



News Release

Contact:
Jason Parent
Development and
College Relations Office
33 Edgemont Drive
Presque Isle, ME 04769
Phone: (207) 768-2808
Fax: (207) 760-1101
jparent@nmcc.edu

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Media Writing Workshop to be offered for staff at local businesses and organization

Aroostook County - Northern Maine Community College is offering a workshop to help the businesses and organizations of Aroostook County to be more successful in writing for the media. The workshop, which will run on two evenings beginning January 11, will be lead by Jason Parent, director of development and college relations at Northern Maine Community College.

This media writing workshop will help participants learn to write effective news releases, “pitch” letters, backgrounders and fact sheets for the print and broadcast media, as well as how to use the Internet as a public relations tool. Effective media writing is a powerful extension to a company’s advertising, promotion, public relations and sales functions. Individuals attending this workshop will learn how to make the most of it with practical “insider” tips and techniques to craft and write effectively for the media.

The workshop will be held on Monday, January 11, and Tuesday, January 19, from 6:00pm – 9:00pm. The cost is \$79, plus text. For more information or to register, call the continuing education division at 768-2849.

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