

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 New Releases” will be presented at the school in Manchester on May 22, from 9 a.m. to 3 p.m.

With reporters buried in news releases, instructors Stacy Milbouer and Karen Spiller will offer proven suggestions on how to stand out by delivering messages quickly, clearly, and concisely. With all readers pressed for time, the class also will learn some insider tricks about how to write releases that are informative, compelling and most importantly, keep the reader's interest.

The registration fee of \$40 includes lunch.

Karen Spiller writes news releases and organizes media events as a manager of media relations at BAE Systems in Nashua. She also had years of experience receiving news releases as a business writer for The Nashua Telegraph.

Stacy Milbouer is a 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.loeb.school.org or by calling 627-0005.