

# Ground-Up Activism

## Activism in the Media

<b>Welcome &amp; Introductions</b>	1:00 p.m. – 1:15 p.m.
<b>Paid Media</b> Stephen Rowe, Director of Digital Training, Leadership Institute	1:15 p.m. – 2:15 p.m.
<b>Break</b>	2:15 p.m. – 2:30 p.m.
<b>Earned Media</b> Matthew Hurtt, Director of Professional Services, Leadership Institute	2:30 p.m. – 3:15 p.m.
<b>Break</b>	3:15 p.m. – 3:45 p.m.
<b>Grassroots Communications</b> Nicole Tardif, Vice President of Operations & Public Affairs, Winning Republican Strategies	3:30 p.m. – 4:00 p.m.