



WOMEN LEGISLATORS' LOBBY COMMUNICATIONS TRAINING

JUNE 10-12 | SEATTLE, WASHINGTON



Sunday, June 10th

3:00-4:00	Welcome and Introductions
4:00-4:45	Guns vs. Butter: What the Federal Budget Means to Constituents
4:45-5:45	Framing Values: Bridging the Gap Between Progressives & Military Communities
6:00-8:00	Reception (Lily room)

Monday, June 11th

8:00-9:00	Breakfast
9:00-10:30	Strategic Communications Part 1
10:30-10:45	Break
10:45-12:15	Strategic Communications Part 2
12:15-1:00	Lunch
1:00-2:00	On-Camera Training
2:00-2:15	Break
2:15-3:30	Op-Eds
3:30-3:45	Break
3:45-4:30	Social Media
4:30-5:30	Social Media Break-out Groups
6:30-8:30	Dinner at Blueacre Seafood

Tuesday, June 12th

8:00-9:00	Breakfast
9:00-10:00	Reviewing On-Camera interviews
10:00-11:00	Lobbying
11:00-11:30	Curating your Brand
11:30-12:30	Press Conferences

Session Descriptions

Guns vs. Butter: What the Federal Budget Means to Constituents Overview on how explosive military spending is impacting states ability to meet unmet human and environmental needs.

Framing Values: Bridging the Gap Between Progressives & Military Communities: Only 7.3% of living Americans have served in the U.S. military at some point in their lives, leaving most policy-makers, advocates, and everyday citizens with a dearth of knowledge about the military's organization and culture. This training covers everything from high-level questions about who serves in the military and why, along with common stereotypes and implicit biases, all the way down to debunking common political attacks often made in the name of the military (Spoiler Alert: NFL players' kneeling protests don't actually disrespect our service members). Participants will walk away with an authentic understanding of our veterans and military families—and the important shared values that should connect them to progressive communicators.

Strategic Communications Part 1 & 2: Persuasion is about more than facts and figures; instead, shared values and stories are the key to reaching persuadable audiences in a hyperpolarized environment. This training uses audience engagement, real-world examples, and psychological studies to flesh out a comprehensive strategy of how to connect with the audience. Participants will walk away with a toolbox of strategic communications to build trust and communicate effectively with diverse groups in both the political and corporate arenas.

On- Camera Training: Media appearances can help you reach a persuadable audience, but a lack of polish and preparation can damage your cause almost as much as a great session can help.

it. This training covers the essentials from wardrobe to camera angles, and makes use of numerous examples to illustrate best practices in both behavior and messaging tactics. Participants will walk away understanding how to put their best face forward and build trust with a television audience.

Op-Eds: Even with the advent of social media and the continued reign of talking heads on TV, the written word—both in print and digital outlets—is essential to persuading policymakers and the public. This training is more than a slide deck—in fact, you’ll practice writing components of an op-ed with live feedback from the trainer.

Social Media: The ever-expanding social media landscape can be overwhelming, but it offers tremendous opportunity to engage with people the world over and promote all manner of content and messaging. This training explores the value of social media and dives deep on how users and organizations can leverage Facebook and Twitter most effectively.

Lobbying your Member of Congress: As an elected official you have an opportunity to represent your constituents interests in meetings with your Members of Congress. Learn from a former Rep. Jan Schakowsky staffer, and current policy coordinator at WAND, how to best leverage your position with Members of Congress to make a difference in your community.

Curating Your Brand: How do your constituents and voters recognize you? Do you have an up-to-date website, a newsletter, and matching social media accounts? Learn from WAND’s communications manager how to launch or sharpen your brand to best convey your platform and values.

Press Conferences: A culmination of the training’s sessions—incorporating storytelling, social media, the media, and on-camera work to create a successful press conference.

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