



San Diego Media Tour

KPBS San Diego

Thursday, August 16, 2018

9 a.m. – 10:30 a.m.

KPBS Public Broadcasting

5200 Campanile Drive

San Diego, CA 92182

Free – Registration Required

Registration required at www.capio.org

[Directions and map to KPBS](#)



About KPBS

KPBS serves San Diego and Imperial counties with trusted news and programs that inspire, respect and educate. KPBS delivers this content to more than one million audience members weekly via multiple outlets, including television, radio, and digital media. As a public service of San Diego State University, education is a core value – from our children’s programming to our local news coverage. KPBS is committed to being a reliable source for in-depth, thoughtful, and high quality content. For more information, visit kpbs.org.

This event will include a tour of the KPBS Copley Telecommunications Center as well as a chance to 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.

Topics covered will include:

- 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 Sarah Macdonald at SMacdonald@san-marcos.net

For registration questions, contact events@capio.org

This is a members-only event. If space allows, we will open it up to non-members.



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www.capio.org