



Communications and Media

"All of us who professionally use the mass media are the shapers of society. We can vulgarize that society. We can brutalize it. Or we can help lift it onto a higher level."

- William Bernbach, Advertising Executive

Helping people protect the Great Lakes

We will help you develop a communications strategy, craft the right message, and get you the tools you need to get the story of your work out there — we can even help you implement it. Here are three options to get you started:

Grow Your Organization

Our most comprehensive communications program will help you tell the story of your organization's work and have a greater impact on decisions. We will give your board, key staff or volunteers the training they need to:

- Develop communication tools and messages that can increase public awareness of your organization, bolster campaigns and build membership.
- Work effectively with reporters, editors and bloggers.
- Write compelling press releases and speak in ways that capture media interest.
- Use the Internet to tell your group's story — via Web sites, blogs and social media outlets, such as Twitter and Facebook.

Grow a Leader

Designed for a single leader, this training will help you understand the science and art of communicating your group's message to the media and the public. We'll provide one-on-one assistance to prioritize communication needs and build practical skills to help integrate outreach activities into your organization's day-to-day activities.

Support a Leader

Work with us on an as needed basis. Does the thought of writing a press release or being interviewed by a reporter trigger fear? Are you feeling overwhelmed and unable to devote the time necessary to perform media outreach activities? Give us a call and we'll help you determine what you really want and need from your communication efforts and how to achieve it.



Jeff Alexander, Freshwater Future Communications and Media Consultant

"Jeff Alexander's knowledge and passion about the Great Lakes comes out in every sentence he writes. As an environmental reporter, he won all sorts of awards; as an author, his excellent book on invasive species has reinvigorated a grassroots movement for real reform; and as a blogger, he is shaping the way that policymakers

and media think about the Great Lakes. To have an award-winning journalist like Jeff working on behalf of the Great Lakes is an incredible asset for the Great Lakes community."

Andy Buchsbaum, executive director of the National Wildlife Federation's Great Lakes Regional Center

Freshwater Future

P.O. Box 2479
Petoskey, MI 49770

Phone: 231-348-8200
E-mail: info@freshwaterfuture.org

www.freshwaterfuture.org

Experience You Can Trust

With a combined 40 years of experience, Freshwater Future has helped grassroots groups achieve success in protecting the lakes, rivers, and wetlands that make this region so special. We understand what it takes to win and can help. Our coaching is available at a very reasonable cost - Call us today at 231-348-8200 or send an email to info@freshwaterfuture.org to learn more.

As an added bonus with all of our consulting services, you'll learn how to use technologies for communications that will enhance your efforts with your team!