

California Library Literacy Services
Regional Library Literacy Network Training

Call for Presenters

Presentation Title: Become an Effective Spokesperson for Your Literacy Program

Presenter's Name: Kathy St. John

Title: ProLiteracy's Southwest Regional Representative and Regional Institute Coordinator

Library (if applicable): _____

Address/City/Zip: 229 Dorrance Road Boulder Creek, CA 95006

Telephone: 831-338-0653 Fax: 831-338-1730

E-mail: katlit2003@yahoo.com

Experience in Adult Literacy and/or Adult Education:

Kathy taught English as a Second Language in Washington D.C., Chicago and Madison, WI from 1989-1993. Her first work in basic literacy was as the Adult Literacy Assistant Coordinator and then Coordinator at the Blue Gargoyle Youth Services Center in Chicago from 1993-1995. Kathy supervised Read Santa Clara, the literacy program at the Santa Clara Public Library in California, from 1995-2001.

From 2001-2002, Kathy researched grant funding opportunities and wrote grant proposals for Literacy Volunteers of America. She has been a freelance literacy and resource, program and board development consultant since 2002. Since 2003 she has been ProLiteracy America's Southwest Regional Representative working with state organizations and affiliates in six states. From

2004-2006, Kathy was the Project Manager for the Dollar General/ProLiteracy America Student Expansion Project and managed national research and dissemination projects on reducing student waiting lists and improving community student referral systems. She is ProLiteracy's Regional Institute Coordinator.

Experience as a Presenter:

Kathy's first experience as a presenter was as a tutor trainer in 1993. She presented during dozens of tutor training workshops from 1993-2001. She has developed and presented a variety of conference and in-service workshops for adult basic education and literacy administrators, instructors and learners since 1993. She has presented at the following local, state, regional and national conferences since 2002.

*California Literacy
California Library Association
Read San Diego Tutor Conference
Read Santa Clara Tutor/Learner Conference
New Mexico Adult Education Association
Colorado Adult Education Professional Association
Mountain Plains Adult Education Association
California Council on Adult Education
ProLiteracy*

Presentation Abstract: (Limit 50 words)

This presentation focuses on helping literacy program staff become comfortable using effective communication skills and strategies for speaking out to diverse audiences about the impact of library literacy programs. The presenter will cover how to become more savvy when discussing topics relating to literacy with community leaders and the media.

Presentation Objectives:

Participants will learn how to:

- enhance the effectiveness of their communication skills

- tailor their message to different target audiences, such as the media, potential funders , stakeholders, and community leaders and organizations
- deliver compelling messages about their programs and the importance and impact of adult education and literacy
- get their message across in interviews by presenting themselves in a positive, professional manner

Presentation Content and Main Points: (Tell what you want participants to learn from your presentation. Explain how you will present the information. Will you use handouts? Limit to 300 words. You may attach an additional sheet to this form.)

Literacy program directors are discovering the growing importance of speaking out for literacy. The presenter will facilitate this interactive discussion that helps program staff gain critical information and skills and a level of comfort so that they may become effective spokespeople in their communities. While discussing how to control an interview and avoid manipulation by the press, ProLiteracy's Southwest Regional Representative will share insider tips and tricks of the trade from ProLiteracy's Director of Corporate Communications, a former newspaper and television journalist.

Participants will work in large and small groups in interactive activities. The target audience is for those with little or no experience as spokespeople. The presenter will provide handouts.

References: (who has heard you present on this topic that we may contact?) Please provide contact name, phone #, e-mail and when they heard you present.

I presented this workshop at the Mountain Plains Adult Education Association annual conference in 2007. I didn't know any of the participants but my evaluations were very good and are most likely available from this organization.