

# WATER WORDS THAT WORK



**FRIDAY, JUNE 10, 2016**

**9:30AM - 4:00PM**

THE BARN AT THE BRIGHAM HILL COMMUNITY FARM  
37 WHEELER ROAD, NORTH GRAFTON, MA

## ***Make a Splash with Your Communications!***

Relearn the language that everyday citizens use and you'll become more confident and successful as you set out to enlighten the uninformed and persuade the undecided to act on behalf of protecting our land and water resources.

**Who Should Attend** - Land trusts, environmental organizations, federal and state agency staff, local officials and municipal board members.

**REGISTER BY JUNE 7**

**[www.waquoitbayreserve.org](http://www.waquoitbayreserve.org)**

### **Workshop Overview**

**The Perils of Preaching to the Choir** - Learn how and why most environmental messages miss the mark. After completing this training, you'll be able to spot the signs of "preaching to the choir" and recognize when you are sending messages that go over your target audience's head.

**The Environmental Message Method** - Learn to transform professional level conservation writing into messages that are suitable for everyday citizens. You will learn steps 1-4 of the "Environmental Message Method:" Begin With Behavior, Foolproof Photos, Swap the Shoptalk, and the Words That Work.

**The Environmental Message Method** - Learn to incorporate storytelling techniques into your message, and how to measure the reading level of your materials and determine if it is a good fit for your audience.

This very successful workshop which has been offered nationwide has been recently updated to include; results of an in-depth national assessment that provides deeper insight into what triggers environmental stewardship from every day citizens; startling new findings on photos and logos; message approaches that conservation communicators can "borrow" from Amazon, Netflix, and other online powerhouses; tips on grammar choices that makes your readers mad-and how to avoid that!

**Cost: \$25 (includes lunch and materials)**  
**Pre-registration is required.**

### **Contacts:**

Tonna-Marie Rogers, Waquoit Bay Reserve  
508-457-0495 x110 or [tonna-marie.surgeon-rogers@state.ma.us](mailto:tonna-marie.surgeon-rogers@state.ma.us)

Marylynn Gentry, Mass Land Trust Coalition  
(978) 443-2233 or [mgentry@massland.org](mailto:mgentry@massland.org)



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**Instructor Eric Eckl** founded Water Words That Work LLC as a marketing and public relations firm for nature protection and pollution control organizations. Since 2009, the company has assisted more than 50 conservation organizations, including the National Park Service, the Alliance for the Chesapeake Bay, the Southwest Florida Water Management District, the Minnesota Association of Watershed Districts, the Ogeechee Riverkeeper, and many others.

Before launching Water Words That Work, Eric managed fundraising, media relations, and publishing activities for many conservation organizations. His past employers include Beaconfire Consulting, American Rivers, the U.S. Fish and Wildlife Service, and the White House Council on Environmental Quality.

Eric has appeared in countless media stories, including CNN and the New York Times. He is a frequent speaker at environmental, marketing, and technology conferences.

