

Save the Date!!!!

When? **Saturday, September 30, 2006**

What? Conference - **Key Media Skills for Mental Health Consumer Self-Help Groups**

Where? Ocean Place Resort, Long Branch, NJ

About some of the workshops and presenters.....

Fighting and Responding to Stigma: Communicating Your Message Through the Media

Susan Rogers, Director of Special Projects at the Mental Health Association of Southeastern Pennsylvania, will explore creative ways to fight stigma. This workshop will cover: crafting a compelling message, do's and don'ts for dealing with the media, op-eds and letters to the editor, organizing media events, writing an effective letter of complaint, and responding to TV editorials.

How to Manage Reporters and Influence the News

Susan Young has spent 21 years in broadcast news and communications in the New Jersey/New York media market as a news director and writer. Ms. Young also served as Deputy Director of Governor Christie Whitman's Office of Radio & Television. Ms. Young's workshop will focus on how to "pitch" stories to journalists & editors and influence news decision-makers, 7 ways to get "free press," 5 key interview techniques, how to build relationships with reporters, and communicating with confidence.

How to Utilize Concepts from Commercial Marketing

Lori H. McDaniel, President of Voices of Hope Productions (a documentary production company dedicated to community-based filmmaking and media literacy), and multi-media artist/director, will introduce concepts and techniques behind social marketing, cause marketing, event marketing, and organizational documentaries. Using concepts from commercial marketing Ms. McDaniel will share ways to educate & inform the public about your group and influence social change.

How to "Aim & Fire" a Press Release

Andi Mulshine, a journalism teacher at Communications High School with 20 years experience as a journalist and editor, will provide a workshop on writing press releases, public service announcements, and calendar submissions. Ms. Mulshine will also share creative writing ideas and protocol for submitting releases.

Developing a Public Service Announcement for Television Broadcast

Jim Zombeck, Marketing Manager of NJ Production Center at NJN, has produced public service announcements for many state agencies and advocacy groups including NCADD-NJ, Vietnam Veteran's Memorial, and Governor's Office on Volunteerism, among others. Mr. Zombeck will provide script-to-screen guidance on developing a public service announcement for television broadcast.

"Meet the Press"

Kevin Whitmer, a Managing Editor at The Star-Ledger, will provide a brief presentation on how to be a source or "expert" that journalists want to tap for opinions, statistics, and general information. Mr. Whitmer will also be available for a question and answer session along with another media representative.

To receive a Conference brochure with a registration form when it becomes available, call the N.J. Self-Help Group Clearinghouse at 1-800-367-6274. Our Clearinghouse provides descriptions and contacts for over 4,500 local NJ support groups, and over 1,100 national and online support networks for any illness, disability, addiction, bereavement situation, parenting, caregiver concern, abuse, or other stressful life situation. Also we can refer callers to any of the over 100 individuals who are currently seeking others to help in starting needed new support groups throughout NJ. We provide free help and "how-to" materials to anyone interested in starting a new group. Over the last 25 years, we have helped over a thousand individuals to start needed new self-help support groups in NJ. We also publish an annual Directory of these groups for sale to professionals interested in learning about & tapping support groups for their clients.