Title: News Media Communication Training

Description:  This workshop is back by popular demand!  It is designed to help you communicate with media outlets, find the great stories in your work, and deliver them in ways that are engaging and effective. You'll gain a better understanding of media needs and how to make strong pitches and ace interviews. It is interactive, so come prepared to talk about your projects. Your mentor will be Bebe Crouse, who spent over 25 years as a working journalist before taking her current position as Director of Communications for The Nature Conservancy in Montana and Wyoming. Bebe has reported and produced award-winning radio and television news stories and documentaries for NPR, CBS, NBC, Wall Street Journal, BBC and PBS.

The foundational session of the workshop runs from 8:00am-12:00pm, and includes presentation, discussion, and practice of effective media interaction and storytelling.  The afternoon session, from 1:00-5:00pm, includes the video recording and review of practice interviews by workshop attendees.  Workshop participants will review the tapes with Bebe and receive coaching as a group so that each person learns from another.

SPECIAL OPPORTUNITY!! If you are an early career wildlife professional with 1-10 years of work experience, we have 2 scholarships available for the cost of registration for this workshop (this does not include single-day or full conference registration fees). This opportunity is first-come first-serve! Contact workshop coordinator Kristina Boyd at boyd.kristina@yahoo.com for details.