



NACKEY S. LOEB
SCHOOL OF COMMUNICATIONS

www.loebschool.org

Loeb School Offers Spring Classes

MANCHESTER _ Registration is open for spring classes at Nackey S. Loeb School of Communications for anyone interested in writing, traveling, public relations, video and photos.

The session, from March 13 to April 17, includes six weeks of Wednesday evening classes in Public Relations/Marketing, Travel Writing, Creative Writing, Video Production and Photoshop. All but Photoshop are free of charge.

If you like to travel and write, and possibly make some money along the way, the Travel Writing class is for you. Instructors Stacy Milbouer and Tom Long cover basics of travel writing, including pitches, ethics and publication. Class time: 5:30-7.

Stacy and Tom also teach Creative Writing. Whether you want to write a short story, the great American novel or just a better Facebook post, they will help with the skills and confidence to express yourself in words. Class time: 7-8:30.

In 21st Century PR and Marketing, instructor Jayme Simoes of Louis Karno & Co., covers new ideas and ethics of PR, how to write effectively, PR tactics, media relations, crisis communications and PR in new media. Guest speakers will share insights. Class time: 7-8:30.

In Video Production, videographer Michael Johnston teaches how to prepare videos suitable for professional or family use. Students learn how to frame action, record sounds to support visuals and bring the elements together to tell a story. Students will need a video camera, a Smartphone or an SLR type camera in video mode, as well as a digital recorder and laptop with video editing software. Free software such as iMovie or Moviemaker are suitable. Class time: 5:30-7 p.m.

In Photoshop Elements 12: The Basics, instructor Debi Rapson covers basic techniques, ethics and the logic behind Photoshop's program menu. Class time: 5:30-7 p.m. Fee: \$60.

Register at www.loebschool.org or by calling 627-0005.

Contact:

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