



Contact: Kathy Ellington, Executive Director  
kathy@LeadershipPrinceWilliam.org  
703-933-9607

FOR IMMEDIATE RELEASE  
May, 19, 2008

## **LEADERSHIP PRINCE WILLIAM CLASS AND LOCAL MEDIA EXPERTS SHARE EFFECTIVE COMMUNICATIONS STRATEGIES**

A panel of local media and communication experts joined the class in an open and candid discussion revolving around crisis communication, marketing/promotional campaigns and media relations. The presenters included Liz Bahrns, Prince William County Communications Director; Jack Papp, Manager Lockheed Martin Communications and Public Affairs; Kasha Laiks, Micron Inc. Communication Manager; Assistant Chief Warren Whitely, Prince William County Fire Department; Randi Reid, Observer Newspapers; Ian Shapira, The Washington Post; Hank Silverberg, WTOP; Susan Svihilik, Potomac News and Gail Pennybacker, WJLA Channel 7 News.

“Communicating Effectively in a Complex Community” was the topic of the last Leadership Prince William session. The session was held at Hylton High School Television recording studio, Woodbridge. Topics of the day included crisis communication, marketing/ promotional campaigns and media relations. Throughout the session, the 30 class members had the opportunity to prepare themselves to communicate with confidence when dealing with the media. The participants were coached in getting their message out in an emergency. During the day they had the occasion to learn how to forge positive relationships with the media.

Leadership Prince William will host its inaugural year closing retreat June 5 at the FBI Northern Virginia Resident building. A graduation reception honoring inaugural graduates will follow at the Candy Factory in Manassas.

Leadership Prince William is currently accepting applications for 2009. Application deadline is June 2, 2008.

###

*The program, Leadership Prince William, is built around a comprehensive, ten-month curriculum that brings key community information and imparts vital skills to the residents and business leaders of the Prince William area.*

*Directed by a Board of Regents, Leadership Prince William is a private, non-profit organization with programs designed to prepare existing and emerging community leaders for pivotal positions in business, local government and community affairs. The courses inspire, enlighten, and connect a network of individuals interested in building a strong future for the Prince William community. The skills imparted during this intensive program will help launch graduates into new civic and business opportunities, and will create a positive force for change in the community.*

*Leadership Prince William is sponsored by Venture sponsors Prince William County Greater Manassas Chamber of Commerce and Prince William Regional Chamber of Commerce. Foundation Sponsors are George Mason University and Micron Technology.*