Communications & Messaging
September 25, 2010

Elizabeth Fison – Facilitator

10:00 AM  Welcome & Introductions
           • Jennifer Lawless, Women & Politics Institute

10:15 AM  What is an Effective Message?
           • Amy Weiss, Point Blank Public Affairs

11:00 AM  Communicating Your Message: Public Speaking
           • Sui Lang Panoke, Women, Politics, Media

11:45 AM  Working Lunch: Your Elevator Pitch (work in 5 groups)
           • Elizabeth Fison, Brunswick Group
           • Sui Lang Panoke, Women, Politics, Media
           • Carolyn Pierce, NJI New Media
           • Monica Thammarath, Southeast Asia Resource Action Center
           • Bethany Vensel, Republican Majority for Choice

12:45 PM  Elevator Pitch Presentations
           • Elizabeth Fison, Brunswick Group

1:00 PM   Writing Press Releases and Op-Eds
           • Sui Lang Panoke, Women, Politics, Media

1:45 PM   Communications Careers in Washington
           • Lindsey Mask, Communications Director for the Office of Congressman Buck McKeon
           • Linda Kramer Jenning, Glamour
           • Shira Toeplitz, Politico

2:45 PM   Bio Assignment and Wrap-Up
           • Pamela Riis, Women & Politics Institute