

The Law Practice Management Section of The Bar Association of San Francisco presents

Meet the Press:

What Every Law Firm Needs to Know About Media Relations

SPEAKERS

Niraj Chokshi

Reporter • The Recorder

Deborah Goodson

Marketing and Communications Manager
Howard Rice Nemerovski Canady Falk & Rabkin, P.C.

Scott Graham

Editor-in-Chief • The Recorder

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Reporter • San Francisco Daily Journal

MODERATOR

Carl Whitaker

President • Whitaker Communications

Wednesday, October 15, 2008

BASF Conference Center
301 Battery Street, 3rd Floor

\$30 Student, Government and Nonprofit Attorneys

\$40 BASF Section Members

\$50 BASF Members • \$65 Others

All prices increase \$10 on the day of the event.

No MCLE will be given.

Registration: 11:30 a.m. – 12:00 p.m.

Lunch and Program: 12:00 – 1:30 p.m.

Event Code: G082709

The panel will focus on best practices for raising your firm's profile in the legal and business press and include practical tips for law firms of all sizes in dealing with reporters.

- What makes a good story
- How to pitch a story to a reporter
- Interview do's and don'ts for lawyers
- Blogs – perils and opportunities
- What makes a deal or case newsworthy
- Elements of a "trend" story
- How to handle bad news

Special Information:

- **YOU ARE NOT REGISTERED UNTIL YOUR PAYMENT HAS BEEN RECEIVED IN OUR OFFICE.** Please complete the registration form below and mail it with your check so that we receive it by October 13th.
- You must sign in at the program during the defined registration period as indicated on this program announcement. MCLE credit will not be given if you arrive after the registration period has ended. **In addition,** reservations will only be held for 25 minutes beyond start time. At that time, seats are considered "no-shows" and can be sold.
- **CANCELLATION AND REFUND POLICY:** If you cannot attend a seminar after you have pre-registered, please let us know 48 hours in advance and we will refund your money, minus a \$5.00 handling fee.

Please make checks payable to BASF.

NAME _____

BASF ID _____ STATE BAR ID _____

FIRM _____

ADDRESS _____

CITY/ZIP _____

PHONE _____ EVENT CODE: G082709 10/15/2008

☐ Mail to:

Continuing Legal Education Department • The Bar Association of San Francisco

301 Battery Street, 3rd Floor • San Francisco, CA 94111

Credit card (circle one): Visa Mastercard American Express

_____ Expiration _____ Security Code _____

Fax Credit Card Registration to (415) 477-2388 or Register on-line at www.sfbar.org

SPECIAL INFORMATION:

This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount specified. The Bar Association of San Francisco is a State Bar of California certified provider.

People with disabilities should feel free to contact us regarding any reasonable accommodation we may be able to provide so you can fully utilize our services..