



OCCUPY SONOMA COUNTY *presents*

# MEDIA SKILLS



## *for Activists:*

### Effective Media Campaign Skills

with Peter Phillips

### Monday, July 6 & 20, 7-9PM

Peace and Justice Center

467 Sebastopol Ave., Santa Rosa

(Off of Santa Rosa Ave. near Juilliard Park)

Learn to strategize and organize a successful media campaign, write a press release, a public service announcement, a letter to the editor, and how to strategize for media coverage. Homework will be given in Part 1 to be brought back for Part 2.

This training will be lead by **Peter Phillips, Ph.D**

*Professor of Sociology at Sonoma State University*

*Peter teaches Political Sociology, Sociology of Media, Social Movements and the Sociology of Power; Former director of Project Censored and a founding editor for the North Bay Progressive Newspaper; Co-host of the Project Censored radio show on KPFA; and President of Media Freedom Foundation*

Donation Requested • Pay-What-You-Can Plant Sale • Free Seed Exchange

for more information, go to [OccupySonomaCounty.org](http://OccupySonomaCounty.org) or call 707-877-6650



OCCUPY SONOMA COUNTY *presents*

# MEDIA SKILLS



## *for Activists:*

### Effective Media Campaign Skills

with Peter Phillips

### Monday, July 6 & 20, 7-9PM

Peace and Justice Center

467 Sebastopol Ave., Santa Rosa

(Off of Santa Rosa Ave. near Juilliard Park)

Learn to strategize and organize a successful media campaign, write a press release, a public service announcement, a letter to the editor, and how to strategize for media coverage. Homework will be given in Part 1 to be brought back for Part 2.

This training will be lead by **Peter Phillips, Ph.D**

*Professor of Sociology at Sonoma State University*

*Peter teaches Political Sociology, Sociology of Media, Social Movements and the Sociology of Power; Former director of Project Censored and a founding editor for the North Bay Progressive Newspaper; Co-host of the Project Censored radio show on KPFA; and President of Media Freedom Foundation*

Donation Requested • Pay-What-You-Can Plant Sale • Free Seed Exchange

for more information, go to [OccupySonomaCounty.org](http://OccupySonomaCounty.org) or call 707-877-6650