



NACKEY S. LOEB SCHOOL OF COMMUNICATIONS

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Loeb School Offers Media Boot Camp

The Nackey S. Loeb School of Communications is offering a one-day Media Boot Camp for anyone who uses the media to deliver a message.

The session, on Oct. 20, is designed to help people in business, government, non-profits, medicine, sports, education or any field become more successful by improving their media and social media skills.

Instructor Mike Nikitas from NECN (New England Cable News) brings three decades of communications and teaching experience to a friendly, positive presentation. He covers understanding different media and the audiences they attract, understanding what reporters look for, basic use of social media, developing and sticking to a message, and handling interviews.

Participants also learn how body language, dress and voice can help or hinder their message and get the chance to put the tips to use in mock, videotaped interviews.

The workshop is being offered on Oct. 20, from 9-3:30. The fee is \$50, including lunch.

For more information, or to register, go to www.loebschool.org or call 627-0005.

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