



Crafting Your Story

for Collaborative Conservation Groups and Support Organizations



Sign Up Now for this **2-part** virtual training – space is limited

Session 1: April 8th, 2021: 4pm-5pm MDT: Collecting basic story components is a vital part of telling a comprehensive story. Stitching it together for impact is equally important. Learn how to create effective messaging to educate the public, funders and possible future partners about your conservation efforts. A presentation with participant interactions will be followed by Q&A. At the end of the session we will ask participants to share a project they are working on now, or will be soon. We will take a couple of the submissions and use them as case studies for the group in Session Two. Register: <https://zoom.us/meeting/register/tJwlcuiqrDgoHNN8hc16e8uc4qvjWNihNeNR>

Session 2: April 13th, 2021: Come with your creative thinking cap on. We will review several submitted case studies and work to help create a possible communications plan for each. This will be a group activity, so come ready to engage and share your experience and ask questions. Register: https://zoom.us/meeting/register/tJAvc-iupj8oHNYBu7f6x61D4agefx8_9gXA

Brett Prettyman has spent his life enjoying the amazing landscapes and ample wildlife of the West and his career working to educate the public about wildlife issues first during 25 years as the outdoors/environment editor at the Salt Lake Tribune and now as a communications director for Trout Unlimited. Brett is the author of Fishing Utah, among other titles, and collected two Emmy Awards for his work as the writer/producer/host on the Utah Bucket List television program. He has been a member of the Outdoor Writers Association of America since 1992 and is a past president of the organization. Brett currently serves as chair of the executive board for Reel Recovery, a national nonprofit providing free fly-fishing retreats for men with cancer. He also serves on the Utah Office of Outdoor Recreation advisory committee and as chair of the Utah Wildlife Federation. Brett lives in Salt Lake City with his wife and three children.

