

NEW – TRACK 4, SESSION A
Saturday, Oct. 4 – 8:00 to 9:30 am
Room 103 IE



GreenTreks Network, Inc.
Telling Stories that Change the World

Chesapeake Watershed Forum 2008

Presentation Title: Getting the Word Out: Capture Your Passion—and put it Online!

Presented by: Barry Lewis, GreenTreks Network, Inc
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Summary

Al Gore’s Emmy-award winning documentary “An Inconvenient Truth” not only provided Americans with an environmental reality check, it demonstrated the power of grass roots outreach, multi-media marketing, web-video, and blogs...

This interactive discussion explores the power of storytelling by looking at some of the innovative approaches that are being used to engage audiences today. It aims to demystify the world of You Tube, encourage participants to think about what motivates them, and explore ways of sharing their stories. Attendees are invited to bring examples of messages that touch a chord in them – and will have the chance to test their own stories for “stickiness.”

About the Presentor

Barry Lewis is Executive Director of GreenTreks Network, a Philadelphia-based nonprofit dedicated to educating people about the interconnectedness of environmental, societal, economic, and individual health. A writer, editor, photographer, and video producer, Barry has developed and managed a wide range of communications initiatives, including print, television, web, and interactive museum exhibitions. He has written on dozens of environmental issues for diverse audiences and is currently focused on supporting educators in their quest to provide students with a better understanding of their relationship to the natural world. Prior to joining GreenTreks, Barry was Director of Communications at the Academy of Natural Sciences.