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**DDN PAIR WILL FOCUS ON HEADLINES, PHOTOS
FOR NEXT MEETING OF BUSINESS COMMUNICATORS**

DAYTON, Ohio — The Dayton Daily News' Ron Rollins, features and entertainment editor, and Jeff Adams, photo editor, will talk about attracting readers and heightening the effectiveness of publications at the next meeting of the Dayton chapter of the International Association of Business Communicators.

The program will be offered Thursday, April 15, at NCR Sugar Camp, 101 W. Schantz Ave. Registration will begin at 11:30 a.m., with the lunch and program beginning at 11:45 a.m. Cost is \$14 for members and \$20 for guests, and reservations are requested by April 9 by calling (937) 640-1521.

Rollins and Adams will use case studies and discussion to cover the use of photography and headlines, story selection and creative ideas for conveying recurring topics.