll want to own every one of these session recordings. They're a convenient way to pack hours of wisdom and insights into your commute time—and they're economical, too.

If you did attend but weren't able to be in five places at once, you'll want to fill in what you missed—and share with colleagues some of your favorite presentations. These audio recordings are a great way to maximize your conference investment.

The media relations techniques offered on these CDs not only give you practical, actionable solutions—they also bring you the excitement and energy of the masters who spoke.

Each CD is only \$15—quite a value for an hour of an expert's time. Buy the entire set of 48 sessions and over save over 30%—that's 48 sessions for only \$495—a savings of \$210! You can also purchase our top 10 most popular sessions as ranked by their attendees for only \$120—that's a savings of 20%! Plus you get a free storage album with every order.

Order your CDs today, since quantities are strictly limited. Just check each CD to order—or indicate the number of complete sets. Return this form by mail, fax back both sides to 510-596-9331, order online at www.bulldogreporter.com, or call 800-959-1059.

Now you can order your conference sessions online! Visit www.bulldogreporter.com for details.

- Advanced SEO Strategies: How PR Can Play a Greater Role in Marketing Mix and Deliver Measurable Results** (M9-100) Sarah Skerik, *TPR Newswire*
- How PR Can Become a Disruptive Force in Marketing Communications** (M9-101) Jim Sinkinson, *Bulldog Reporter*, Paolina Milana, *Marketwire*
KEYNOTE #1: The Future of the News: Can It Still Tell Truth to Power? (M9-101), *The Future of the News: Can It Still Tell Truth to Power?* Dan Rather, *Dan Rather Reports*
- KEYNOTE #2-Panel: Making the Business Case for PR in Tight Economic Times** (M9-111) Annie Howell, *Planet Green*, Cos Mallozzi, *Gibbs & Soell*, Kelly Vanasse, *Gillette*, Gary Stockman, *Porter Novelli*
- Tying PR to the Bottom Line: Exciting New Tools for Monitoring, Measuring and Analyzing Our Impact and Value** (M9-112) Bill Wagner, *Ketchum*
- ★ The Power of Corporate Blogs: New Examples of Excellence** (M9-120) Jennifer Cisney, *Kodak*, Lacy Kemp, *Real Networks*, Debbie Weil, *Corp Blogging Book*
- ★ How PR Can and Should Take the Lead in Branding** (M9-121) David Warschawski, *Warschawski*
- ★ What to Measure: How to Uncover Your Organization's PR Value System – and Delight the C-Suite** (M9-122) Mark Weiner, *PRIME Research*
- ★ How to Create an Irresistible Elevator Pitch That Rivets Editors' Attention** (M9-123) Michael Smart, *Michael SMARTPR*
- How to Earn Featured Coverage in Top Men's Magazines** (M9-124) Charles Coxe, *Men's Journal*, Greg Williams, *Details*, Scott Alexander, *Playboy*
- PR's New Role in Digital Marketing** (M9-131) Ed Garsten, *Chrysler*, Gary Wells, *Dix & Eaton*
- Secrets of Working with Freelance Journalist** (M9-132) Dan Beeson, *MNN*, Abby Ellin, *Freelancer*, Lloyd Grove, *Freelancer*, Judy Mandell, *Freelancer*, Coeli Carr, *Freelancer*
- ★ Microblogging: To Tweet or Not to Tweet? That is the Question** (M9-133) Sally Falkow, *Expansion Plus*, Brian Solis, *Future Works PR*, Peter Himler, *Flatiron Communications*, Rachel Sklar, *Daily Beast*
- ★ Real-World Techniques for Measuring Social Media PR** (M9-134) Katie Paine, *KD Paine & Associates*, Rob Key, *Converseon*
- ★ Placing Stories in Major News Weeklies** (M9-135) Romesh Ratnesar, *Time*, Mark Miller, *Newsweek*, Cristina Lindblad, *BusinessWeek*
- ★ Top Bloggers Reveal What PR Needs to Know about Their World** (M9-141) Dan Patterson, *ABC News*, John Biggs, *Big Wide Logic*, Peter Kafka, *All Things Digital*, David Kiley, *BusinessWeek.com*
- PR Masters Speak Out: How to Develop Long-Term Relationships** (M9-142) Bruce Zanca, *BankRate*, Erica Sokolof, *Porter Novelli*, Jane Mazur, *Ogilvy PR*, William Kula, *Verizon*
- Lightning Response: Surviving the First 48 Hours of Crisis** (M9-143) Glen Nowak, *Centers for Disease Control*, Michael Fineman, *Fineman PR*, Mike Lawrence, *Cone PR*, Wesley P. Miller IV, *United States Air Force*
- What Journalists Now Demand from Your Corporate Website** (M9-144) Deborah Meany, *Prudential Financial*, Ibrey Woodall, *TEKgroup International*
- Leveraging Wires, Syndicates & News Services to Achieve Nationwide Coverage** (M9-145) Mark Egan, *Thomson Reuters*, Michael Reid, *Dow Jones*, Ray Hennessey, *Fox Business Network*, Kevin Shinkle, *Associated Press*
- ★ Using Social Networking Sites to Spread Your Messages** (M9-151) Chuck Hester, *iProspect*, Marc Monseau, *Johnson & Johnson*
- Underdog PR: How to Take on Goliath... and Win** (M9-152) Alex Fedorak, *KIA Motors*, Harry Medved, *Fandango*, Nancy Brenner, *Manning Selvage & Lee*
- Promoting and Branding Your Experts in the Media** (M9-153) Fern Reiss, *Expertizing.com*, Pam Gilchrist, *PR-Link*, Heidi Krupp-Lisiten, *Krupp Communications*
- Teaching Your Execs to Love and Master the Press Interview** (M9-154) Jon Greer, *Media Bridge*
- ★ Inside the Newsroom: Pitching the Nation's Top Newspapers** (M9-155) Scott Hensley, *Wall Street Journal*, Eli Reyes, *Newsday*, Phyllis Furman, *NY Daily News*, Michael Musto, *Village Voice*

over, please. . .

- PR technology Update: Web 3.0—Hype versus Reality** (M9-200)
Peter Granat, *Cision Europe*
- KEYNOTE #3: The Future of Media Relations: Engaging Journalists as Media Strategy Advisors** (M9-210) Dan Abrams, *Abrams Research*
- New Creativity in Corporate Video: Take Advantage of Exploding Opportunities – from Social Networks to Traditional Media** (M9-211) Larry Thomas, *Medialink*
- New Tools for Communicating Directly with Customers** (M9-221) Morgan Johnston, *Southwest Airlines*, Christi Day, *JetBlue*
- Why Your Company Should Double Its PR Spending in A Recession** (M9-222) Mark Raper, *CRT/tanaka*, Michael Kempner, *MWW Group*, Steve McKee, *McKee Wallwork Cleveland*
- How to Work A Room Like A Master (Even If You're A Wallflower)** (M9-223) Jane Gertler, *VJ Associates*
- PR Writing for Search Engine Optimization: One-Hour Bootcamp** (M9-224) Jon Wuebben, *Telegent Media, LLC*
- Editors Reveal How to Get Featured in Leading Women's Magazines** (M9-225) Darcy Jacobs, *Family Circle*, Alison Brower, *Redbook*, Carla Levy, *Self*, Jennifer Cook, *Good Housekeeping*
- KEYNOTE #4: Demystifying The New York Times** (M9-230) Tara Parker Pope, *New York Times*, Andrew Ross Sorkin, *New York Times* and Saul Hansell, *New York Times*
- ★ Designing An Advanced Social Media Strategy** (M9-241) Lindsay Lebresco, *GRACO*, Drew McGowan, *Clorox*, Sally Falkow, *Expansion Plus*, Brian Solis, *FutureWorks PR*
- Using Multimedia PR to Score Breakout Media Coverage** (M9-242) Ephraim Cohen, *Fortex Group*, Corinne Kovalsky, *Raytheon*, Albert Maruggi, *Provident Partners*
- Uncovering the Potential of PR to Drive Sales** (M9-243) Bill Wagner, *Vocus*
- Creativity Unlimited: How to Supercharge Your Brainstorming Sessions** (M9-244) Doug Dome, *Dome Consulting*, Peter Cumbo, *Cumbo Inc.*
- Take It to the Airways: Working with Leading Broadcast Outlets** (M9-245) Robert Smith, *NPR*, Linsey Davis, *ABC NewsOne*, Nayeli Chavez-Geller, *Univision*, Lauren Petterson, *Fox and Friends*
- Building an Online Influencer Campaign: Working with Marketing to Drive Blogger Engagement** (M9-251) Daryl McCullough, *PainePR*, Bryan McCleary, *Procter & Gamble*
- Secret Weapon for PR: How to Harness the Reach and Impact of Radio** (M9-252) Charlie Kaye, *CBS Radio News*, Tim Scheld, *WCBS-AM-880*, Natalie Batos Vacca, *WOR-AM Radio*, Richard Strauss, *Strauss Radio Strategies*
- Using Research, Surveys and White Papers to Generate Media Coverage** (M9-253) Michele Kling, *March of Dimes*, Terry Corallo, *ADP*, Sandra Fathi, *Affect Strategies*
- Best Habits of Highly Effective Corporate Spokespeople** (M9-254) Harvey Greisman, *MasterCard*, Robert Christie, *Dow Jones & Company*, Matthew Messinger, *Motorola*
- Journalists Speak Out: How to Develop Long-Term Relationships with the Press** (M9-255) Seth Porges, *Popular Mechanics*, Robert Hordt, *Crain's NY Business*, Jonathan Clark, *WCBS-AM 880*, Joanna Saltz, *Seventeen*
- New Techniques for Supercharging The News Release in a PR 2.0 World** (M9-261) Michael Prantikof, *PR Newswire*, Laura Sturaitis, *Business Wire*, Melanie Widmann, *Marketwire*
- Proven Thought-Leadership Strategies: Increase Credibility for Your Company** (M9-262) Don Campbell, *Chevron*, Michael Perna, *ConEdison Solutions*
- PR Tech Throwdown: How to Choose the Best Media Relations Management System** (M9-263) Ted Skinner, *PR Newswire*, Steve Shannon, *BurrellsLuce*, Kye Strance, *Vocus*, Vanessa Bugasch, *Cision*, Jacques Gautreaux, *Bulldog Reporter*
- Mastering SEO, Google AdWords and Other Search Tools to Increase Visibility** (M9-264) Howie Jacobson, *AdWords Consultant*, Bill Barnes, *Inquiro*, Lee Odden, *TopRank Online Marketing*
- Working with Major-League Business Media** (M9-265) Hannah Clark, *Inc*, Robert Lenzner, *Forbes*, Stephanie Mehta, *Fortune*, Gregory Morcroft, *MarketWatch*

★ Top 10 session at Media Relations 2009

MEDIA RELATIONS 2009 CD ORDER FORM

- Please send me ___ complete set/s of CDs. (M9-ALL)
- Please send me ___ individual CDs I have marked above.
- Please send me ___ set(s) of the Top Ten sessions. (M9-TEN)

To calculate your total charges:

# of CDs ___ x \$15.00:	\$	
# of Complete Sets ___ x \$495/set:	\$	
# of Top Ten Sets ___ x \$120/set:	\$	
Subtotal	\$	
CA Residents add 8.75% sales tax:	\$	
NY Residents add 8.375% sales tax:	\$	
Shipping/Handling CD:	\$	FREE
Total Due:	\$	

To order your CDs, mail the entire form and payment to:
 Infocom Group, Media Relations 2009 CDs,
 124 Linden Street, Oakland, CA 94607

Attach Business Card or Print Clearly

Name _____
 Street _____
 City/State/Zip _____
 Company _____
 Title _____
 Phone (____) _____
 E-mail Address _____

Please check payment type:

- Enclosed find my check for \$ _____ .
Make checks payable to: Infocom Group
- Charge my VISA/Master Card/AmEx card:
 Credit Card # _____
 Expiration Date _____
 Signature _____

**For faster service, fax both sides of this form to (510) 596-9331—or call 800-959-1059.
 For fastest service, order online at www.bulldogreporter.com.**