



SAVE-THE-DATE
Monday, June 29, 2009
New Brunswick, NJ

Communicating Conservation to Citizens

Make a splash when you speak and write the public at large! Re-learn the language that everyday citizens use and you will become more confident and successful whenever you set out to enlighten the uninformed and persuade the undecided to take a stand on behalf of our rivers, lakes, and oceans. This interactive hands-on workshop is specifically designed for watershed organizations, waterkeepers, water resource managers and land trusts. Come prepared to roll up your sleeves and participate! In one day, you will learn -- and practice --

- a **FOUR-STEP WRITING METHOD** for translating monitoring data, scientific reports, policy documentation, and other professional materials into action language that is clear and motivating for everyday citizens.
- **PUBLIC SPEAKING SKILLS** that you can use to win over your audience at a public hearing, chamber of commerce, civic club, or other influential group of people.

About the Trainer: Eric Eckl is fascinated by the intersection between language, technology, and the environment, and blogs on the topic at <http://waterwordsthatwork.com>. He offers marketing and communications training and services to nature protection and pollution control organizations, including the National Park Service, the American Water Resources Association, the Association of State Wetland Managers, and many others. Before launching *Water Words That Work*, Eric led advocacy campaigns, managed media relations, and oversaw web and print publishing activities for a variety of private and public nature protection and pollution organizations.

Presented by the NJ Department of Environmental Protection

For more information, contact Danielle Donkersloot, Volunteer Monitoring Program Coordinator

Phone: 609-633-9241 **Email:** danielle.donkersloot@dep.state.nj.us

Workshop Fees: \$35 per person \$25 per person (3 or more) \$20 per student (w/valid ID)

REGISTRATION INFORMATION – EW0321HA09

For more information, and to register, visit us online at: www.cpe.rutgers.edu/comm

Phone: 732-932-9271 (M-F, 8am to 4:30pm) **Fax:** 732-932-8726 (include a copy of your check, money order or PO)
Mail: Rutgers University, NJAES, Continuing Professional Education, 102 Ryders Lane, New Brunswick, NJ 08901-8519

Name _____ Job Title _____ Employer _____

Mailing Address _____

Zip _____ City _____ State _____

Work _____ Home _____ Fax _____

Cell _____ E-mail _____

Check, money order or PO Charge to my credit card VISA MC AMEX

Card Holder (*printed*) _____ Signature _____

Card # _____ Exp. Date _____

Billing Address Zip Code (*required*) _____

KEY CODE: 1779



We will never sell, rent or exchange your contact information with a 3rd party.
Want to be informed about courses and related information through periodic messages from Rutgers?
Please select preferred method e-mail fax