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Water Words That Work - And Don't

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Abstract Text:

Make a splash when you speak and write for the public at large! Relearn the language that everyday citizens use and you'll become more confident and successful whenever you set out to enlighten the uninformed and persuade the undecided to take a stand or take action on behalf of our rivers, lakes, and oceans.

This hands-on workshop has been presented often and continuously refined and improved. References are available.

To see a list of recent appearances: <http://waterwordsthatwork.com/appearances/>

Presenter would appreciate travel/accommodation expenses covered.

Impact Statement:

Water Words That Work is intended to help nature protection and pollution control experts communicate successfully with those who lack professional or academic backgrounds in nature protection or pollution control. The training helps experts succeed at tasks like these:

- Working with reporters and bloggers
- Overseeing behavior change campaigns
- Preparing websites and print publications
- Lobbying public officials
- Speaking at public meetings and hearings
- Fundraising