Skill-Building Workshops for Practical Conservation
Sponsored by the UM Doris Duke Conservation Fellows Program

Fall Term Workshops

**Media Relations Workshop**
Thursday, September 26, 6:00-9:00 p.m., CC Little room 1518

- Workshop leaders: Mark Brush (SNRE ’00), of the Great Lakes Radio Consortium
- Emilia Askari, Detroit Free Press & past President of Society for Environmental Journalists
- An Information Officer from U of M News and Information Services

Topics covered: defining your message, developing media strategy, crafting press releases, media advisories.

**Grassroots Activism Workshop: How to Organize & Win**
Wednesday, October 16, 6:00-9:00 p.m., CC Little room 1518

- Workshop leader: Dave Ross, Regional Organizer for the National Wildlife Federation’s Great Lakes Office

Topics covered: Initiating a grassroots effort, setting priorities, sustaining energy and commitment, funding opportunities for start-ups.

**Strategic Organizational and Campaign Planning Workshop**
Wednesday, November 6, 6:00-10:00 p.m., CC Little room 1518
Thursday, November 7th 8:00-9:30 a.m., room TBA

- Workshop leader: Shelli Bischoff, Partner of Conservation Impact

Topics covered: Why be strategic, developing a mission/vision statement, identifying your organizational niche, setting goals/objectives and priorities.

Winter Term Workshops

**Development for Conservation**
January 22nd

**Conservation Real Estate**
February 5th

**Project Budgeting and Proposal Writing**
February 19th

One credit of independent study can be arranged for students attending at least four of the six skill-building workshops offered throughout the fall and winter terms. To obtain credit, students will need to write a short paper applying lessons learned from one of the workshops to a situation of the student’s choice.

For more information about this series or the independent study, please contact Marcia Lochmann at lochmann@umich.edu or 615-6431.

Workshops are available only to SNRE students, faculty, and staff. Dinner will be provided for workshop participants.

These workshops are organized by the 2002/03 cohort of UM Doris Duke Conservation Fellows.