



President
Thomas K. Graf

Vice Presidents
Earle W. Kazis
John Samuelson

Secretary
Josh Prottas

Treasurer
George J. Bennet
Program Chairman
Jerrold P. Fuchs
Membership Chairman
Adam Marsh
Special Events Chairman
Brian Evans
Counsel
Andrew W. Albstein

Governors
Leonard Adell
Andrew W. Albstein
Stephen D. Barkin
Myron Berman
Thomas Block
Richard C. Bonsignore
Jerome M. Cohen
Lowell Dansker
Jonathan Estreich
Brian Evans
Jeffrey Feil
Jerrold P. Fuchs
Christine Gagliardi
Michael Glick
Thomas K. Graf
Eugene M. Grant
Michael Green
Jeffrey R. Gural
Bruce Haber
Chaim Katzap
Earle W. Kazis
Robert A. Knakal
Paul Korngold
Martin Kravet
Nicholas LaPorte, Jr.
Adam Marsh
Paul Massey, Jr.
Edward McGinnis
Chuck G. Merritt
Gerald Migdol
Alan P. Miller
Jeffrey S. Mitzner
Mitch Perl
Robert T. Perl
Josh Prottas
Allan J. Riley
John Samuelson
John J. Selig
Robert Siegel
Shimon Shkury
Michael Stoler
Stanley Vickers
Richard C. Wald
Lance Wilson

Join us at noon, **Tuesday, November 17, 2009** for our
National Realty Club luncheon, at the Williams Club, 24

East 39th Street to:
“MEET THE MEDIA”

On the heels of our very successful **Meet the Media** panel on July 13, we’re scheduling a second one – and with a whole new panel of journalists.

The real estate industry is hugely important to New York’s economy, but is it sufficiently covered in the mainstream press? How do editors decide what’s news? Is mainstream coverage of our industry too narrowly focused on new buildings and new designs, at the expense of more in-depth analysis?

The relationship between our industry and the press is important. As before, our moderator will be **David M. Grant**, president of LVM Group, a highly regarded public relations firm that just celebrated its 35th anniversary – always specializing in real estate.

We have acceptances from reporters and editors from The New York Times, The New York Post, The Wall Street Journal, Real Estate Weekly and Crain’s New York Business. With our panelists’ help, we’ll be exploring the issues and trends that interest the media in general, and each reporter in particular. Further, we’ll discuss the impact of specialized publications on major news outlets, the effect local politics might have on coverage of real estate issues, and the role of “new media” as it relates to “old media” coverage. Plus, we will also talk about guidelines that will help you and your company improve your dealings with the press, how to develop newsworthy stories, and much more.

Date: Tuesday, November 17, 2009

Time: 12 noon – 2:00p.m.

Place: The Williams Club, 24 East 39th Street

Cost: Members will be charged \$45 to their NRC-Williams Club accounts

Non-members – \$100 prepaid by check or at www.paypal.com payable to nationalrealtyclub@gmail.com or \$125 check or cash at the door.

Meetings take place at the Williams Club, 24 East 39th Street [between Park and Madison Avenues]

NRC offices are at 380 Lexington Avenue, SUITE 1700, New York, NY 10168
212-551-1013 nationalrealtyclub@gmail.com or cleanlists@gmail.com

Visit our web site: www.nationalrealtyclub.com