

Day 1

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
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 	Ben Woodward Leadership Institute
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 	

Day 2

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
5:30-6:00pm	<i>Dinner</i>		
6:00-7:00pm	Writing Phase: How to Write an Op-Ed, Press Release, and Media Advisory	<ul style="list-style-type: none"> • Elements of an effective-op-ed • Elements of an effective press release and media advisory • When is it appropriate to use one or the other 	
7:00-7:15pm	<i>Break</i>		
7:15-8:00pm	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 	
8:00-9:00pm	How to Break Into 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 	