



Save The Date!

**Thursday, May 18, 2006
Luncheon Program**

Crisis Planning and Management in Media Relations

Moderator: Jan Heying, *Legal Image*

Media Panel Representatives:

Brian Womack, Technology Reporter, *Orange County Business Journal*

Greg Herdesty, General Assignment Reporter, *Orange County Register*

David Reyes, Orange County Courts Reporter, *Los Angeles Times*

Lilia Aguirre, Marketing Director, *Kring & Chung LLP*

You have heard the saying, "Any press is good press." However, this does not necessarily apply to law firms. Join us to hear how proactive media relations can be an effective way to eliminate PR disasters. A media panel of writers and an in-house marketing professional will give tips and insight into how legal marketers can work with the media to form key relationships and handle negative media exposure.

- Date:** Thursday, May 18, 2006
Please make any special diet requests with your RSVP
- Time:** 11:30 networking & registration • NOON - program begins promptly
- Location:** **Hyatt Regency Irvine** - 17900 Jamboree Road, Irvine, 92614
- Cost:** LMA Members \$40, advance rate or \$45, at the door
Non-members \$50, advance rate or \$55, at the door
All rates include **self-parking**. Valet parking is an additional \$10.
- RSVPs:** Please contact Heather DeSha: (949) 263-4490 or lmasoncal@cox.net
- Checks:** **Payable to:** LMA Southern California
Mail to: 5319 University Drive, #212 Irvine, CA 92612

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