

Press Release

Fearless Media Relations Slated Topic at NCURA Conference

Communications strategies for dealing with institutional media challenges

Washington D.C.- Communications strategist and trainer Aileen Pincus will be a featured speaker at the 44th Annual Meeting of NCURA, National Council of University Research Administrators, on Monday, November 4.

Ms. Pincus, who formerly reported for CNN, and for WTTG-TV in Washington D.C., will explore media challenges at research universities and offer strategies for dealing with them in Ready, Aim, Talk: Fearless Media Relations. Ms. Pincus, now President of The Pincus Group, providing strategic communications and training for public and private sector clients, will explore the do's and don'ts of media relations, and provide insight into dealing with both wanted and unwanted media attention.

This year's NCURA conference takes place November 3-6 at The Hilton Washington and Towers, 1919 Connecticut Ave. NW, in Washington D.C.