

Workshops Available for Your Business or Organization

Business Writing

Today's fast-paced, technology-rich business environment requires excellent writing skills. Whether it is emails, reports, memos, or letters to customers, poorly written communication can lead to confusion, conflict, and re-work. Workshop highlights:

- Learn how to appeal to the needs and motivations of your audience.
- Review the building blocks of improved grammar and sentence structure.
- Learn how to keep it simple, concise, and specific.
- Identify common errors and learn how to correct them.
- Punctuate messages correctly.
- Review tips to edit and revise your writing.

This workshop is designed to help you become a more precise, skilled business writer.

9 a.m. to 4 p.m.

Booklet included

Cost \$195 per person

Host at corporate site for \$2000

Newswriting for the Non-Journalist, Community Leaders and Volunteers

Do you want to step-up your chances of getting good media coverage for your organization or events? Of course you do. We've all had experiences of seeing good releases go down the tubes and we wonder why. This booklet is meant to help you, as a layperson, to maximize your chances of getting material picked up by the media. In this workshop you will learn a few things about the main elements that comprise good and effective news releases and media relations.

Purchase book on Amazon.com or at <https://www.createspace.com/4372261>

4 hour workshop

50-page workbook included

Cost \$50 per person or host for \$500

Simple Social Media & Marketing

Three seminars in one program designed to give your employees or volunteers a working knowledge of these topics. This program includes:

WORD OF MOUTH MARKETING: An overview of this marketing concept and ideas on how to put this powerful tool to work for you!

SOCIAL MEDIA BASICS: Learn the basics of social media and how to put this powerful tool to use for you and your business or organization.

SOCIAL MEDIA FOR DISASTER RESPONSE: Presentation is based on Greene County Extension publication of the same name. Learn best practices based of experience learned in Joplin (2011) and Branson (2012). Purchase the book on Amazon.com.

3 hour workshop

Includes book

Cost \$30 per person or host for \$500

Creative Writing Retreat/Seminar

This retreat is for anyone who wants to be more creative whether you like journal writing, poetry, fiction, non-fiction or news writing. No prior writing experience is needed.

4 hour workshop

40 page booklet included

Cost \$50 per person or host for \$500

**These workshops are taught by David Burton,
Civic Communication Specialist.**

**Contact him by telephone at (417) 881-8909
or by email at burtond@missouri.edu to
schedule a workshop. Extension provides the
instructor and curriculum; you supply the
location, marketing assistance and travel funds.
Customized training is available.**

UNIVERSITY OF MISSOURI
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University of Missouri Extension provides equal opportunity to all participants in extension programs and activities, and for all employees and applicants for employment on the basis of their demonstrated ability and competence without discrimination on the basis of their race, color, religion, sex, sexual orientation, national origin, age, disability or status as a protected veteran.

Creating an Oral History

Learn how to organize and record a professional oral history for family members or individuals with a shared experience. Materials on oral histories and the MU Extension publication, "A History of Me" are provided to participants. Arrange sample oral histories to make this program more hands-on. An informational booklet from Greene County Extension is also available for purchase on <http://www.distribly.com>.

4 hour workshop
Cost \$75 per person or host for \$750

Learning from One-Room Schools in the Ozarks/Missouri

Join David Burton, author of "A History of Rural Schools in Greene County, Mo." and "Driving Tour of One-Room Schools in the Ozarks" as he uses a photo presentation of one-room schools to detail the qualities that helped country schools fulfill their mission despite a lack of amenities and the lessons we can learn from them today. Books can be purchased on Amazon.com

1 hour session available for \$50
Half-day workshop (with 2 interviews)
Cost to host is \$600

Record/Transcribe Oral History of Former One-Room School Students and Teachers

This can make a fantastic family gift. Schedule an appointment with Greene County Extension and we will conduct, record and transcribe a researched and professional hour-long interview of any former one-room school student or teacher. Receive a CD of the recording and transcript. A copy will also be filed with the Missouri State Historical Society. These are conducted as scheduled appointments only for \$250 per interview.

1 hour interview
Cost \$250 by appointment
As a full-day event & workshop
Cost is \$2000 for up to 6 interviews

Finding Your Civic Voice

This civic engagement effort uses materials that deal with timely topics to generate excitement and discussion among participants with the ultimate goal being to find common ground for addressing a challenge or issue. Available topics include:

- Immigration in America
- A Nation in Debt: Can We Pay Our Bills?
- Reclaiming the Public's Role in Democracy
- How to Restore Public Trust in News Media

3 hour workshop
Discussion booklet included
Cost \$75 per person or host for \$750

Understanding Media Ethics / When the Media Call

This program is designed to give your employees or volunteers a working knowledge of media ethics. The end result is improved relations and partnerships with the media in your area. The program includes:

YOU ARE THE EDITOR : Examine the media ethics with examples from the Ozarks.

JOURNALISM IN MAYBERRY: Learn what makes community journalism effective with discussion of "Opie's Newspaper."

WORKING WITH THE MEDIA: Learn to approach media relations in a strategic fashion and set media relations goals.

WHEN THE MEDIA CALL: When the call comes, remember you aren't just having a conversation with the reporter. Think beyond the reporter to the people who need this information.

4 hour workshop
Handouts included
Cost \$50 per person or host for \$750

Southwest Region News Service

Subscribe to our weekly regional Extension news service. Learn more online at <http://extension.missouri.edu/greene/news.aspx>

**SERVICES AS AN UNBIASED
MEETING FACILATOR OR MODERATOR
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Cost is \$40 per hour