



## MEMORANDUM

Date: October 20, 1992

To: Great Lakes United Board of Directors

From: Sean Enright

Re: Media Workshop

Great Lakes United is sponsoring a media training workshop in conjunction with the Safe Energy Communication Council. It is an intensive, weekend-long workshop which is designed to upgrade the media skills of environmentalists. It is designed to increase the effectiveness of our member organizations as well as to broaden their appeal, and should be very useful for any group that deals with, or would like to deal with, the media on a regular basis. Unfortunately it is not filling up fast enough.

The Gund foundation is supplying the lion's share of the funding for the project, but we are under contract with them to have at least 25 participants at the conference or that funding is in jeopardy. We have been unable to reach that number so far.

The following invitation was sent to all or most of you several weeks ago, and I have spoken to many of you on the phone regarding this. I am sending this again because we still have a little time. If anyone at your group or anyone else you know or work with is at all interested I urge you to contact me immediately. Scholarships are available on both sides of the border, which will likely pay for most of the costs. If you have already voiced your interest in attending please fax me your forms as soon as possible. I have yet to receive them. If you have already told me that your group will be unable to participate, please consider any others which might find the workshop useful.

Thank you for your time.

Sean M. Enright  
Information Manager

*An international organization dedicated to conserving and protecting the Great Lakes and St. Lawrence River*  
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# MEDIA SKILLS WORKSHOP

November 13 - 15, 1992  
Stella Niagara, New York

**Hands-on training in skills necessary to effectively get your message  
to print and broadcast media**

Sponsored by Great Lakes United and  
conducted by the Safe Energy Communication Council

## GREAT LAKES ENVIRONMENTAL ACTIVISTS:

You are invited to a two-day intensive media skills training workshop.

- ☞ Specially designed for Great Lakes environmental activists to increase your ability to communicate your message effectively;
- ☞ Get reporters to respond favorably to your stories;
- ☞ Gain practical experience through using the radioactive waste issue in mock press conferences & media strategy sessions;
- ☞ Sharpen TV & radio interview skills;
- ☞ Devise well-attended press events;
- ☞ Choose & use the right media technique(s) to meet your special needs;
- ☞ Learn the advantages of PSAs, Op-Eds & other methods of reaching new audiences.

## ABOUT THE SPONSORS:

*Great Lakes United (GLU)* is a coalition of about 200 different groups from around the Great Lakes dedicated to the restoration and protection of the Great Lakes.

*The Safe Energy Communication Council (SECC)* is a national environmental coalition that provides media training and consultation for grassroots organizations.

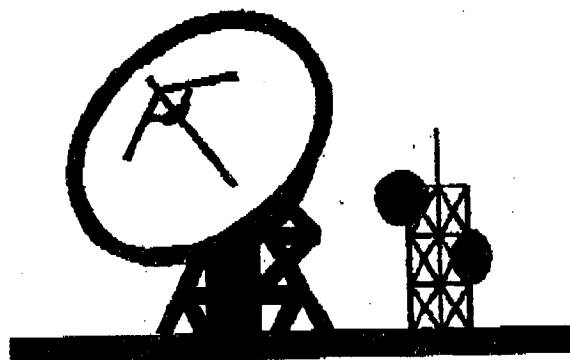
## SCHOLARSHIPS AVAILABLE:

The George Gund Foundation of Cleveland, Ohio is a co-funding sponsor of this workshop. The Environmental Support Center (ESC) of Washington, D.C. has offered to pay up to 80% of costs for any American participants who qualify (representatives of local or regional, independent non-profit environmental groups). The Great Lakes Protection Fund (GLPF) has agreed to provide 100% of travel and accomadation costs for Canadian groups that qualify, up to \$300 per person.

American groups will find an application form from ESC included with this invitation. It must be filled out and sent to Great Lakes United by October 1st. ESC requires these forms at least a month before the workshop.

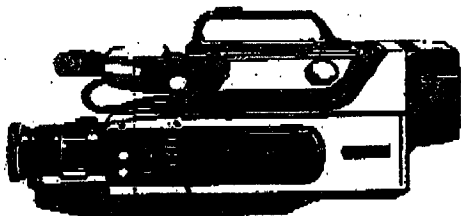
Canadians are saved this step and, if eligible, will be given a 100% reimbursement for up to \$300 per person for any travel and lodging costs supported by receipts. These scholarships, however, do not cover the cost of registration.

**SAVE YOUR RECEIPTS!!**



### ABOUT THE SITE

The Center for Renewal at Stella Niagara is a secluded retreat for Catholic nuns. It is about ten miles north of Niagara Falls and has a stunning overlook of the Niagara Gorge. It is about 30 miles from the Greater Buffalo International Airport and easily accessible by car. A map, directions and other information will be sent to registrants.



### WORKSHOP AGENDA

#### FRIDAY - NOVEMBER 13

- Registration 5:30 - 7:00
- Welcome, Introduction and Participant Needs 7:30 - 8:00
- Video - "Guerilla Media" 8:00 - 10:00

#### SATURDAY - NOVEMBER 14

- Breakfast 8:30 - 9:30
- Morning Session 9:30 - 12:30
- Press Exercises*
- Message Development*
- Lunch with Speaker 12:30 - 2:00
- Afternoon Session 2:00 - 5:30
- Mock Press Conference Planning*
- Media Tactics and Resources*
- Reaching a Broader Audience*
- (Participants are asked to bring in TV & radio spots they want to share for critique)
- Dinner 5:30 - 6:30
- Mock Press Conference 7:15 - 9:15

#### SUNDAY - NOVEMBER 15

- Breakfast 8:30 - 9:30
- Morning Session 9:30 - 12:30
- On Camera Interviews*
- Radio Techniques*
- Media Strategy*
- Lunch with Speaker 12:30 - 2:00
- Workshop Evaluations and Wrap-up 2:00 - 2:30

### REGISTRATION FORM:

The Media Skills Workshop is limited to 35 participants, so register early!

See previous page for information regarding available scholarships.

### Registration Deadline October 1st!!

#### COST:

The Registration Fee for the Workshop is \$35 (American) and covers the workshop manual, hand-outs and other necessities. The cost to each participant for the two-night stay at Stella Niagara (including meals) is \$75. The qualifying attendees will be saved a large portion of these costs through ESC or GLPF scholarships. If you have any questions about the workshop or how to get to the conference center, contact Great Lakes United at (716) 886-0142 and ask for Sean Enright or Karen Murphy.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone: \_\_\_\_\_

Number Attending: \_\_\_\_\_

Total Amount Sent: \_\_\_\_\_

(\$ 110 for each person)