

News Release
FOR IMMEDIATE RELEASE



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**Nonprofits Register now for “Finding the Spotlight” on August 18:
Public Relations Workshop to be hosted by DNA Creative Communications**

Greenville, S.C. (August 5, 2010)—DNA Creative Communications continues its marketing series for local nonprofits with “Finding the Spotlight” on August 18. Registration for this session in addition to the remaining “Shine the Light on Your Nonprofit” seminars is open online at www.dnacc.com/results.php.

A panel of media specialists and journalists will share tips on how to give your nonprofit organization the spotlight it deserves in local media. Panelists representing major Greenville media outlets will offer advice on what makes a great story from their point of view. The panelists include:

- Kristi Keenan, Editor, Greenville Business Magazine
- Chris Weston, Editor, The Greenville News
- Kim Hassold, Editor-in-Chief, Talk Magazine
- Nigel Robertson, News Anchor, WYFF News4
- Marne Mason, Program Director, WMYI My 102.5

Series sponsors include the Community Foundation of Greenville, the University Center of Greenville, Greenville Business Magazine, Greenville Forward, Martin Printing and A.T. LOCKE.

All seminars will be held at the University Center of Greenville Auditorium at 225 S. Pleasantburg Drive. For complete details, and to register for the series, please visit DNA’s website at www.dnacc.com or call 864-235-0959 extension 1.

DNA Creative Communications

DNA is a full-service communications firm specializing in advertising, branding, e-communications, public relations and special event planning. The DNA team develops and executes strategies for clients in various arenas, including education, housing, healthcare, recreation and the environment. DNA offers an annual LIVE HERE GIVE HERE program – a pro bono initiative that allows DNA to select and partner with a local nonprofit to develop a sustainable communications strategy. DNA is the proud recipient of the Greenville Chamber’s 2005 Small Business of the Year Award. For more information, please call 864-235-0959 or visit www.dnacc.com.

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