

Engaging the Media Workshop  
May 8, 2008; 10:00 am – 3:30 pm  
Stony Brook-Millstone Watershed Association, Pennington, NJ

Draft Agenda

10:00- 10:15	Registration and Refreshments
10:15-10:20	Welcome
10:20-10:40	Introduction to Media: Hackensack Riverkeeper
10:40-11:00	Using Print Media for Advocacy Campaigns: Pequannock River Coalition
11:00-11:30	Outsourcing Media Work: Great Swamp Watershed Association
11:30-12:00	Media Coverage for Events: Edison Wetlands Association
12:00-12:45	Lunch
12:45-1:15	Working with Broadcast Media: Hackensack Riverkeeper
1:15- 1:45	Organizing the Media Around Your Issue (Case Study: VX Nerve Agent Issue): Salem County Watershed Task Force and New Jersey Environmental Federation
1:45-3:00	Perspectives from a Managing Editor and Hands-on Activity: Lawrence Ledger
3:00- 3:30	Q&A Panel and Wrap Up

Speakers

Hackensack Riverkeeper: Captains Bill Sheehan and Hughie Carola  
Pequannock River Coalition: Ross Kushner  
Great Swamp Watershed Association: Sally Rubin  
Edison Wetlands Association: Bob Spiegel and David Wheeler  
Salem County Watershed Task Force: Nancy Merritt  
New Jersey Environmental Federation: Jane Nogaki  
Lawrence Ledger: John Dunphy