



Custom Consulting: 1-on-1 & Workshops

Community Workshop was founded in 1989 by a journalist and community activist to encourage journalists to report stories of Chicago's neighborhoods and back streets—places where social problems are felt most deeply and where the solutions to those problems can emerge.

In 2008 we worked with more than 2,000 volunteers and staff responsible for telling stories that advance their mission or strengthen their organization. Our diverse audiences value time spent with the Workshop because of our focus on pragmatic and hands-on communications resources.

Some 60 percent of participants in our work who responded to a 2008 impact survey told us they had achieved a communications goal in the past year: 20 percent reported using what they learned to get a story in the news. Nearly 40 percent told us they changed their on-line presence as a result of what they learned (survey results: tinyurl.com/cmwimpact2008).

Recently we've collaborated with: ACCESS, Action for Children, American Library Association, Anansi's Web/Gary Central District Organization; Communities for Public Education Reform, Illinois Coalition for Immigrant and Refugee Rights, Illinois Department of Public Health, Logan Square Neighborhood Association; National Association of Charter School Authorizers, Prevent Child Abuse America, South Chicago Workers; University of Illinois Extension program and grantees of the Kellogg Foundation, and Rockefeller Brothers Fund among others.

Our collaborators learn how to target audiences, develop messages, be more confident and competent spokespeople, and to integrate these pieces and more into effective communications strategy. Workshops are relevant to trainees' current situation and experiences and follow-up, a core component, focuses on helping trainees implement what they've learned.

Answers to communications-related questions can be found on our Web site, www.newstips.org and at our blog portal site, communitymediaworkshop.org. We also offer quick free telephone coaching to groups who can't find the answers they need on our Web site and want to contact us by telephone at 312-369-6400.

Social Media

Building a Strong Online Community; Communicating Online; Email Newsletters; Integrating Online Into Communications Strategy

Messaging & Strategy

Create the Debate: Strategy & Framing; Develop and Sharpen Your Message; Leading with Values; Story Power

Spokesperson and Presentations

Spokesperson Skills; Spokesperson workshops and leadership communications; *Consejos Para Una Buena Entrevista*;

Media Relations

Get on the Air and Into Print; Power Pitching; Writing To Make The News; Meet the Press/Building Relationships with Journalists; Getting Interviewed

Other

Tell Your Stories! Mini-conferences; Communications Audits; Newsletters: Reading, Writing & Grand Designs; Planning Special Events; Web site and Publications Design for Non-Designers

Or custom sessions combining these or other specific needs of your organization!

Contact: Gordon Mayer, vice president, gordon@newstips.org or 312-369-7722

at Columbia College Chicago 600 South Michigan Avenue Chicago IL 60605-1996 312-369-6400

web: newstips.org *blogs, video, news* communitymediaworkshop.org *community* nonprofitcommunicators.ning.com