

PUBLIC RELATIONS SOCIETY OF AMERICA  
OKLAHOMA CITY CHAPTER  
PO Box 18702  
OKLAHOMA CITY, OK 73154-0702



# 2006 *Professional Development Day*

THE OKLAHOMAN RECEPTION HALL  
9000 BROADWAY EXT.  
OKLAHOMA CITY

*June 15, 2006*

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TWO  
INTERACTIVE



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OKLAHOMA CITY CHAPTER PRSA

ADVANCING THE PROFESSION  
AND THE PROFESSIONAL.

PUBLIC RELATIONS FULLY LOADED:

# Managing Media in the Next Generation



Professional Development Day  
THE OKLAHOMAN RECEPTION HALL  
June 15, 2006

*Schedule:*

8:30 - 9:00 A.M.	Registration
9:00 - 10:00 A.M.	Taylor Cole and Michelle Smith present <i>Strategic Media Messaging and Training for a Buzzed and Blogged Millennium</i>
10:00 - 10:15 A.M.	Break
10:15 - 11:15 A.M.	Taylor Cole and Michelle Smith present <i>Strategic Media Messaging and Training for a Buzzed and Blogged Millennium</i>
11:15 - 11:30 A.M.	Break
11:30 - 12:00 P.M.	Lunch
12:00 - 1:00 P.M.	Ed Schipul presents <i>The Public in the Machine - Using the latest online tools that put PR in the driver's seat!</i>

*Speakers:* L. Michelle Smith, President and CEO - m strategies inc.  
Taylor L. Cole, APR, Founder and Senior Brand Strategist - iKnowPR.com  
Ed Schipul, CEO - Schipul - The Web Marketing Company

## MORNING PRESENTATION:

You've never had media training like this before. Whether you are new to the industry or have lots of experience with the media, you'll come away with some new tips and tricks for prepping yourself and someone else for any media interview.

Learn how to prepare talking points, come back to those key messages during your interview and gain training skills to ensure your organization's spokesperson says exactly what you would say in an interview.

## LUNCH PRESENTATION:

Blogs, podcasting and RSS have put public relations in the drivers seat once and for all. In this presentation we will cover the latest online technologies, how the people have climbed into the machine and how you can join in the conversation.

Expect an engaging recap of blogs, podcasts and RSS leading public relations' new role in the driver's seat.

OKLAHOMA CITY CHAPTER PRSA

Register by Friday, June 9

## Registration form

Please check one of the following:

### FULL REGISTRATION

- \$50 PRSA Members
- \$60 Non-PRSA Members
- \$35 PRSSA Students
- \$40 Non-PRSSA Students

### LUNCHEON REGISTRATION ONLY

- \$25 PRSA Members
- \$35 Non-PRSA Members
- \$15 PRSSA Students
- \$20 Non-PRSSA Students

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

### PAYMENT INFORMATION:

CHECK NUMBER \_\_\_\_\_ TOTAL \$ \_\_\_\_\_

P.O. NUMBER \_\_\_\_\_

REGISTER Three ways by Friday, June 9

1. MAIL completed form with payment to:  
PRSA - Erin Page  
C/O 20 Hats  
4100 Perimeter Center, Suite 140  
Oklahoma City, OK 73112
2. FAX completed registration form to: (405) 601-2306  
Attn.: Erin Page
3. Or complete your registration online at [www.PRSAokc.com](http://www.PRSAokc.com)

For questions contact Professional Development Co-Chairs Marla Carroll at 228.8844 or Erin Page at 604.5941.