



ADVANCING THE PROFESSION  
AND THE PROFESSIONAL

**SIERRA NEVADA CHAPTER**

December 5, 2007

Dear local nonprofit professional:

As part of our commitment to advancing the profession and the professional, the Sierra Nevada Chapter of the Public Relations Society of America (PRSA) would like to invite you to attend a unique community-service workshop created exclusively for local nonprofits. This workshop was designed to offer nonprofit organizations professional public relations training and consultation at an affordable price and with tangible results. Similar workshops can be costly and we wanted to ensure that local nonprofits had the same opportunity as corporations with larger budgets. The nominal workshop fee will feed directly back into the local nonprofit community, through donations, scholarships and future workshops/seminars.

We evaluated our past community service programs, spoke to local nonprofit directors and sought feedback from industry professionals to create a unique PR workshop, designed to educate the nonprofit community about public relations and offer our services as a helping hand and sounding board for your day-to-day operations. Many of our local PR professionals work, or have worked, in the nonprofit sector. We understand the distinct challenges and opportunities that you face in regards to budget, community outreach and media relations, to name a few. We hope that this workshop will help you define appropriate public relations tactics to combat those challenges. The tools and tactics you will learn will familiarize you and your organization with the dynamic world of communications and the local industry's best practices.

We urge you to bring your homework with you. If you sign up for the press release session, please bring along news ideas, rough drafts or outlines, mission statements, etc. If you sign up for the special event session, please bring your notes, timeline or plan for your next event. The more you bring, the more you'll leave with as our professionals will have a chance to provide hands-on training.

Space is very limited and on a first-come, first-served basis so please R.S.V.P. to me, Jennifer Sanzi, by **January 2** to reserve your spot. **Payment is due at the workshop; no shows will be billed accordingly.** Feel free to contact me with any questions. I look forward to meeting with you on January 10.

Very best,

*Jennifer Sanzi*

Jennifer Sanzi  
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**When:** Thursday, January 10  
Welcome at 8:30 a.m., session schedule below.

**Where:** Reynolds School of Journalism,  
University of Nevada, Reno campus

**Cost:** \$50 for up to two sessions, \$75 for more than two sessions. Proceeds benefit the chapter’s Community Service budget and will be used to provide services to the nonprofit community in the future. Space is limited and on a first-come, first-served basis so please R.S.V.P. to Jennifer Sanzi by **January 2** to reserve your spot.

Hands-on training and consultation in the following areas will be offered. Each section will be taught by a qualified Public Relations professional, who is highly trained in that particular area. **Please make sure to prepare and bring any documents, project briefs, etc. that will help us help you.** The goal is for you to leave with a plan and tangible materials to benefit your organization.

You may sign up for more than one section. Please complete the information below and fax back to Jennifer at (775) 829-2987.

**9 to 10 a.m.** - Press Release Writing:  
Learn the basics, write your own boilerplate

**10:15 to 11:15 a.m.** - Interview Tips:  
radio, print and television

**11:30 a.m. to 12:30 p.m.** – Audiences:  
How to speak directly to your audience(s)

**1:30 to 2:30 p.m.** - Media Tracking  
and Evaluation: how to find, track and  
equate your media coverage

**2:45 – 3:45 p.m.** - Special Events:  
Planning a successful event from inception to  
completion

**4 to 5 p.m.** – Question & Answer session:  
workshop wrap up

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

What do you hope to achieve by attending this workshop? \_\_\_\_\_

Thank you for your interest! You will receive an e-mail confirmation once we have processed your R.S.V.P. For more information, contact Jennifer Sanzi at (775) 338-6118 or [jennifer@o-apr.com](mailto:jennifer@o-apr.com). **Payment is due at the workshop; no shows will be billed accordingly.**