

MEDIA SKILLS WORKSHOP

for labor unions and community groups



NEW DATE!

August 11 & 12, 2010

9:00 am to 5:00 pm

TRAINERS

Andrea Buffa, PR specialist for Bay Area nonprofits and labor unions

Rebecca Greenberg, California Labor Federation Communications Organizer

- Learn how to create a communications strategy for your organization or campaign.
- Develop effective media messages and practice those messages with other participants and on-camera.
- Become familiar with the nuts and bolts of getting your message out to the media—from press lists and press releases to pitch calls, opinion pieces, and letters to the editor.
- Gain an understanding of what is newsworthy, how to create news, and how to hook on to existing news.
- Hear from a panel of working journalists about how labor and community activists can improve their odds of generating positive coverage.

UC Berkeley Labor Center
IRLE Building
2521 Channing Way
(near Telegraph Ave.)
Berkeley, CA 94720

Cost: \$350

Registration open until the class is full.

To register online, visit
<http://laborcenter.berkeley.edu>

For more information,
contact Sandy Laughlin at
(510) 642-4072 or
sandral@berkeley.edu

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and the California Labor Federation



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