

# Media Marketing Strategies for **Business & Non-Profits**

Use the Media to Enhance  
Your Business or Special Events



- Learn to highlight your business, non-profit, or special event.
- Get it in the public eye with little or no budget.
- Acquire a list of Grand Valley contact people

- Learn which media outlets in the Grand Valley to target
- Learn to make connections with the media that will have both long and short term results
- Learn to write a news release

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**Rick Thurtle brings more than two decades of hands-on media experience to work for you! It's information that can separate you from your competition - and all on a limited marketing budget!**

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**Wednesday, July 19, 2006, 11 AM—2 PM**

**\$59 (Includes box lunch)**

**Call 255-2800**

Western Colorado Community College (formerly UTEC), (2508 Blichmann Ave

