

# The Media as Storytellers: What Does It Mean for Society?

**Michael Benard**

Director, Communications & Public Affairs  
Vice President, Eastman Kodak Company



**Wednesday, March 30, 2005, 11:45 a.m. – 1:30 p.m.**

**Colonial Dining Room, Kodak Recreation Center (Bldg. 28)  
200 Ridge Rd. West, Rochester NY**

*(Parking in Primrose Street Visitor Lot #17 across street – see map at [www.prsarochester.org](http://www.prsarochester.org))*

Society is shaped by its storytellers and, today, two of our most powerful storytellers are the news media and the entertainment media.

Mike Benard has looked extensively at this phenomenon and will probe the role of the news media in shaping society through their role as storytellers.

Mike notes that the news media is undergoing a transformation and reexamining its role. Some journalists see a dynamic that stretches between opposite poles.

On one end is the point-of-view as articulated by Journalist/Author Ken Auletta: “What a great job it is to be a journalist, that is to say, you have power without any responsibility, which is wonderful.”

At the opposite pole is the Committee of Concerned Journalists which concluded: “A large majority of news professionals sense a degradation of the culture of news ... journalists do not fully grasp the implications of all this.”

Others, including Web journalist and commentator Matt Drudge, believe this is an exciting transformation – “the beginning of a second media century ... where it's much more of a people-driven media.”

Join Mike in sharing reflections on these changes and what it means for all of us.

**About the Speaker:** Mike Benard has worldwide responsibility for internal and external communications, government affairs, community affairs, corporate contributions and management communications for Kodak, which he joined in 1986, following 12 Years with PPG Industries.

During his leadership of Communications & Public Affairs, Kodak communications teams have earned four Silver Anvil Awards.

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**Cost:** \$18 for PRSA members and PRSSA student members, \$23 for non-members

**Menu:** Garden Salad, Chicken Parmesan, Ziti with Marinara Sauce, Carrot Cake, Soda and Coffee

**Registration:** **Members** call (585) 249-9232 to register. **Non-members** and **PRSSA students** must register and pay in advance by mailing the registration form below with payment (to arrive by **Fri., March 25**) to: *PRSA Rochester Chapter, c/o Karen McCready, 85 Stuyvesant Rd., Pittsford, NY 14534*. You may also fax the charge info to (585) 249-0073, or e-mail to: [OfficeAst@aol.com](mailto:OfficeAst@aol.com).

## **PRSA/Rochester program reservation form for March 30 Program**

Name \_\_\_\_\_ Guest(s) \_\_\_\_\_  
Company \_\_\_\_\_ Phone \_\_\_\_\_  
Check amount \$ \_\_\_\_\_ (Make checks payable to PRSA/Rochester Chapter; list attendee names on check)  
Please circle type of charge: **VISA MC DISC AMEX** Expiration date: \_\_\_\_\_  
Name on credit card: \_\_\_\_\_ Charge acct. #: \_\_\_\_\_

**For Cancellations:** Please notify Karen McCready, PRSA Rochester Chapter administrator at (585) 249-9232 by 9 a.m., Tuesday, March 29, or you will be charged the program fee, as will any “no shows” or “no pay” attendees. You may send a substitute without notification if you are unable to attend. We will ask that anyone who calls and plans to pay by check please provide a charge card number as a hold.