



Central Coast Media Tour

KCLU Newsroom

Wednesday, October 3, 2018

10:00 a.m. – 11:15 a.m.

KCLU Radio

(California Lutheran University)

3500 Campus Dr.

Thousand Oaks, CA 91360

Free – CAPIO Members Only

Registration Required

Register at www.capio.org



“NPR for the California Coast”

88.3 FM – Ventura County

102.3 FM/1340 AM – Santa Barbara County

89.7 FM – Santa Maria

92.1 FM – San Luis Obispo

Tour the KCLU news studio and learn more about station operations at the Central Coast’s award-winning National Public Radio station.

Following the tour, meet with the **KCLU** news staff, and reporters from **KEYT 3** and the **Ventura County Star** to learn more about how they cover the news in Ventura, Santa Barbara and San Luis Obispo counties.

- What’s the best way to pitch and place news stories?
- How do the outlets prefer to receive information from government agencies?
- How has social media changed the media landscape?
- Where are reporters looking for story ideas and how can PIOs help?
- What’s the best time of day for a news conference?
- What are PIO best practices when working with the media and what are reporters’ pet peeves with PIOs?



Free for CAPIO Members

For more information, contact:

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Register today!

www.capio.org