



NACKEY S. LOEB SCHOOL OF COMMUNICATIONS

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 June 10, from 9 a.m. to 3:30 p.m. Because of a scheduling conflict, the workshop was moved from its original May 20 date.

With reporters buried in news releases, instructors Stacy Milbouer and Karen Spiller 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.

The registration fee of \$40 includes lunch.

Karen Spiller writes news releases and is in charge of internal and external communications as a manager of media relations at BAE Systems in Hudson. She also had a decade of experience receiving news releases as a business writer for The Nashua Telegraph.

Stacy Milbouer is reporter and columnist for The Telegraph, where she receives more than her fair share of news releases – some good, and some that could benefit from this class.

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