



WeLEAD *Women bringing women into the power center.*

WOMEN & POLITICS INSTITUTE

## Communications & Messaging September 28, 2013

- 10:00 AM Welcome & Introductions
- Diane Hsiung, *Women & Politics Institute*
- 10:15 AM Writing Press Releases and Op-Eds
- Sui Lang Panoke, *Women Politics Media, LLC.*
- 11:00 AM Speechwriting
- Amanda Fuchs Miller, *Seventh Street Strategies*
- 11:45 AM Working with the Press (over lunch)
- Emily Heil, *The Washington Post*
- 12:45 PM Creating and Presenting an Elevator Pitch (work in 4 groups)
1. Sophie Torres
  2. Diane Hsiung
  3. Ryane Ridenour
  4. Sophia Kerby
- 1:45 PM Communications Careers in Washington
- Shira Toeplitz Center, *Roll Call*
  - Linda Kramer Jennings, *Glamour*
  - Jessica Brady, *Senate Judiciary Committee*
- 2:45 PM Bio Assignment and Wrap-Up
- Diane Hsiung, *Women & Politics Institute*