



Media Training Opportunity

Friday, March 30, 2012
10:00 a.m. to 3:00 p.m.
Eaton Intermediate School District
1790 Packard Highway, Charlotte, MI 48813

TOPICS TO BE COVERED ARE:

- Getting your message out during an election year
- How to best utilize some of the social networks
- Is there a formula that gives you the best chance to go viral?
- How to write a good press release 101
- How to write letters to the editor and op-eds and respond effectively to an article
- How to do interviews, pitch stories, and build relationships with the media and reporters
- How to create press kits and media plans

THE TRAINER IS JEFF SMITH - DIRECTOR **Grand Rapids Institute for Information Democracy (GRIID)**

Jeff Smith has been the Director of GRIID since 1998. GRIID is a media watchdog, teaches media literacy, does independent journalism, and works with community groups to develop their own media strategies.

In addition, Jeff has been a co-editor of a community newspaper, produced a weekly TV show for eight years, a weekly radio show for four years, and has produced several dozen documentaries.

Jeff lives in a co-op house in Grand Rapids and has done human rights work in Michigan and Latin America.

4 MCBAP credit hours ★ \$20 - lunch included ★ R.S.V.P. by March 19

Name: _____

Organization: _____

Phone: _____

E-mail: _____

Send your check payable to Prevention Network, P.O. Box 4458, East Lansing, MI 48826 . 800-968-4968
If faxing, send form to Kristine Norton at 517-393-6931 or e-mail kristinen@preventionnetwork.org

PAYMENT MUST BE MADE PRIOR TO THE TRAINING. NO REFUNDS GIVEN AFTER MARCH 19.