



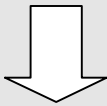
The Cleveland

Independent Practitioners Group

"Communications in Action"

April 2006

**Tuesday
April 11, 2006
11:45 a.m.**



WTAM Radio and The City Club of Cleveland

Mitchell's
Fish Market
at
Eton Place
Chagrin Boulevard

**RSVP by
April 5, 2006**

to

lynnemeyer@cox.net

The communications/ public relations professionals of the Independent Practitioners Group (IPG) meet monthly.

Husband and wife "dynamic duo" joins us for presentation about WTAM radio and The City Club of Cleveland

Our April 11 meeting is a "two-for-the-price-of-one" special offer.

Speaking to us is the husband and wife "dynamic duo" Darren and Missy Toms. As Assistant Director of News Programming for Clear Channel Cleveland, Darren decides what stories get covered.

Missy is Director of Marketing and Membership for The City Club of Cleveland.

Who knew?

WTAM primarily covers Cuyahoga, Lake, Lorain, Summit and Medina counties and averages about 366,600 listeners a week. They also provide newscasts for WGAR, WMJI, Akron, Youngstown, Pittsburgh and Milwaukee. WHLO is their Akron "sister" station.

Perhaps you, like me, didn't realize that WTAM has plenty of program time during each day. That means lots of potential opportunities to get our clients on to be interviewed as expert resources.

The oldest in the country

Did you know that the City Club of Cleveland is the oldest continuous free speech forum in the United States?

Thousands of prestigious individuals in myriad fields, including business, academia, and politics, have been

speakers at the City Club.

Ever wonder how the Club determines its topics and speakers? Wondering if one of your clients might possibly be a good candidate as a speaker or panel member?

Missy, who, among other things, is responsible for marketing the Club's programs, will provide insights on their programs and the procedure for recommending individuals to be considered as potential speakers.

(NOTE: April 11 is a Tuesday.)

Our May 10 meeting

"ROI for Public Relations"

We all know this is a hot button topic and of utmost importance for p. r. practitioners, whether employed by a company or on our own.

So, are there credible ways we can prove the value of what we do? The answer is "yes," and our own Jim Tabaczynski will tell us how. This is one meeting you simply can't afford to miss!

Our June meeting topic is up for grabs. What ideas do you have? Know someone who would be a good speaker? Let me hear from you . . .