

League of American Orchestras
2013 National Conference

**Public Relations Managers and Staff
Constituency Meetings**
Constituency Liaison: Judith Kurnick
jkurnick@americanorchestras.org

Orchestra

Tuesday, June 18

1:30pm - 3:15pm
St. Louis Public Radio
3651 Olive Street*

Building and Maintaining Fruitful Partnerships

With media outlets dwindling, it's more important than ever to maintain strong ties with those you still have. But connecting with other organizations can also add tremendous value to both parties. Adam Crane and Erika Ebsworth-Goold will share how the St. Louis Symphony is leveraging multiple community partnerships.

*Bus transportation will be provided from our hotel to Powell Hall, where we will be directed the short distance to the studios.

Mary Edwards, St. Louis Symphony broadcast producer, St. Louis Public Radio, KWMU; Patrick Murphy, vice president of production, the Nine Network of Public Media and executive producer, Living St. Louis; Robert Peterson, program director, St. Louis Public Radio, KWMU

Wednesday, June 19

2:00pm – 4:00pm
Mills 9, 4th Floor

Managing Challenging Situations: A Case Study

How do we keep a tough situation from becoming a crisis, especially with today's lightning-speed news cycles? Rachelle Roe of the Chicago Symphony offers a look at how her orchestra handled challenging news before, during, and after it broke, on both traditional and social media platforms.

Rachelle Roe, director of public relations, Chicago Symphony Orchestra

Thursday, June 20

8:30am – 10:30am
Mills 9, 4th Floor

Maximizing PR Impact Through Planning

We all have to do it, but what works best? A group conversation about the PR industry's best practices and tools for effective communications planning, and how they are helping address challenges while achieving institutional goals.

League of American Orchestras

Judith Kurnick, vice president for strategic communications, League of American Orchestras; Melissa Sanders, senior director of communications, Atlanta Symphony Orchestra

Open Session: Bring Your Thoughts

React and respond to what you have heard, and bring any topics you want to discuss.

Judith Kurnick, vice president for strategic communications, League of American Orchestras

Name badges for this event generously provided by TALASKE | Sound Thinking