

National Security and Human Rights Convening – Oct 29-30, 2009

Effective Messaging & Media Outreach – Agenda

DAY ONE TALKING ABOUT HUMAN RIGHTS AND CIVIL LIBERTIES IN THE CONTEXT OF NATIONAL SECURITY

8:30 – 9:00 Continental Breakfast

9:00 – 9:30 Welcome

9:30 – 10:45 Promoting progressive thinking about human rights and civil liberties in fearful times. ***Report on new public opinion and message development research***

- Presentation by the Topos Partnership
- Discussion/Q&A

10:45 – 11:00 BREAK

11:00 – 11:45 Impact and implications for communicators. ***What do the research findings mean for advocates' messaging and media strategies?*** Presentations include:

- US in the World summarizes messaging recommendations based on research and consultations with the field
- Leaders from the field describe their early efforts to apply the recommendations to their work
- ReThink Media shares lessons from an audit of media coverage of NSHR issues

11:45 – 12:30 Discussion/Q&A Topos, US in the World, and ReThink

12:30 – 1:30 NETWORKING LUNCH

1:30 – 3:15 From theory to practice: ***Training and exercises in putting new messaging recommendations to work*** – Concurrent issue-specific breakout sessions (torture, surveillance, racial profiling)

- Briefing on framing and in-depth messaging recommendations (US in the World staff)
- Discussion and issue-specific reflections on research and messaging recommendations
- Interactive, hands-on exercises (role-plays, scenarios, etc)

3:15 – 3:30 BREAK

3:30 – 4:30 Report-backs and excerpts from breakout-group exercises

4:30 – 5:30 Discussion – Take-aways from the day

5:30 – 6:30 Open Bar Reception

DAY TWO MEDIA TRAINING FOR SENIOR SPOKESPEOPLE & COMMUNICATIONS LEADERS

8:30 – 9:00 Continental Breakfast

9:00 – 12:30 *Influencing the Debate, Part One*

Shaping the Debate Through the Nation's Op-Ed Pages ***Katie Orenstein***

Since founding the Op-Ed Project, a unique effort to train and develop thought leaders, Katie Orenstein has conducted trainings all around the country, appeared on ABC TV World News, Good Morning America, MSNBC, CNN and All Things Considered and won an Echoing Green social entrepreneur fellowship. Participants in this session will gain a new perspective on what really makes an op-ed resonate, not just with editors - but with readers. Following that, they'll be partnered with a mentor to help lead them to success.

Creating a Buzz in the Blogosphere ***Colin Delany***

The author of [“Online Politics 101: The Tools and Tactics of Online Political Advocacy,”](#) Colin Delany, will lead participants through hands-on exercises that will demystify the process of taking a core message and building an effective campaign to make it viral in the blogosphere. Colin's sessions are not just funny and engaging, they're focused and effective. A highly sought after trainer, the Washington Post called ePolitics.com, the firm that Delany founded, “a one-stop shop for the tools and tactics of online campaigning.”

12:30 – 1:15 LUNCH

1:15 – 4:45 *Influencing the Debate, Part Two*

Successful Television Interviews ***John Neffinger & Matt Kohut***

A presenter's non-verbal communication — facial expressions, gestures and tone of voice — is even more important than their choice of words to successful communication. In this intensive on-camera practice session, the trainers will help participants match their words and their non-verbal cues to make their message hit home. They'll work with participants to develop language that not only conveys clear content, but also makes a lasting emotional impact.

Making Your Points on Radio ***Jimmy Durschlag and Halimah Collingwood***

Whether it's a 30 second interview, an in-depth discussion or a contentious call-in show, every radio interview scenario has different opportunities to deliver a strong messages – and different traps to avoid. Using live mike and recorded practice sessions, the trainers will draw on their experience of over 20 years working in radio. Participants will learn how to deliver effective sound bites and clear messages that audiences will remember.