

How to Use the Media
An informal workshop on Publicity and Promotion
Hosted by Bruce Bratton

Saturday, February 2

9am – 3:30pm

London Nelson Center
301 Center Street, Room #3

Disappointed by the turnout at your events? Frustrated that you're not getting media coverage for your group's actions? Feel let-down by local press and radio reporting? **Bruce Bratton** - with 37 years of experience in local radio, press and tv - will present a workshop on how your organization can get the most publicity and support for your events and activities.

Featuring:

- * discussion with local newspaper editors
- * panel of area radio and tv representatives
- * tactics for making friends with the media
- * how to's - PSAs, calendar listings, press releases
- * interview do's and don'ts
- * email publicity - what really works?

Workshop fee: \$15 per person - (organizations may send 3 people for \$35)

For information and to reserve a place in the workshop:

Nancy - 465 8272 or nabbey@cruzio.com

Sponsored by:

Women's International League for Peace and Freedom

Santa Cruz, Pajaro and Monterey Branches

You can read Bruce on-line each week at BrattonOnline.com and listen to his weekly radio program University Grapevine at KZSC 88.1 FM every Thursday 4-5 p.m.