

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Day 1- Evening Workshop</i>			
5:30-6:00pm	<i>Registration and Dinner</i>		
6:00-6:15pm	Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • Binder materials 	
6:15-7:15pm	The Conservative Media Landscape: Current Trends	<ul style="list-style-type: none"> • What topics are attracting the audience? • What's the next growth area? • What's overworked and passé? 	
7:15-7:30pm	<i>Break</i>		
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 to the paper 	

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Day 2- Evening Workshop</i>			
5:30-6:00pm	<i>Dinner</i>		
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 Release 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 	
7:30-7:45pm	<i>Break</i>		

7:45-8:30pm	Post-Writing Phase: Using Relationships and 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 	
8:30-9:30pm	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 • Conservative branding 	