



## Get your Message out with Water Words that Work

*Have you ever had trouble conveying environmental messages to town officials or the public?  
Do you know that there are specific words to use and more importantly, not to use?  
If you want to become a more effective communicator, then*

**Register today for ELLA's Winter 2012 Workshop!**

## WATER WORDS THAT WORK

A nationally-renowned training program led by Eric Eckl

**Date: Saturday, May 19, 2012**

**Time: 9:00 AM – 3:00 PM**  
*(Lunch will be provided)*

**Location: Teatown Lake Reservation-  
Carriage House**

**Cost: FREE, but suggested donation  
(to cover lunch and refreshments) is  
\$10.00 per person**  
*(Checks payable to Teatown Lake Reservation)*

**To register, e-mail**  
[ybeldotti@teatown.org](mailto:ybeldotti@teatown.org)  
**Or telephone (914) 762-2912, x120**

**Seats are limited and similar WWW  
programs in the region have filled up  
quickly so register soon!**

- **Water Words That Work, Part 1.** Reconnect with the perspective that everyday citizens have on nature protection and pollution control, and discover the shocking secret of what motivates them to take action (90 minutes).
- **Water Words That Work, Part 2.** Master steps 1 through 4 of the [Environmental Message Method](#), a step-by-step process for transforming professional language into action language that will help make your next conservation campaign a success (90 minutes).
- **More Than a Message.** Learn to take aim at target audiences — selecting the right message delivery tool for the task at hand. Participants will discover the strengths & weakness of public relations, advertising, direct mail, and online approaches for delivering issue advocacy and pollution prevention messages (90 minutes).

*ELLA is a program of:*

