



NRC to host a Meet- the-Real-Estate-Media lunch on November 17

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Working more effectively with the press is the subject as the National Realty Club (NRC) hosts the second of its Meet-the-Real-Estate-Media lunch series on Tuesday, November 17, from noon to 2 p.m. at The Williams Club, 24 East 39th St.

The panelists will be: Theresa Agovino of Crain's New York Business, Peter Grant of the Wall Street Journal, Linda O'Flanagan of Real Estate Weekly, Teri Rogers of the New York Times and Andy Wang of the New York Post.

The moderator will be David Grant, president of LVM Group.

"Many of our members have been asking how they can get more coverage in the press, and how reporters decide what to cover," said Thomas Graf, NRC president and VP/ producer of Northmarq Capital. "That's why we're very excited to be able to present this program.

"In good times and in bad â€” and these have not been the best of times â€” it's important that real estate people understand how they can get their messages out to the all-important news media. In that regard, we have assembled a superb team."

Graf said some of his members' questions, for which he hopes for answers, include:

- * Given the size of our industry, is real estate sufficiently covered?
- * How do journalists decide what is news? Why one topic over another? Why one project over another?
- * To what extent does advertising affect news coverage?
- * What are the best ways to contact a journalist with a story idea? What are the worst ways?
- * How can real estate entities obtain fair and accurate coverage from the media?
- * What makes a good interviewee?

"I'm hoping our panelists will share â€” no names, please! â€” some of the worst story suggestions they've heard," said Graf.

Members will be charged \$45 to their NRC-Williams Club accounts. Non-members will pay \$125 at the door [cash or check only].

The NRC was established over 60 years ago for the furtherance of business and as a forum for the exchange of ideas and information. Membership includes owners, developers, builders, bankers, lenders and real estate attorneys. Many members are multi-generational real estate families well known in the community. www.nationalrealtyclub.com.

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