



**South Bay
Mobilization**

*Educate, Involve
and Mobilize for
Peace and Justice*

You are invited...

Media Workshop For Peace and Justice Activists led by Eduardo Cohen*

WHEN: Saturday, June 25, 10 a.m. to 3 p.m.

WHERE: Fellowship Hall at First Presbyterian Church, 1140 Cowper St., Palo Alto

HOW MUCH: \$5 to \$20, sliding scale. No one turned away for lack of funds.

LUNCH: Bring your own! Snacks and drinks will be provided

Workshop Topics will include:

- Planning and organizing effective media events and campaigns;
- developing effective media strategies and communication plans;
- identifying target audiences;
- crafting messages targeted to specific audiences;
- identifying the best messengers and communications media to reach targeted groups;
- writing effective press releases;
- how best to approach reporters;
- how to influence editorial policy;
- how to generate positive news coverage and minimize negative press response;
- how to use media to position your organizations on issues;
- how to build relationships with the press;
- Tricks of the trade.

* Eduardo Cohen has written articles which have appeared in numerous publications including the **Boston Globe, San Francisco Examiner, San Francisco Chronicle, Oakland Tribune, Santa Barbara News and Review, Sacramento News and Review, San Francisco Bay Guardian, Sacramento Business Journal, the Davis Enterprise** and the **Philadelphia Inquirer**.

In addition to occasional media consulting, Cohen currently lectures on US Media Coverage of War and US Foreign Policy including sub-topics such as racism in news coverage of the Middle East, government propaganda disguised as news and critical historic failures of American journalism.

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For more information: Call (408) 998-8504

www.sbm4peace.org