

Power Lunch Webinar

Wednesday, April 25, 2018

Time: **11 to 12:30 p.m.**

Webinar log-in information will be emailed to all registrants.

Presenters:



Susan McMahon Wiesinger, Ph.D.
Professor / department chair
Chico State University



Deana Squires
Instructor, Chico State University
Community Outreach Coordinator, Enloe
Medical Center, Chico

AP Style Refresher Course

Hashtags, abbreviations and acronyms have become the way we communicate on Twitter, Facebook or text, but professional writing and editing skills will never go out of style.

The Associated Press Stylebook, also known as the AP Stylebook, is the industry standard in journalism and public relations writing. Considered the best guide for achieving clean, consistent copy across publications, the Stylebook offers a basic reference to grammar and punctuation, as well as styles for capitalization, abbreviation, spelling and numerals.

This webinar will cover:

- The latest in AP guidelines
- How to avoid common AP errors
- Writing tips when you face character limits
- How to establish writing guidelines for your agency

About our Presenters:

Professor Wiesinger was born into a three-generation newspaper family. Prior to becoming a university professor she spent 12 years as a newspaper reporter and editor in Montana, Nevada and Indiana. She currently serves as the department chair for the Journalism and PR Department at Chico State University. She received her Ph.D. in Media, Culture & Technology from Purdue University. She has authored several books, the most recent on [Digital Literacy: A Primer on Media, Identity and the Evolution of Technology \(Peter Lang, 2016\)](#)

Deanna Squires has focused on marketing and communications for hospitals for the past several years. Prior to that, she enjoyed writing for independent newspapers and magazines, as well as public relations work – her favorite being a member of the California State Fair PR team. Now she enjoys sharing all the experience and knowledge from those varied positions with aspiring journalists in her foundational news writing classes at Chico State.

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