



CPA • LAW SOCIETY OF VENTURA COUNTY



YOU, TOO, CAN MAKE FRIENDS WITH THE NEWS MEDIA

Presentation by:

Tim Gallagher

President of Gallagher 20/20 Consulting & Former President and Publisher of the Ventura County Star

SPEAKER

Friday, February 8, 12:00 - 1:30 p.m.
The Pierpont Inn, Ventura



Tim Gallagher is president of Gallagher 20/20 Consulting, a Westlake Village firm specializing in reputation management and in building content for websites. Gallagher launched his firm in September 2007 after 29 years in newspaper journalism, most as an editor or publisher, highlighted by a Pulitzer Prize in 1994. He is a frequent public speaker on a wide range of interesting topics. His consulting practice goes beyond public relations. He helps build your public reputation through the free news media. His website consulting is not about design, but about content - the "there" that is there that makes visitors keep coming back to your website. Gallagher, 51, was born in Brooklyn and lived in New Mexico and Texas before making California his home in 1995. He lives in Somis with his wife and four of his six children. Gallagher's website is www.gallagher2020.com.

CONTINUING EDUCATION

CPAs/Attorneys 1.0 Hr CPE/MCLE

This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of 1.0 hour. VCBA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing MCLE. Additionally, this organization follows the CE requirements specified in the California Board of Accountancy Regulations.

PRESENTATION

Lessons learned after 29 years in the newspaper business.

- Reporters are not all blood-sucking worms out to make a name for themselves.
- It is not about "spin." It is about being available to reporters and helping them do their jobs by providing the facts.
- The mainstream media is not enough anymore. You have to use multiple sources to get your message across. Bloggers. Websites. Email blasts.
- "Post your own news" websites.
- Use the Op-Ed page. It's free.

LUNCH CHOICES

Roasted Salmon
Provençale with Tossed
Green Salad,
Vegetable and Rice

Classic Cobb Salad
(breast of chicken,
avocado, bacon,
tomatoes, etc.) & Soup

Vegetarian Sandwich:
Grilled Vegetables,
Tomato Carpaccio,
Basil, Smoked
Mozzarella & Roasted
Garlic on Focaccia;
Green Salad

RESERVATIONS

Price Includes Lunch, Coffee/Tea, Dessert and CPE credit. The cost is \$30 for members of the CPA/Law Society and \$40 for non-members. Please make your reservations and lunch selection by calling Barbara at Doug Kulper's office (805) 659-6800, or please e-mail Doug Kulper at dkulper@fcoplaw.com, before February 6, 2008. See www.cpalawsociety.com for info.