

The Watershed Academy Presents....

Getting In Step: Developing Your Message and Publicizing it Effectively

A Webcast Learning Session

Wednesday, July 20, 2005 Two-hour audio Web broadcast

Eastern: 1:00 pm – 3:00 pm Central: 12:00 pm – 2:00 pm Mountain: 11:00 am – 1:00 pm Pacific: 10:00 a.m. – 12:00 pm

Session Description:

Getting In Step: Developing Your Message and Publicizing it Effectively: Is your message being heard? Is it being heard by the people who need to hear it? What makes people respond to or ignore environmental messages? The key to successful outreach campaigns is targeting your message to specific audiences and getting those audiences to respond to your message. This Webcast will review the basic building blocks for developing effective outreach campaigns with a special focus on the tools needed to identify and research target audiences, develop effective messages that will help achieve your objectives, and identify the most appropriate formats to display your message. The Webcast will also feature strategies and approaches for working with the media to inform and educate the public on various environmental issues.



Instructor:

Charlie MacPherson, Public Outreach Specialist
Tetra Tech, Inc., Fairfax, Virginia

Charlie MacPherson is a public outreach specialist for Tetra Tech, Inc., an environmental engineering and consulting firm, where she has worked for 19 years. Charlie has worked with local, state/tribal, federal, and international communities to develop and implement effective watershed outreach and stakeholder involvement programs. She has developed training materials, videos, and written two guides: *Getting In Step: A Guide to Effective Outreach in Your Watershed*, and *Getting In Step: Engaging and Involving Stakeholders in Your Watershed*. She has conducted hundreds of training workshops in every state except one. Prior to joining Tetra Tech, she worked for EPA's Oceans and Coastal Protection Division. Her greatest challenge is to make people aware of nonpoint source pollution without using the words nonpoint source pollution.

The Watershed Academy

The Watershed Academy is a focal point in EPA's Office of Water for providing training and information on implementing watershed approaches. The Academy sponsors live classroom training, online distance learning modules through the Watershed Academy Web at www.epa.gov/watertrain/, and most recently, Webcasts on various watershed planning and restoration topics. EPA plans to offer additional Webcasts in 2005. For more information, visit www.epa.gov/owow/watershed/wacademy/.

Registration

You must register in advance to participate in the Webcast. To register, visit www.clu-in.org/live. The Webcast will be a Web-based slide presentation with a companion audio portion. There are two options for accessing the audio portion of the Webcast: by phone OR streaming audio broadcast (not both). By selecting one registration option at the registration page, you will be registering to view the Web-based slides and the audio method of your choice. If you choose the streaming audio option, you will not be able to participate by telephone. However, you will be able to submit questions online for the presenters to answer during the Webcast. Closed-captioning is available. Upon registration you will receive complete participation instructions. **Please note that there are a limited number of toll-free phone lines available, so register early to guarantee your spot—and consider reserving a conference room to share the Webcast with others.** If you register after that limit is reached, you will be added to a waiting list. After the Webcast is over, an audio version of the Webcast will be available—visit www.epa.gov/owow/watershed/wacademy/webcasts/ for more information.

Questions?

- ◆ If you have questions about the Webcast, visit the web site at www.clu-in.org/live or contact Melissa DeSantis at melissa.desantis@tetrattech-ffx.com.