



The Leadership Institute

For conservatives who want to win

Writing Workshop

Arlington, Virginia 22201

October 19-20, 2010

Tuesday, October 19, 2010

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
5:30-6:00PM	Registration and Dinner	<ul style="list-style-type: none">• Receive course materials and get to know other students	
6:00-6:15PM	Welcome and Opening Remarks	<ul style="list-style-type: none">• Leadership Institute 101• Binder materials	Tyler Foote Political Training Coordinator The Leadership Institute
6:15-7:15PM	The Conservative Publications Landscape: Print and Online	<ul style="list-style-type: none">• Magazines• Blogs• Television• Newspapers	Christopher Malagisi Director, Political Training The Leadership Institute
7:15-7:30PM	BREAK		
7:30-9:30PM	Pre-Writing Phase: Organizing Your Thoughts Using the Writing System	<ul style="list-style-type: none">• Gathering your thoughts• Organizing your outlines• Putting the pen on the paper	Dan Graham Principal Graham Associates
9:30PM	ADJOURNMENT		

Wednesday, October 20, 2010

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
5:30-6:00PM	Dinner	<ul style="list-style-type: none"> • Opportunity to meet and to get to know your classmates 	
6:00-6:45PM	Writing Phase: How to Write an Op-Ed	<ul style="list-style-type: none"> • Elements of an effective op-ed • Writing the actual op-ed 	
6:45-7:30PM	Writing Phase: How to Write a Press Releases and Media Advisory	<ul style="list-style-type: none"> • Elements of an effective press release and media advisory • When it is appropriate to use one or the other 	Otto Heck Press Secretary Sen. Judd Gregg
7:30-7:45PM	BREAK		
7:45-8:30PM	Post-Writing Phase: Using Relationships & New Media to Get Your Work Noticed	<ul style="list-style-type: none"> • Using social networking and new media • Creating relationships with bloggers and other media sources to help distribute your work 	Abby Alger New Media Manager The Leadership Institute
8:30-9:30PM	Panel: How to Break into Conservative Journalism- "I Did It, So can You!"	<ul style="list-style-type: none"> • Lessons from the field • Examples of how an amateur can break into the mold • Q & A period for participants 	
9:30PM	ADJOURNMENT		