



## **Loeb School Offers News Release Writing Workshop**

MANCHESTER -- Have you ever wondered why some news releases make it into the media and others go nowhere?

The Nackey S. Loeb School of Communications is sponsoring a day-long workshop to help land your release in the news, not in the trash.

“Writing News Releases” will be presented at the school in Manchester on May 12, from 9 a.m. to 3:30 p.m.

With reporters buried in news releases, instructors Stacy Milbouer and Tom Long will offer proven suggestions on how to stand out by delivering messages about your organization or business quickly, clearly and concisely. With all readers pressed for time, participants also will learn insider tricks about how to write releases that are informative, compelling and keep the reader's interest.

Stacy is a reporter and columnist for The Telegraph. Freelance writer Tom Long is a former writer for The Boston Globe.

The registration fee of \$50 includes lunch.

Register at [www.loebschool.org](http://www.loebschool.org) or by calling 627-0005.