**Voices for Civil Justice**

**National Communications and Media Training**

**Los Angeles, California**

**July 25-26, 2018**

**Day 1 Agenda**

**7:15am – 8:30am Registration and Continental Breakfast**

**8:30am – 9:45am**

**Welcome and Opening Plenary: Research Tested Messaging**

In this session, Voices for Civil Justice Executive Director Martha Bergmark will lead participants through the results of the latest public opinion research about the civil justice system, as well as the fundamental principles of persuasive messaging, and what it all means for how we should talk about civil legal aid and civil justice reform.

**9:45am – 10:30am  
“What’s Your Spiel?” Workshop**

In small groups facilitated by Voices staff, participants will use what you have learned about messaging to create and practice your own “spiels,” succinct and compelling messages about what you do and why it matters.

**10:30am – 11:00am Break**

**11:00am – 12:30pm**

**Communications Planning**

An effective communications plan starts with getting very specific about what you are trying to accomplish, and participants will practice how to do that and to build a successful communications strategy from there – culminating in deciding on tactics that will give you the most bang for the buck.

**Communications Planning Lab**

This concurrent session is for participants who have previously taken Voices’ introductory session in communications planning (see above) or who are otherwise well grounded in the communications planning process. You should come to the lab with an objective you’re ready to build a communications strategy to support. Voices staff will provide individual coaching as participants work in feedback pairs or trios to develop your communication plans.

**12:30pm – 2:00pm Break for lunch (on your own)**

**2:00pm – 3:30pm  
Media Skills**

In this session you will learn how to recognize, respond to, and create media opportunities that advance your organization’s goals and objectives. You’ll learn how to identify the best ways to tell your story, what reporters and editors look for, how you can connect with them, and best practices for pitching your story ideas.

**Media Skills Lab**

This concurrent session is for participants who are experienced in media pitching and have a story idea you are ready to turn into a pitch. Voices staff will provide individual coaching as participants work in feedback pairs or trios to develop a pitching strategy and draft a pitch that’s ready to send when you return to your office.

**3:30pm – 3:45pm Break**

**3:45pm – 5:00pm**

**Media Panel**

In this session, a panel of journalists will join us to share their insights on building and maintaining productive, mutually beneficial reporter-source relationships. Bring your questions!

**Day 2 Agenda**

**7:15am – 8:30am Registration and Continental Breakfast**

**8:30am – 10:30am**

**Opening Joint Plenary with 2018 MIE Fundraising Conference: Owning Expertise: A Live Experiment in How Credibility Works and How Ideas Rise**

Katie Orenstein, Founder and CEO of The Op-Ed Project, will lead us in a large group experiment to explore how credibility works--and works unfairly--in the world. We'll surface hidden beliefs about expertise and power and explore ways to walk through difficult terrain with integrity. Participants will walk away with bold ideas, a deeper sense of what you know and stand for, and actionable next steps.