

Sacramento Media Tour

ABC 10 Newsroom

Tuesday, August 22, 2017

1 to 2:15 p.m.

ABC 10

400 Broadway

Sacramento, CA 95814

Free – Registration Required



Tour the recently-renovated ABC 10 newsroom and learn more about station operations at one of Sacramento'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 CAPIO President Christine Brainerd at 916-351-3360 or cbrainerd@folsom.ca.us.

