



Women bringing women into the power center.

Communications & Messaging September 24, 2011

- 10:00 AM Welcome & Introductions
- Pamela Riis & Erica Best, *Women & Politics Institute*
- 10:15 AM Writing Press Releases and Op-Eds
- Sui Lang Panoke, *Women Politics Media Foundation Inc.*
- 11:00 AM Communicating Your Message: Public Speaking
- Sui Lang Panoke, *Women Politics Media Foundation Inc.*
- 11:45 AM Working Lunch: Your Elevator Pitch (work in 5 groups)
- Alexandria Ruiz, *Department of Education*
 - Ginger Niemann, *K&L Gates, LLC*
 - Caitlin Andrews, *Bracewell & Giuliani LLP*
 - Sarah Rovito, *Systems Planning and Analysis, Inc.*
 - Sui Lang Panoke, *Women Politics Media Foundation Inc.*
- 12:45 PM Elevator Pitch Presentations (WeLEADers present elevator pitches)
- Pamela Riis & Erica Best, *Women & Politics Institute*
- 1:45 PM Communications Careers in Washington
- Beth Frerking, *Politico*
 - Lindsey Mask, *Global Vision Communications*
 - Pamela Stevens, *The Last Word with Lawrence O'Donnell*
 - Shira Toeplitz, *Roll Call*
- 2:45 PM Bio Assignment and Wrap-Up
- Pamela Riis & Erica Best, *Women & Politics Institute*