

Pre-Conference Workshops

WEDNESDAY, JUNE 7

The Fine Art of Communication Sharpen your media and communications skills at these pre-conference sessions.

BUILDING A STRONG ONLINE COMMUNITY

10am to 3pm

Explore how nonprofits are creating networks – of information, of stories, of people – with online community-building tools. Learn to project your work onto the Web in appropriate and useful ways and how to ‘pull’ relevant information to you.

Trainer: Marnie Webb is a nationally-known expert on how and why nonprofits should use the Internet. Her blog is ext337.org.

SPIN 101: MEDIA BOOT CAMP

10am to 4pm

Organizers and Activists: Learn to make your voice heard, get your message communicated, and your story told in a fun, interactive workshop that features role-playing, writing assignments, and practicing ‘sound bites’ on camera.

Trainer: Rosi Reyes has been a communications strategist at the SPIN Project, the Workshop’s West-Coast peer, since 2001.

STORY POWER

10am to 3pm

Use stories to win allies, motivate your members and turn strangers (including the press) into supporters. What is your organization’s story? Information and statistics are not enough. Be noticed and remembered. Set your organization apart from the rest. This workshop is for communicators who are looking for innovative and effective ways to describe their work.

Trainer: Susan O’Halloran is a writer, story artist, T.V. personality and speaker whose stories explore the complex issues of social justice.

THE ART OF THE NEWS CONFERENCE

10am to Noon

What are the successful elements of a news conference? What if nobody comes? Are there times when you shouldn’t hold a press conference? And what if you have to hold one at the last minute? We can’t guarantee reporters at your next news conference but these pointers will help increase success!

Trainer: Valerie Denney, of Valerie Denney Communications, offers public relations services to organizations and individuals working for positive social change.

BECOME A BETTER SPOKESPERSON

10am to Noon

How do you react when a journalist calls? Discover interview skills and protocols to help prepare for the moment when someone contacts you about a possible story including the opportunity to be videotaped and get constructive critique on how to improve performance.

Trainer: Hope Daniels is a professor in the Columbia College Chicago’s Radio Department as well as a media consultant and broadcast journalist with more than two decades of media and communications experience.

ADVANCED NEWS RELEASE WRITING

1 to 3pm

For those who already write for journalists as part of their work, this session will cover three types of written communications – the release, advisory, and pitch letter – plus creativity tips and tricks, packaging and reframing, and how to produce a news release fast.

Trainer: Gordon Mayer is CMW’s senior media trainer.

MEJORAR SUS COMUNICADOS DE PRENSA

1 to 3pm

Para las personas que escriben para periodistas como parte de su trabajo, esta sesión cubrirá tres tipos de comunicados escritos – el comunicado de prensa, los avisos, y la carta de ajusta – además de pistas de creatividad, como “empacar” una historia, y como producir un comunicado de prensa rápida.

Trainer: Karen Girolami Callam has extensive experience in writing, strategic communications, bilingual media relations, and policy analysis on a variety of issues, especially education.



Community Media Workshop
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