

Words for Change - Empower Your Voice to Make Your Words Count

March 16, 2019: 8:30 – 1: Colorado Mesa University Ballroom: Grand Junction

Interactive Workshops: 10 – 12 – Choose 2

I Nuts and Bolts of Letters to the Editor, Op-eds, and Similar Communications – Why writing is effective and important • How to deal with an overload of information to craft an effective message • How to grab and keep a reader • How to show rather than tell – making it personal • What editors want

Leader: Stephen Trimble – Trimble has been a free-lance writer and photographer since the 1970s, when he worked as a park ranger in Colorado and Utah. Author and/or editor of 25 books, the breadth of his awards mirrors the wide embrace of his work: The Sierra Club's Ansel Adams Award for photography and conservation; The National Cowboy Museum's "Wrangler" Award; and a Doctor of Humane Letters from his alma mater, Colorado College, honoring his efforts to increase our understanding of Western landscapes and peoples. Trimble has taught writing at the University of Utah, where he received a Wallace Stegner Fellowship at the U's Tanner Humanities Center. Trimble is a proud steward of a Nature Conservancy conservation easement in Torrey, Utah, and a fiercely conservation-minded contributor to national publications.

II From Protest to Advocacy to Art – Creative practice can be isolating. Politics can be distracting. Pushing for change can be overwhelming. This workshop explores how artists and citizens alike can employ their voices for the common good.

- Bringing writing into the public sphere
- Picking your battles and choosing your weapons
- Moving outside your comfort zone
- Shedding light, giving voice, opening doors

Leader: Charlie Quimby is a Western Slope native who has used his creative voice in many ways over a long writing career: protest singer, playwright, ghostwriter, marketer, blogger, opinion-writer, fund-raiser and novelist. His published writing covers Peace and justice, tax policy, education, the environment, community planning, good government, economic development and the arts, transportation policy, homelessness, domestic violence, suicide prevention and the political divide. His novels, *Monument Road* and *Inhabited* are set in the Grand Valley. He is co-author of *Planning to Stay: Learning to See the Physical Features of Your Neighborhood*.

III Perfecting Your Aim and Message – Who do you target with your message and how do you know they received it? What are the common mistakes to avoid?

- Building on shared values
- Is data the message or a tool?
- The “Ws” of effective advocacy
- How to “Persuade with reason... motivate with emotion”

Leader: Jim Spehar has experienced both sides of activism and advocacy...during a dozen years as a Mesa County commissioner and Grand Junction city council member and for 20+ years as an activist working professionally on growth, natural resources and public lands issues. Jim has served on the Colorado's Wildlife Commission, Economic Development Commission, Water Congress Board, and as president of the Colorado Municipal League. He has authored weekly opinion columns for more than 15 years for local newspapers. His writings have also appeared in the *Denver Post*, the *Salt Lake Tribune*, the *Los Angeles Times*, *New West* and other print and on-line publications. His professional career includes radio and television news and stints as an Associated Press writer, editor and executive.

IV Defining Essences – Why are you here right here, right now? Put pen to paper and find words to describe these base motivations and messages. Using short prompts, we will:

- Identify what drives your desire to communicate
 - Help you define the importance of your message
 - Find the words and ways to tell your story creatively
- Leader: Linda Skinner** has worked as a technical writer, radio broadcast news director, columnist (with her husband of 50 years), creative writing facilitator, and educator. She strives daily to find the words to express what she loves and hopes she can inspire others to engage with the world. She believes it is through our stories, memories, music, and images that we can become the change we want to see and build the community we wish to embrace.