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**Advocacy College**

***November 9 2010***

**A g e n d a**

**10:00 am I. Welcome & Agenda Overview Janet & Patrick**

**II. Debrief Homework Patrick**

**10:30 am III. Developing a Message Box Patrick & Larry**

* *How to develop, deliver and stay on your message*

*using your policy priorities*

* + Distilling your message
  + Identifying your target audience
  + Keeping the conversation at Level One
* *Importance of testing your message*
* *How to “bridge” and “pivot” back to your core messages– using the message box as a guide* **Larry**

**12:30 pm *Lunch* Henry Horner Mother’s Guild**

**1:15 pm IV. Radio Show Redux Larry**

* *Larry is the host; Janet and Ryan are guests; the rest of us are callers*
* *Group Debrief*

**2:30 pm V. Closing**

* *Homework*
* *Highlights of December session*
* *Establish January date(s)*