



**American Water Works
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The Authoritative Resource on Safe Water®

NewsRelease

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AWWA announces first seminar of 2009: Media Relations for Water & Wastewater Utilities

(DENVER, CO) – AWWA will host its first seminar of 2009, “Media Relations in Water & Wastewater Utilities” Feb. 26-27 in Los Angeles, Calif. The concentrated, interactive two-day seminar will provide attendees with valuable strategies and techniques for working with the media.

Participants will emerge from the seminar better prepared to communicate with clarity and confidence as part of their everyday work and whenever the press comes knocking. Presenters will discuss basic principles and strategies of media relations, media interview tips, key water issues of interest to the media and more. Participants will take part in hands-on activities throughout the seminar to hone their skills.

Seminar presenters include:

- Karen P. Snyder, Founder of Snyder Communication, has worked in the water and wastewater profession for 19 years focusing on all areas of public relations and community outreach.
- Greg Kail, Director of Public Affairs for American Water Works Association.

For more information on the seminars and registration details, go to
www.awwa.org/awwa/Education/seminars/index.cfm.

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AWWA is the authoritative resource for knowledge, information, and advocacy to improve the quality and supply of water in North America and beyond. AWWA is the largest organization of water professionals in the world. AWWA advances public health, safety and welfare by uniting the efforts of the full spectrum of the entire water community. Through our collective strength we become better stewards of water for the greatest good of the people and the environment.