

For Immediate Release

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FORMER HOOF BEATS EDITOR SHARES TIPS & TRICKS OF THE PUBLICATION TRADE



Tucson, AZ — Dean Hoffman of Hoffman Communications, LLC, spent two days with RTIP students in the Race Track Marketing & Media Relations as well as the Form & Function of the Equine Athlete class.

Former editor of *Hoof Beats* magazine, a monthly publication from the United States Trotting Association, Hoffman challenged students to think from an editorial perspective on how to generate compelling stories and create a must-read magazine. He also touched on the importance of photography and catering to the reader's eye in terms of layout and design.

Two days later, Hoffman held a workshop in the Form & Function class to help students evaluate the conformation of Standardbreds

and Thoroughbreds.

ABOUT THE RACE TRACK INDUSTRY PROGRAM:

[The University of Arizona Race Track Industry Program](#) offers both a Bachelors and Masters degree program with an emphasis on the pari-mutuel racing industry and hosts the annual Symposium on Racing & Gaming held every December in Tucson, Arizona.

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