



SMPS LI hosts "Meet the Media" event March 9

May 23, 2011 - Long Island

Attendees of SMPS Long Island's "Meet the Media" which took place on March 9, 2011 at the Woodlands took away an assortment of tips on effectively managing their media relations programs.

The panel, moderated by Julie Gross Gelfand from Harrison Leifer DiMarco Public Relations, consisted of representatives from industry and local press. Panelists included Deborah Herman from Building Long Island magazine, Valerie Kellogg from Newsday, Carrie Lee from FiOS1 News, David Winzelberg from Long Island Business News and Kristine Wolf from New York Real Estate Journal. This informative program addressed various areas including best practices on developing relationships with the press, incorporating social media as a publicity tool and effective hints on pitching one's story.

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