



March 18, 2010 Media Presentation Day Lindenwood University

- Objectives:**
- 1) To understand the effects of non-verbal communication
 - 2) To increase the awareness of media outlets within St Charles County
 - 3) To increase the understanding of effective press releases

Agenda

- 7:30 – 8:00 Continental Breakfast (sponsored by Suburban Journals)
- 8:00 – 9:00 The Nonverbal Agenda by Alan Shiller
- 9:00 – 10:00 Media Panel Discussion by Erin Walsh—Suburban Journals,
Susan Weich—Post Columnist, Theresa Woodard—Fox 2,
Michael Elam—Charter Communications
- 10:00 – 10:15 Break and vote for Class Representative to the Board
- 10:15 – 11:15 Civic/Charity PR and Marketing by Scott Avery and Lisa Bedian
- 11:15 – 12:15 Lunch
- 12:15 – 1:00 Class Project Presentation, Homelessness—Awareness
- 1:00 – 1:10 Break
- 1:10 – 1:55 Class Project Presentation, Homelessness—Transportation
- 1:55 – 2:05 Break



- 2:05 – 2:50 Class Project Presentation, Homelessness—Housing
- 2:50 – 3:00 Class Project Wrap-Up (must be out of room by 3pm)
- 3:00 – 3:15 Your Turn Evaluations
- 3:15 – 4:15 Tour Lindenwood TV and Radio Station

Directions

We will be in the Spellman Center. Take First Capitol to the campus entrance at the intersection of First Capitol Drive and Kingshighway. Turn left into the parking area (old First Capitol Drive before realignment). Turn right on John Weber Drive and go down hill to Spellman Center (building has a clock tower). We are in the Leadership Room on the 4th floor of the Spellman Center.

Parking is open. There is parking outside the Spellman Center and throughout the campus. Since we are in the morning, we have a better chance of getting decent parking.

Link to Campus Maps http://www.lindenwood.edu/about/campus_map/

Emergency Contacts

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