



ADVANCING THE PROFESSION  
AND THE PROFESSIONAL

SIERRA NEVADA CHAPTER

The Sierra Nevada Chapter of the Public Relations Society of America (PRSA) invites you to attend a unique community service workshop created specifically 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.

**When:** Friday, January 15, 2010  
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. Two people from your organization can attend the whole day for \$100. Proceeds benefit the chapter's Community Service budget and will be used to provide services to the nonprofit community in the future. Cost includes materials, parking and breakfast. Space is limited and on a first-come, first-served basis so please R.S.V.P. to Jennifer Sanzi by **Jan. 6** to reserve your spot.

Each section is 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 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.** – Writing for PR:  
Learn the basics, write your own boilerplate

**10:15 to 11:15 a.m.** – Media Training 101:  
What to do. What not to do.

**11:30 a.m. to 12:30 p.m.** – Social Media:  
PR in a Web 2.0 world

**1:30 to 2:30 p.m.** – Basic PR planning:  
Plan for success with step by step PR plans

**2:45 to 3:45 p.m.** - Relationships:  
Building relationships with media  
(pitching), clients, customers

**4 to 5 p.m.** – Question & Answer session:  
workshop wrap up (*included in registration*)

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.**