



The Leadership Institute

Grassroots Activist Workshop

CPAC 2010

Thursday morning, 18th February

10:00 – 10:05	Introduction & Overview Christopher Doss
10:05 – 10:40	Defining Your Audiences & Messages Christopher Doss
10:40 – 11:20	Building Coalitions & Your Volunteer Base Ron Nehring
11:20 – 12:00	Free Hype: PR & Earned Media Joel Mowbray