



# Bay Area Media Tour

## ABC7 Newsroom

**Thursday, October 18, 2018**

10:30 a.m. – 12:00 p.m.

ABC7 News – KGO Bay Area and San Francisco

900 Front Street

San Francisco, CA 94111

Free – Registration Required

Registration required at [www.capio.org](http://www.capio.org)



Tour the ABC7 newsroom and learn more about station operations at one of the Bay Area's leading television 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?

### Free for CAPIO Members

For more information, contact Leslie Arroyo at 650-636-6668.

Or [Leslie.Arroyo@ssf.net](mailto:Leslie.Arroyo@ssf.net).

**registertoday**

[www.capio.org](http://www.capio.org)