

Minnesota Association of



Government COMMUNICATORS

MAGC invites you to join us for a professional development workshop and networking with colleagues.

“Putting Your Best Voice Forward”

Forget putting your best foot forward – it’s your voice, your face, and your message you need to be aware of before talking on air (or web, for that matter).

This will be an interactive session on how to best speak for radio and TV interviews and will attempt to answer the dilemma that faces all communications professionals: What do they want? What do I want? How can I marry the two?

First, we’ll talk about your “pyramid.” Then we’ll talk about their story and specifically, how your interview fits into their story.

Tips on not only what to wear – but where to wear it.

We’ll look at your message but also why a carefully crafted quotation you spend an hour writing is less important than you think and why it’s not just your looks but your voice that matters.

There may even be silly vocal exercises.

Bring your experience with you – a challenge you have already faced or will soon be facing and we can workshop it through.

The workshops will be offered twice in April at two separate locations. Each will include a tour of the community television facilities at the end of the workshop.

Monday, April 5, 2010

1 – 4 p.m.

Northwest Community Television

6900 Winnetka Ave. N., Brooklyn Park, MN 55428

Tuesday, April 20, 2010

1 – 4 p.m.

E-TV (Eagan Community Television)

610 Opperman Drive, Eagan, MN 55123

About the speaker

Ken Stone spent 20 years in radio and television news as a reporter, news anchor, news producer, talk show host, documentary producer and news director. He worked in commercial radio and television for six years and then spent 14 years in public television and radio. For seven years, he was an anchor and reporter for Twin City Public Television’s *NewsNight Minnesota*. From 2002-2009, he served full-time on the faculty at the University of Minnesota School of Journalism and Mass Communication and is now

adjunct faculty. He currently runs his own media and video production company. He is an Emmy award winner for documentary work and also a winner of the Silver Baton, which is Columbia University's broadcast equivalent of the Pulitzer Prize.

Cost

\$15 for MAGC members; \$25 for non-members. Renew or purchase a membership now (\$60) and attend the workshop at the member rate. As a MAGC member, you will receive reduced entry fees for MAGC events including workshops and the annual fall conference.

Space is limited to 20 participants in each session.

Registration Deadline is Wednesday, March 31, 2010.

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Registration

Deadline to register is Wednesday, March 31, 2010.

Registrations will be taken on a first-come, first-serve basis. A waiting list will be established if there is greater demand for the workshops than space available.

To register, email Sara Swenson (sswenson@dakotacda.state.mn.us) or call her at (651) 675-4434 and provide the following information. This form can also be faxed to (651) 675-4444 to Sara Swenson's attention.

Name: _____

Agency: _____

Email Address: _____

SESSION CHOICE:

- Monday, April 5, 2010 @ Northwest Community Television, St. Louis Park
- Tuesday, April 20, 2010 @ E-TV, Eagan

COST:

- MAGC Member - \$15
- Non-Member - \$25
- Joining MAGC & attending at MAGC Member Rate - \$75

PAYMENT TYPE (MAGC State Vendor #060958006-00)

- Pay at door
- Invoice PO# _____

Cancellations after March 31, 2010, and no shows will be billed.