Abstract:

The study you’ve slaved over is about to be published and you’re sure it should be the lead story on every newscast tonight – or at the very least the focus of an entire NPR feature. But is this realistic? And if so, how do you get from here to there, or even get local, specialty or social media outlets to take note?

UNC Gillings School Director of Communications David Pesci will be giving you clues on how to secure your part of the newscycle. Learn the ever-important “Rule of Three,” why “exact positioning” can be your friend, and how Grandma can be the best ally you ever had when pitching a news story. Pesci has nearly 20 years of experience as a media relations professional. He’s also written for such news outlets as The New York Times, The Los Angeles Times, The Denver Post, The Houston Post and several others.

Trigger warning: Pesci talks wicked fast. This won’t be boring.