



**Announcement!**

**NATURAL RESOURCES COMMUNICATION WORKSHOP**

**January 5-9, 2015**

The Natural Resources Communication Workshop, sponsored by the Western Section of The Wildlife Society and the Department of Recreation, Hospitality, and Parks Management at California State University-Chico, is designed to help natural resource workers more effectively communicate with general as well as technical audiences through personal presentations using good visual aids. The workshop focuses on the use of computer-generated images created with Microsoft's PowerPoint software. The workshop is practical-oriented and enhances participants' communication skills in planning, preparing, presenting, and evaluating presentations. Since many of the problems in natural resources management are people-oriented, more effective communication can significantly improve many management programs.

Workshop Content:

1. Discussion topics include:
  - Planning: communication principles, audience analysis, graphic design
  - Preparing: creating computer-generated graphics, photographic composition, rehearsal tips
  - Presenting: equipment setup, speaking tips, dealing with difficult audiences
  - Evaluating: evaluation of performance
2. Each participant will bring a selection of computer-generated images (ex., graphics created with PowerPoint or other presentation software programs) for organization into an illustrated talk.
3. Each participant will prepare graphics (titles, graphs, charts, maps, cartoons, etc.) to be used in their presentations.
4. Each participant will give a 5- and 15-minute presentation (which will include graphics prepared during the workshop). These presentations will be evaluated by the class and the instructors.

Instructor: Dr. Jon K. Hooper, Professor, Calif. State Univ., Chico (Certified Wildlife Biologist, Certified Interpretive Trainer, Ph.D. in Wildlife Ecology, 35+ years teaching communication workshops around the country). Dr. Hooper will be assisted by Ms. Kim Rubin, who has experience as a tour guide and environmental interpreter. She has 15 years experience facilitating the Natural Resources Communication Workshop.

Location: California State University, Chico (90 miles north of Sacramento)

University Continuing Education Credit: Participants receive 1-unit CSUC Continuing Education credit. The workshop qualifies for a maximum of 42 contact hours in Category I of The Wildlife Society's Certified Wildlife Biologist Renewal/Professional Development Certificate Program.



Application Procedure: The initial deadline for applications is **October 31, 2014 (Friday)**. Late applications are accepted (such applicants will become participants if the workshop is not yet full; otherwise, they will be placed on a waiting list in case of cancellations). The registration fee is \$795. The workshop is limited to 16 participants. Since more applicants usually apply than there are spaces available, the registration fee is not due until an applicant has been officially accepted into the workshop (this occurs shortly after the October 31 deadline).

Since the workshop has a limited capacity, all applicants will be contacted after October 31, 2014 to notify them if they have been accepted. Instructions on paying the registration fee will be provided at that time. Payment must be received before applicants will be fully registered. Failure to make timely payment will result in alternate applicants being selected.

To apply, send a letter, fax, or email describing: (1) your current position within your agency or organization, (2) how you will use the training, (3) any special reasons why you feel you should be chosen as a participant, and (4) if you already have official agency/organization approval to attend. In your application, include your job title, address, phone number, fax number, and email. To apply or for more information, write or call:

Dr. Jon K. Hooper  
Dept. Recreation, Hospitality, and Parks Management  
California State University, Chico  
Chico, CA 95929-0560  
(530) 898-5811 or 898-6408  
fax: (530) 898-6557 e-mail: [jhooper@csuchico.edu](mailto:jhooper@csuchico.edu)

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**FLASH!!!** Participants in the 2015 workshop will not only learn professional tips for using PowerPoint, but also will gain exposure to Photoshop Elements (digital photo editing software).



# Agenda

## "NATURAL RESOURCES COMMUNICATION WORKSHOP"

January 5-9, 2015 at Calif. State University, Chico

Instructor: Dr. Jon Hooper

### Monday

- 8:00 - 8:30 Registration
- 8:30 - 10:00 Workshop Overview (**Step 1: Pass the "Source Test"**)
- 10:00 - 12:00 "Planning the Presentation Using the Targeted Design Approach" (**Step 2: Determine Your Target**)
- 12:00 - 1:15 Lunch
- 1:15 - 5:00 "Outlining the Presentation" (**Step 3: Organize It**)

### Tuesday

- 8:00 - 10:00 "Designing Great Graphics" (**Step 4: Visualize It**)
- 10:00 - 12:00 Lab Exercise: "A PowerPoint Presentation Anyone Can Create"
- 12:00 - 1:15 Lunch
- 1:15 - 2:15 "PowerPoint Pitfalls (and How to Purge Them from Your Presentation)"
- 2:15 - 4:00 Lab
- 4:00 - 4:30 "Computer Hardware: Scanners, Card Readers, etc."
- 4:30 - 5:00 "Adding Audio and Video to PowerPoint"
- 6:00 Banquet (no host)

### Wednesday

- 8:00 - 9:00 Lab Exercise: "An Introduction to Photoshop Elements"
- 9:00 - 11:00 Lab
- 11:00 - 11:30 "Digital Photography"
- 11:30 - 12:00 "Presentation Do's and Dont's" (**Step 5: Plan Facilities and Equipment**)
- 12:00 - 1:15 Lunch
- 1:15 - 1:45 "Adding Presentation Sheen" (**Step 6: Rehearse It**)
- 1:45 - 3:00 "Working with a Host" (**Step 7: Use a Host**)
- 3:00 - 5:00 "Verbal Victories: Dealing with Difficult Audiences" (**Step 8: Present It**)
- 3:00 - 5:00 Lab
- 6:30 - 9:00 Lab (optional)

### Thursday

- 8:00 - 12:00 5-minute briefings by participants (**Step 9: Evaluate It**)
- 12:00 - 1:15 Lunch
- 1:15 - 4:00 5-minute briefings by participants
- 4:00 - 4:30 "Cataloging Your Digital Images Using Photoshop Album"
- 4:30 - 5:00 "Hints from the Pros" (time permitting)

### Friday

- 8:00 - 12:00 15-minute briefings by participants
- 12:00 - 1:15 Lunch
- 1:15 - 4:30 15-minute briefings by participants
- 4:30 - 5:00 Summary and workshop evaluation