

Welcome!

NSEN Media Training 101

Introductions - Please answer these questions:

- Name
- Affiliation
- Frequent News Sources
- Favourite News Source or Journalist
- A couple of ways you have engaged with the media





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- Eco-Connections
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- SENSE: Sustainability Education
- Take Action

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Nova Scotia Environmental Network
55 Willowbend Ct.,
Halifax NS B3M 3L3
Tel: (902) 454-6846
Fax: (902) 454-6841
Email: nsen@cen-rce.org



Facebook

Welcome to NSEN.ca

The Nova Scotia Environmental Network (NSEN) was founded in 1991 and is a registered non-profit organization under the Society Act of Nova Scotia.

What's New

NSEN Biosolids & Wastewater Caucus Calls On Government To Protect Farmland And Food Safety

The NSEN [Biosolids & Wastewater Caucus](#) are asking Nova Scotians to collect signatures on a petition to the provincial government to declare an immediate moratorium on the use of sewage sludge (biosolids) on Nova Scotia lands and to adopt with minimum delay safe options for sewage sludge disposal or destruction.

Petition here



Reads the latest biosolids news [here](#)

Water, Wetlands and Coasts: Creating the Best Policies for Nova Scotia

Department of Environment and Department of Fisheries & Aquaculture integrated overview of the water strategy, wetlands policy and the sustainable coastal development strategy.

Connect!

Post your event, job, action
& announcement to nsen.ca.
[click here...](#)

November 2009							<<	>>
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2009-11-21
TAMMACHAT NATURAL TEXTILES FAIR
TRADE GIFT SHOW & SALE

2009-11-23
MEDIA TRAINING 101 ANNAPOLIS ROYAL

Latest Job
CPAWS-NS MARINE CONSERVATION
COORDINATOR

Take Action
TELL NS GOVERNMENT WHERE YOU
STAND ON PESTICIDES

Announcement
SAR STEWARDSHIP WORKSHOP CALL
FOR ABSTRACTS

Eco-Connections



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What's New

- Awards
- Fundraising
- Media
- Board Development

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Eco-Connections

Subscribe to receive our bi-weekly bulletin



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Resources

Media



NSEN Media Manual (.pdf)

The NSEN media training manual.



Nova Scotia Media List (.pdf)

A comprehensive list of all the media channels in the province: radio, newspapers and television. Also available online:

<http://www.gov.ns.ca/cmns/medialist.asp>



How to Save the World in Your Spare Time

By Elizabeth May

This is an excellent resource for effectively dealing with the media and promoting your message. Borrow this book from the NSEN library or buy it from your local bookstore.

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Newsroom

Press Releases

NSEN in the News

Addressing an environmental 'ick' factor
 Chronicle Herald
 November 16, 2009

Opposition to biosolids growing in Kings County
 Chronicle Herald
 November 7, 2009

Tree hugger power
 The Coast
 October 15, 2009

Biosolids concern council
 Chronicle Herald
 October 6, 2009

Growing gardens, creating community
 Chronicle Herald
 August 19, 2009

Protect farmlands from sewage sludge
 Chronicle Herald
 July 15, 2009

Building the little green schoolhouse
 The Coast
 July 9, 2009

Pesky citizens stop the brown shift
 The Spectator Annapolis Royal
 June 2, 2009

Last updated at 6:25 AM on 25/07/07

Green groups demand funding

Environmental organizations say Ottawa's delay of vital money will force them to close

BY VIRGINIA INSUA

Nova Scotian environmental groups said yesterday that they're barely hanging on at a time when Nova Scotians need them most.

Nine groups, including the Nova Scotia Environmental Network (NSEN), Clean Nova Scotia and the Nova Scotia Nature Trust, held a media conference at the Ecology Action Centre in Halifax yesterday, saying they were frustrated over delays in receiving federal funds from Environment Canada.

"If the government is serious about the environment then it should be serious about funding it without delay," said Tamara Lorincz, executive director of the NSEN.

Lorincz is waiting for funding that was due in April.

"We only found out last week that we're facing layoffs this week. They'll be layoffs of 10 people at headquarters (the Canadian Environmental Network in Ottawa). I've got two interns working for me, and they'll all be laid off," she said.

Lorincz hasn't had a paycheque since April.

The sister network in P.E.I. has laid off its executive director, and it is rumoured that the Ontario office will follow suit.

The delayed funding is to come from Environment Canada and is part of the Grants and Contributions Program - \$26 billion of federal money that goes to more than 50 departments and agencies, such as Environment Canada, who in turn give it to individuals, corporations, and non-profit groups that deliver programs to Canadians.

"Most funding that's out there," Lorincz said, "is project-related, so this money is really important. This keeps paid staff in the office and keeps the office going."

The NSEN is the communication hub for 40 smaller groups in the province, which deal with such things as wilderness protection, renewable energy, climate change and sustainable transportation.

Saying it is committed to research and public knowledge, the Bay of Fundy Ecosystem Partnership (BOFEP) says it does not deliver "action programs" that fit into project funding, although they often provide the underlying research that informs those programs.

"We're hanging on and our staff is working without pay," said representative Peter Wells. "But we'll close in the fall if this promise of funding doesn't come through."

The timing couldn't be worse, the groups say.

"The problem is that environment right now is hot, it's huge," said Charlene Boyce Young of Clean Nova Scotia.

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Still much to protect

Citizens, government must work together for wilderness areas

Chronicle Herald

By TAMARA LORINCZ

Wed. Apr 29 - 6:09 AM – A11

The Nova Scotia Environmental Network would like to thank Environment Minister David Morse and his department for their recent protection of Blue Mountain Birch Cove Lakes under the Wilderness Areas Protection Act.

We would also like to acknowledge the hard work over many years of our members – the Halifax North West Trails Association and the Canadian Parks and Wilderness Society – that created the public campaign and worked with the government to protect the area.

For citizens to enjoy this new wilderness area in the Halifax Regional Municipality, we will need public access points, a trail system and signage. We look forward to partnering with the government to determine these entry points and trails.

We would also like to invite the public to join us for the second annual BioBlitz on Saturday, June 6, to learn more about the incredible biodiversity of the Blue Mountain Birch Cove Lakes Wilderness Area (www.smu.ca/bioblitz/home.html).

The Network is also anxious for the government to protect other critical wilderness areas around the province to help meet our 12 per cent target under the Environmental Goals and Sustainable Prosperity Act

Purpose & Perspective

Purpose of the NSEN capacity building workshops: to provide media training for members and non-profit leaders and activists in the community to more regularly and effectively use the media to promote their messages.

Assumption is that you don't have formal media training or a communications department. Everyone should have basic media training.

Perspective – share with you my media experiences and tips with the Nova Scotia Environmental Network, Halifax Peace Coalition and the Nova Scotia Council for Early Childhood Development over the past 10 years in NS.

Today's workshop is basic media training to give you practical tools you apply immediately – more comprehensive training available at the *Nova Scotia Community College* and *Mount Saint Vincent University Public Relations* program.

Questions?

- Why is it important to engage with the media and to use the media in your work?
- Who are we communicating with in the media?
- What are your impressions of the local and provincial media?
- What is our media doing right and/or doing wrong in NS?

Quotes

“The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.”

Malcolm X (American black leader in the early 1960s, 1925-1965)

"All of us who professionally use the mass media are the shapers of society. We can vulgarize that society. We can brutalize it. Or we can help lift it onto a higher level."

William Bernbach (American advertising executive, 1911-1982)

"All media exist to invest our lives with artificial perceptions and arbitrary values"

Marshall McLuhan (Canadian educator, writer and social reformer, 1911-1980)

NS Media Landscape

- **General trends:** cuts, consolidation, privatization, shift to online, less investigate, shorter articles, shorter attention spans
- **Statistics:** 6 publishing co.'s in NS i.e. Metro Guide, Transcontinental
- 1 national News Agency – Canadian Press with bureaus across the country and 1 Provincial New Agency – Chronicle Herald with bureaus across the province
- 11 daily provincial and local newspapers
- 1 major provincial daily newspaper - Chronicle Herald is the largest, private family-owned 316,700 readers daily and 78,074 online visitors
- 26 weekly newspapers and 15 bi-weekly and monthly newspapers

NS Media Landscape

- 13 radio stations and 18 television stations
- CBC Radio most listened to radio channel in the province
- 7 university and college newspapers
- Limited opportunities, but accessible and we need to use them more
- Halifax Independent Media Coop: <http://halifax.mediacoop.ca>
- We need more progressive voices for environment, community and social justice in our media
- We need to effectively convey our messages and tell our stories – media is story telling – if you don't tell your story it might not be told or it will be told by someone else