

Blue Frontier Presents:

RAE Summit Media Training Workshop

with:



David Helvarg

Blue Frontier's Executive Director and a long-time award-winning journalist, author of six books, and co-host of the *Rising Tide Ocean Podcast*



Eleanor (Elli) Kerlow

Blue Frontier's Senior Communications Advisor and a lawyer, former journalist, and award-winning public relations professional



Mark Schleifstein

3-time Pulitzer Prize winning journalist, author and Louisiana-based expert on coastal risk and restoration, and staff writer with *NOLA.com*.

Join us for an intensive workshop at the opening day of RAE's Coastal and Estuarine Summit to learn how to pitch your work, collaborate with journalists and editors, and get your story out there. Through hands-on training with experienced media professionals, you will learn how to develop and communicate engaging stories about your work as well as how to produce your own stories for print, broadcast, and social media.

Learn from two experienced journalists and an award-winning public relations professional about how to use journalistic techniques to turn conservation issues into popular stories and engage a broad public audience. The training also includes a "Pitch Slam," where attendees present story ideas to journalist/PR panelists and receive feedback. The best pitches are then run through breakout sessions for print, broadcast, and social media development.

The results speak for themselves. This workshop has been held for numerous ocean and coastal professionals including scientists, youth activists and academics who have expressed thanks and astonishment at the skills they walked away with. It has also been presented at a range of venues including The International Union for the Conservation of Nature (IUCN), American Geophysical Union (AGU), National Congress on Science Education, Earth X, Middlebury Institute for International Studies, EarthEcho Youth Leadership Summit, and Reef Futures 2022.

When: Sunday, December 4th, 2022

Where: RAE Coastal and Estuarine Summit in New Orleans, Louisiana

Duration: 3 hours

Registration Fee: \$75

Register Today!

