

SIOOC

California State
Information Officers Council



RSVP by June 8!

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Become a Member

\$30 annual fee



Media Relationships & Opportunities

**June 10, 2010
11:30pm-1:15pm**

**USC—Sacramento Campus
1800 I Street, 95811**

In the world of communications, relationships are everything. But relationships are only as good as the knowledge both parties bring to them. With strained budgets and shorter time frames, understanding the key resources and insider tips of media relations is critical. How do you begin to build media relationships? Do you know the “dos” and “don’ts” when working with media? Are there different opportunities with each medium?

Join our panel of media professionals as they walk us through their world of media relations, offer advice on pitching stories, and provide insight on services & opportunities available to us as communications professionals.

Judy Farah, News Director & Evening News Producer, KFBK
Sam Stanton, Reporter/Staff Writer, Sacramento Bee
Anzio Williams, News Director, KCRA

Parking Information

Street parking

—OR—

Garage @ 14th & H

Lunch Options (\$15 Members, \$20 Non-Members)

All sandwiches come with veggies, dip, & a chocolate chip cookie

- Old Soul BLT:** Thick cut apple wood smoked bacon, fresh Roma tomatoes, red onions, mixed greens, and a creamy Avocado spread
- Fresh Veggie:** Baby spinach, red pepper, cucumbers, marinated tomatoes, red onion, and creamy avocado with sharp NY white cheddar cheese
- Old Soul Tuna Salad:** Seared Ahi Tuna, with lemon, celery, red onion, capers, and Olive oil, with a touch of house mayo to hold it all together, topped with mixed greens