



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 11, from 9 a.m. to 3:30 p.m.

With reporters buried in news releases, instructors Stacy Milbouer and Tom Long 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 how to write releases that are informative, compelling and keep the reader's interest.

Stacy and Tom are writers/contributing editors for Fiddlehead Magazine. Both have been reporters and columnists for many regional publications including The Boston Globe and The Telegraph of Nashua.

The registration fee of \$50 includes lunch.

Register at www.loeb.school.org or by calling 627-0005.