

Media Relations Made Easy

Educators are often called upon by reporters to provide insight, analysis, background or informed reaction to issues that will receive media coverage. This seminar will better prepare marriage and family educators for encounters with news media, explain what to do when a reporter calls, provide tips for a successful interview, explain terms such as "off the record" and more. The seminar will feature mock interviews, group discussion and real world experiences in media relations. The workshop will be conducted by the staff of the Auburn University Office of Communications and Marketing, faculty and staff of the Auburn University's Department of Journalism and Communication and special guests from Auburn Network and Clear Channel Radio.

MEET YOUR PRESENTERS



Mike Clardy, Director of Communications

Mike is the communications director for Auburn University's Office of Communications and Marketing, where he has worked for the past 11 years. He manages a unit that is responsible for media relations and Web communications. Prior to moving to Auburn in 1998, Mike spent seven years anchoring and reporting news and sports at two NBC affiliates and one Fox affiliate in South Texas. He got his start in broadcasting anchoring news on the radio in 1989 and has baseball play-by-play experience on both the collegiate and professional levels.



Jim Jackson, Director of Broadcast Services

Jim is the Director of Broadcast Services in the Office of Communications and Marketing at Auburn University, where he supervises all aspects of video production and technical direction for various university programs and departments. He has been with Auburn for over 19-years and has a background in television news and news radio.



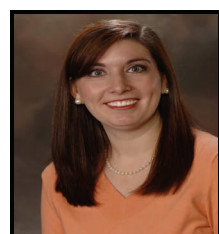
Kevin Fichtner, Broadcast Associate

Kevin has been a broadcast associate in AU's Office of Communications and Marketing for the past four years. He is responsible for shooting and editing many of the videos that OCM produces. Kevin also works for the Auburn Network on Saturdays in the fall, shooting football highlights, interviews and the coach's show. Prior to working for Auburn, he spent six years as a photojournalist and editor for WSFA, the NBC affiliate in Montgomery, Ala.



Brock Parker, Multimedia Specialist

Brock has more than 16 years experience in broadcasting. He began his career in radio in 1992, working as a disc jockey and news reporter in various markets such as Enterprise, Alabama, Killeen, Texas and Columbus, Georgia. After graduating from college, he was a reporter for three television stations, including WTVM and WSFA. As a television reporter, he earned the 2003 Alabama Associated Press Best Reporter award.



Katie McCormack Wilder, News Writer and Editor

Katie is a writer and editor for Auburn University's Office of Communications and Marketing. Serving in this position for the past five years, she writes and edits news releases and articles for various Auburn audiences including media, faculty and staff, alumni and students. Katie also works with media contacts and other communicators on Auburn's campus to place stories about Auburn's research, outreach and educational programs. In addition, she maintains Newsmakers, a portion of the Auburn Web page that features in-depth news stories about programs at Auburn. She has been at the university for seven years. Prior to coming to Auburn, she spent two and a half years working as a general assignment reporter for The Gadsden Times, a daily newspaper that covers northeast Alabama.



Nicole Mabry, Clear Channel Radio Statewide Sales

Nicole has been employed with Clear Channel Communications as the General Sales Manager for the Alabama Radio Network and Clear Channel Statewide Sales for, as she puts it, "most of her adult life." Before moving to Montgomery in 2000, Nicole lived in Birmingham where she attended UAB except for one year when she traveled back to her home town of Baton Rouge, Louisiana to attend LSU. Nicole is the proud mother of two sweet children, Mary Katherine Holland (6) and Henry Clyde IV (4). Both attend Holy Cross Episcopal School and are participate in as many activities as their mom will allow. She is an active member of Landmark Church and enjoys traveling, riding bikes and shopping. Her favorite movie is the English Patient and her favorite book, Memoirs of a Geisha.



Dr. Brian L. Bourdeau

Brian L. Bourdeau, PhD, is an Assistant Professor of Marketing at Auburn University. His research interests include services marketing, sustainability, survey research methodologies, and service branding. Dr. Bourdeau's research has appeared or is forthcoming in the *Strategic Management Journal*, *Journal of Services Research*, *Journal of Business Research*, *Journal of Services Marketing*, *Journal of Non-Profit & Public Sector Marketing*, *International Journal of Sports Marketing and Sponsorship*, *International Review of Business Research Papers*, and *Forum Empresarial*.



Dr. Margaret Fitch-hauser

Margaret Fitch-hauser has 30 years experience as a consultant, trainer and coach. She has worked with people from a variety of organizations ranging from large multinational firms to small businesses. Margaret specializes in helping clients discover and develop their own communication and relationship styles and strengths. She does this by listening, diagnosing, and working with the client to problem solve and strategically map a path to improvement. Margaret's education includes a BA and MA in Speech Communication from Stephen F. Austin State University in Texas. Her Ph.D. is in

Interpersonal Communication from the University of Oklahoma. For eight years, she served on the faculty of the College of Business at the University of Oklahoma working with their consulting services and teaching Business Communication. Margaret currently serves as an Associate Professor and Department Chair for the Department of Journalism and Communications at Auburn University and is a past president and life member of the International Listening Association. She is a published scholar in the field of listening and information processing and has served as an expert witness in several fraud litigations. Her current research efforts focus on cultural differences in listening related measures and situations.



Robert French

Robert French teaches public relations at Auburn University. He has over 25 years of experience in public relations, broadcasting and university administration. Robert became interested in social media for the benefit of his students. He saw the change in PR coming and got in early. Social media has proven to be a powerful educational, networking and mentoring path for Auburn students. They have landed interviews and jobs with the top public relations, marketing and advertising firms in the world, in part, because of their class social media experiences. Auburn graduates are now actively weaving social media into PR

practice for governors, state agencies, PR/marketing agencies, corporations, non-profits and churches. Robert is a Founding Fellow of SNCR, the Society for New Communication Research. Recently honored with inclusion in PR Week's 2008 Editors' Choice list (PDF), Robert has been interviewed by the New York Times, the Wall Street Journal, Inc. magazine and many other news organizations. Robert is also featured in the Ted Demopoulos book, *What No One Ever Tells You About Blogging and Podcasting: Real-Life Advice from 101 People who Successfully Leverage the Power of the Blogosphere*. Robert writes at infOpinions.org about public relations, marketing communications, multimedia/social media and how they fit into a traditional liberal arts/business public relations curriculum.



Rod Bramblett

Rod Bramblett enters his 7th season as the lead announcer for Auburn football and basketball. Bramblett has served 17 seasons as the lead announcer for Auburn Tiger baseball, making him one of only three announcers in the Southeastern Conference do radio play-by-play for all three major sports. The Valley, Alabama native is also host for the Auburn ISP Sports Network's weekly call-in show Tiger Talk as well as the Auburn Football Review and Auburn Basketball Review television shows. For his on-air work, Bramblett was named the Alabama Sportscaster of the Year for 2006 by the National Sportscasters and Sportswriters Association. As Director of Broadcast Services for the Auburn ISP Sports

Network, Bramblett is responsible for the coordination of the network's affiliate relations, audio production, and satellite uplink services. Bramblett is a 1988 graduate of Auburn University.



Maggie Lawrence

Maggie has worked in commercial media and public relations for 24 years. For the last 15 years, she has worked as a Marketing and Communications Specialist for the Alabama Cooperative Extension System. While the size of the department demands that each person handle all types of public relation functions, she has chosen over the last few years to focus on helping Extension professionals enhance their media relations and crisis communications skills. She is an active member of the East Alabama Chapter of the Public Relations Council of Alabama, Extension Video Producers and the Association for Communication Excellence (ACE). Her ACE peers recently recognized Maggie with the organization's Pioneer Award. The award honors communicators who demonstrate exceptional leadership and technical skills and make significant contributions to ACE. A graduate of the University of Georgia's Grady College of Journalism and Mass Communications, she began her career as the East Alabama reporter for WTVM in Columbus, Ga. She uses her background in commercial news to help ACES professionals and others understand the demands and quirks of TV news and how to make those things work to their advantage. She left Channel 9 to work in Auburn University's University Relations office (now known as Office of Communications and Marketing). She also worked in AU's School of Pharmacy before joining Extension.



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