



ActionMedia Ltd.

Setting the Terms of Discussion and Building Public Support for Smart Growth and Development

**Thursday, September 30th, 2-4 PM
Pioneer Valley Planning Commission Offices,
60 Congress St., Springfield, MA
\$10/person**

This workshop provides planners and community leaders with a set of communications tools for defining the issues and the choices our communities face regarding what, where and how to build. Participants will learn to describe their zoning, housing, development, and planning objectives in values-based language that resonates with voters across demographic differences, and that neutralizes or weakens opposition. Through presentation, discussion and hands-on application, participants will strengthen and clarify their language in all media, and be able to apply the principles discussed to their next and on-going communications.

ActionMedia has conducted over sixty focus groups throughout the US (both rural and urban) on land use and development issues. Over the past ten years, they have worked with a wide range of regional and local planning and development entities, and with citizen groups working at local, state and national levels, to help them say what they mean, and make things happen.

Please register by sending payment and returning the form below.

Setting the Terms of Discussion Workshop Registration Form

NAME

ORGANIZATION

MAILING ADDRESS

CITY/TOWN

STATE

ZIP

EMAIL

PHONE

**Please return to HCI at PO Box 253, Haydenville, MA, 01039.
www.highlandcommunities.org | 413.268.8219**