



Women in Development of Northeastern New York

Building networks, sharing best practices, and
working collaboratively for our collective success.

Brown Bag Workshop for WID Members

Media Mania: How to Get In the News

Wednesday, February 13, 2013, 12:30-2:00 pm

- Location:** Girl Scouts of Northeastern New York; 8 Mountain View Ave., Albany
(Just off Central Ave. near Fuller Road)
- Cost:** \$5 (members only) Bring your lunch
- RSVP:** by February 6, 2013

Join us for our “members only” brown bag lunch on how to position your agency’s works and activities in a way that’s newsworthy. Presenter Susan Storey Bardack was once behind the news desk and she will share her insights on what gets noticed and what gets a pass. Among the topics to be covered:

- *Marketing tactics and media relations*
- *Why some stories don’t get placed*
- *Media relation’s tools*
- *How to pitch a story and how to promote results*



Susan Storey Bardack
CEO, Buzz Media Solutions

Susan Storey Bardack, a founder and CEO of Buzz Media Solutions, has over 15 years of experience in the field of communications. At Buzz Media Solutions Bardack oversees marketing efforts for a wide variety of clients across several industries. She has coordinated media attention and events for actress Goldie Hawn, Cirque du Soleil and DreamWorks.

Prior to Buzz Media Solutions, Bardack was the chief marketing officer for iZoca.com, a technology start-up company. In this role she coordinated all marketing efforts and has raised significant funds to keep the company on track toward achieving its goals.

Bardack began her career in marketing as a senior associate at a communications firm where she worked with several high profile clients including; McDonalds, The New York State Museum, The Preservation League of New York State and the Association of Proprietary Colleges.

Previously, Bardack spent a decade in a management role at the CBS affiliate where she managed the reporting staff and coordinated news coverage. Bardack received a professional honor awarded by Freedom Communications for her role in a major national story.