**Advocates College**

**October 4, 2012**

Neighborhood Partnerships

310 SW Fourth Avenue, Suite 715

Portland, Oregon 97204

10:00 Welcome and Introductions

10:15 My Life in Thirds Exercise – Janet Byrd, Neighborhood Partnerships

10:45 Framing 101 – Patrick Bresette, Public Works

11:45 Discussion

12:15 Lunch – at the NP offices

1:00 Elements of Good Framing – Patrick Bresette and Anika Fassia, Public Works

* Values Matter
* Avoiding Elephants
* Tone is a Frame Signal
* Social Math – Making Sense with Numbers

2:30 Break

2:45 Frame Deconstruction Exercise – Alison McIntosh, Neighborhood Partnerships

3:30 Homework Assignments, Next Steps

4:00 Adjourn