



CAPITAL PUBLIC RADIO NEWSROOM

THURSDAY, AUGUST 30

9:30 - 11:30 a.m.

Capital Public Radio

7055 Folsom Blvd,

Sacramento, CA 95826

Free parking is limited. Carpool is encouraged.

Parking permits can be purchased for \$3 to \$6.

Free Event – Members Only

Registration required at www.cpio.org

Tour the **Capital Public Radio** newsroom and learn more about station operations at one of Sacramento's leading radio news stations.

Following the tour, meet with the station's reporters, producers, assignment editors and news director and learn about the latest trends in the news and public information industries, including:

- What's the best way to pitch and place news stories?
- How do reporters and assignment editors prefer to receive information from government agencies?
- How has social media changed the media landscape?
- Where are reporters finding story ideas?
- What's the best time of day for a news conference?
- What are PIO best practices and reporters' pet peeves?
- How should communicators be utilizing social media to communicate with news outlets and the public?



www.cpradio.org/

FREE FOR CPIO MEMBERS

For more information, contact Carlos Eliason at 916-808-6839 or celiason@cityofsacramento.org