

PUBLIC RELATIONS FOR ISSUE-BASED NON-PROFITS



Learn Public Relations skills and methods through taking powerful, tangible action to improve the quality of life and future prospects for the entire human family.

In this action-oriented PR training program students will take on one of the most pressing issues of our time: energy efficiency. At each fun and exciting weekly session, we will be working hard to contribute to the ultimate goal of ending humanity's dependence on fossil fuels, replacing that dependence with technologies closer to their solar source. Upon graduating from this program, students will be able to powerfully influence the media, organizations and individuals about any social issue.

We will be applying PR techniques and principles to forward the goals of the *Zero Net Energy Working Group* (ZNEWG), a 501 (C)(3) non-profit dedicated to fulfilling the *California Energy Commission's* recommendation, in its "Integrated Energy Policy Report," that, from 2020, all new residential buildings meet zero net energy performance standards, and, from 2030, all commercial and all other new buildings meet the zero net energy standards. Briefly, the ZNE standard states that all new buildings, averaged over a year, take no more energy from the power grid than they put back into the power grid from on-site or local power sources, presently anticipated as solar, solar thermal and wind.

We will measure our success weekly by the number of people who are exposed to "zero energy building" success stories and discussions of the issues. We will research, prepare, write, distribute and promote zero energy building information to strategically selected media, key social and business networks, and organizations.

The program takes place once a week for 6 hours for 30 weeks in 2014 and 2015. The 30 weeks are organized into three 10 week segments.

Each class will take place on Wednesdays at the Western Institute for Social Research (www.wisr.edu), 2930 Shattuck Avenue #300, Berkeley. The hours each Wednesday will vary depending upon class content, strategic concerns, student schedules and other factors. The exact schedule of the class dates, hours, locations, research trips, interviews and meetings for the first ten classes will be confirmed at the first class.

Topics to be covered and practiced include: PR and mass communication theories and principles, strategic planning, research, message formulation, writing and distribution, influencing the media and key stakeholders, social media strategies, press conferences and more.

Class Dates: May 21, 28; June 4, 11, 18, 25; July 9, 16, 30; August 6 (Part I Graduation) September through November 2014 (dates to be decided)

January through April 2015 (dates to be decided)

The first class takes place on May 21, 2014.

The cost for the first 10 sessions is only \$350 -- to cover basic expenses and not discourage committed individuals. If you are ready to develop PR skills, learn how to implement strategic PR programs and contribute to shaping the future; please contact Brian C. Harris at 415-596-6755 or at brian@brianharris.com for an intake interview.

The program instructor, Brian C. Harris is committed to social action through authentic and powerful communication. For thirty years he has implemented public relations, marketing and sales, event organization and management programs that have influenced future developments in the areas of health, education, art and elder care. Since 2002 he has done this in the areas of building, home improvement and energy efficiency.