

## Central California Workshop

**Thursday, May 17, 2018**

**California Lutheran University**

Ullman Conference Center 100-101

60 West Olsen Road

Thousand Oaks, CA 91360

*Free onsite parking*

9:00 a.m. – 12:00 p.m. (Check-in starts at 8:00 a.m.)

### Instructor:

**Jean Sandlin, EdD.** – Jean Sandlin joined the CLU faculty in 2007, after more than 20 years of professional experience in advertising, public relations and journalism. She has directed campaigns for nonprofit organizations, educational institutions, government development initiatives, environmental management companies, health care clinics and hospitals. In addition to her agency experience, she wrote for the *Times Picayune*, the largest daily newspaper in New Orleans, and is the past president of the California Gold Coast Chapter of the PRSA. She teaches courses in public relations and advertising.

## “News Releases – From Headline to Deadline”

**Information PIOs need to know about writing a news release in today’s media environment.**

Whether you’re a brand new PIO, or a seasoned veteran, the news release is a fundamental tool for delivering a message to the public. If you’ve never written a news release, this workshop will show you how to do it. And if you’ve written thousands, you’ll learn about how you can use your news release to reach other audiences.

At this CAPIO workshop you will learn about:

- News release formats.
- Media writing.
- News release composition.
- Headlines.
- Associated Press style guidelines.
- New ways to use a news release.

**\$30 for CAPIO Members**  
**\$40 for Non-Members**

A light breakfast and beverages are provided. There are many options nearby for a no-host lunch following the workshop.

For more information about the

Central California workshop contact: Bill Nash – [bill.nash@ventura.org](mailto:bill.nash@ventura.org)

For Registration questions email [info@capio.org](mailto:info@capio.org) or call 1 (844) CAPIO55

*This workshop qualifies for the J. Lindsey Wolf PIO Institute Credit: Writing (WR)*

Jean Sandlin, EdD



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