

**Invitation to Attend a one day Media Training Workshop for Sportsmen and Conservationists followed by a state planning meeting to determine priority issues (local, state, federal).**

**Date: Saturday, August 11, 2007, Albuquerque NM**

**Time: 10AM TO 4 PM – Media Workshop – lunch provided**

**4 pm to 5 pm - State Strategic Planning Session**

**Social & Dinner 6:30 PM at local restaurant - Dutch**

**Location: Bradford Hall, Room 2406, 1117 Stanford Av. NE, Alb. NM – University of New Mexico Law Center,**

**Sponsored by:**

**National Wildlife Federation &**

**New Mexico Wildlife Federation**

**Event Summary:**

**Todd Malmsbury with Resource Media, a non-profit strategic communications and media consulting firm that specializes in conservation issues will provide a one day media training workshop for sportsmen and conservationists.**

**Through a series of presentations and hands-on exercises, you will learn how the media functions; how to work with the media to advance your issues and campaigns and why this effort will make a difference in New Mexico and on a National basis.**

**The purpose of the State Strategic planning session is to bring various groups and or individuals together to discuss and prioritize conservation issues, campaigns, and legislation. (Short and long term goals for local, state and Federal).**

**Sportsmen and conservationists need to step up to the plate, get involved and work together. We need spokesmen all across the state to get involved in a number of issues if we are going to preserve our hunting, fishing, trail riding, and other recreational activities and traditions on our public lands. It's time to get involved.**

**Lodging & Fuel Expenses:**

**For a limited number of out of town participants, we will pay for lodging one or two nights (Friday & Saturday night, 8/10 & 11/07) depending on distance of travel. You must request funding for lodging and receive approval. We will also pay for fuel for travel to & from this event. We have a limited budget and a limited number of hotel rooms are available so apply as soon as you can. You must also ask for funding for fuel for travel.**

**AGENDA**  
**SPEAKING FOR THE RESOURCE**  
Effective Communication for Sportsmen/Conservationists

Saturday, August 11, Albuquerque, NM

**10:00 –10:15AM Why are we here and what is Resource Media?**

**10:15 - 10:45AM The importance of working with the media:**

**The media’s role in society and in natural resource protection**  
**Just what is “the media?”**  
**Major changes in the mass media**

**10:45—11:00 AM Tailoring messages for different medium.**

**11:00 – 11:05 AM Break**

**11:05—12:00 AM Developing media strategy and the tactics to succeed:**

**Planning and preparation is essential: message development, selecting and training “authentic” spokesmen, getting the story to the media.**  
**Tools of the public information trade: talking points, news releases etc.**

**12:00—12:45 PM Lunch and informal discussion**

**12:45—1:15 PM Covering natural resources and public lands: How regional and national reporters cover these issues and how that coverage is evolving.**

**1:15—2:00 PM Identifying key messages and developing talking points: a group exercise**

**2:00—2:15 PM Break and informal discussion**

**2:15—3:15 PM The camera on you: mock interview, critique and discussion.**

**3:15—4:00 PM Using what we learn: Develop media strategy for two specific issues now before the people of New Mexico and the Rocky Mountain West.**

**4:00-4:10 PM Close and regroup for state strategic planning session**

**4:10 – 6:00 PM STATE STRATEGIC PLANNING SESSION, Optional – can attend independent of media training workshop. Funding is not available for this session if you only attend this session. This session is intended to begin the process to bring together individuals and organizations and define or prioritize conservations issues effecting public lands in New Mexico.**

**6:30pm Social Hour and dinner for at local restaurant. ( Dutch )**

**REGISTRATION FORM  
MEDIA TRAINING WORKSHOP  
STATE STRATEGIC PLANNING SESSION  
Social & Dinner – Dutch,**

**Name:**

**Address:**

**Phone #:**

**Cell #:**

**E-mail address:**

**Request lodging (Yes or No) :**

**Friday Night ?**

**Saturday Night?**

**Request money for gas to and from Event (Yes or No):**

**Attend Media Training Workshop – 10am to 4pm (Yes or No):**

**Attend State Strategic Planning Session 4 to 6pm (Yes or No):**

**Attend Social and Dinner 6:30 to 9pm (Yes or No):**

**For additional information Contact Oscar Simpson at 505-345-0117 wk  
or**

**505-917-2134 cell**

**Fill out registration form and e-mail to the following:**

**Oscar Simpson**

**National Wildlife Federation – Public Lands Organizer**

**NM Wildlife Federation – Conservation & Policy Chair**

**3320 12<sup>th</sup> ST NW**

**ALB. NM 87107**

**E-MAIL: [oscarsimpson3@yahoo.com](mailto:oscarsimpson3@yahoo.com)**