



A Matter of Opinion

Using the Media to Share Your Views

Newspaper editorial and op-ed pages, broadcast commentaries and social media often are overlooked opportunities to express key messages, manage public opinion or shape a debate. Yet few vehicles offer such a solid means of taking a stand, defending a position or promoting a particular point of view. The key to sharing your message successfully lies in working effectively within highly restrictive formats. To be effective, advocates need specific communications strategies that improve clarity and ensure concision.

This workshop will cover the following:

- **Managing Public Opinion.** Many battles in the war of public opinion are fought on the editorial pages and in commentary broadcasts. These vehicles can be used to shape debate, inform, educate, support, oppose, or establish a position—but only if they are handled with extraordinary attention to detail, thorough understanding of the medium, and great sensitivity to the needs of the audience.
- **The Long of It.** If you've got a case to make, op-ed pages, podcasts and blogs are great places to make it—as long as you can do it in 1,000 words or less.
- **The Short of It.** Letters to the editor (250 words), broadcast commentaries (90 seconds – 3 minutes), vlogs are brief opportunities to correct an error, expound on a story, or show support or opposition for an existing point of view—as long as you can do it fast.

Presented by:

Margot Carmichael Lester

Founder

The Word Factory

www.thewordfactory.com

margot@thewordfactory.com

www.twitter.com/margot_lester

www.linkedin.com/in/margotlester

Steve Peha

President

Teaching That Makes Sense, Inc.

www.ttms.org

stevepeha@ttms.org

www.twitter.com/stevepeha

www.linkedin.com/in/stevepeha