



## 2010 Summer Session Program Schedule

Tuesday, July 13<sup>th</sup>

Time	Session	Location
10:00am to 11:30am	<b>Registration</b>	Room 124, Yale Law School
11:30am to 12:00pm	<b>BREAK</b>	
12:00pm to 1:00pm	<b>Opening Ceremonies</b> *Introduce Self & Orientation	
1:00pm to 1:45pm	<b>LUNCH/</b> <b>Making the Decision to Run I</b> MICHELE MOUNT GAYLE WEINSTEIN	Room 127
1:45pm to 2:15pm	<b>LUNCH CONT/Review of Campaign Case Study</b> Present case study, explain group project and divide groups of 8 to 10	Room 127
2:15pm to 2:30pm	<b>Campaign Plan</b> (Overview of the 5-day Program-Building the Foundation)	Room 127
2:30pm-3:00pm	<b>BREAK</b>	
3:00pm to 4:00pm	<b>Your Campaign Speech</b>	Room 127
4:00pm to 5:00pm	<b>Your Campaign Image/Q &amp; A</b> CAROL VERNON	Room 127
5:00pm to 5:15pm	<b>Carol Vernon – 15 minute breakout</b>	Room 127
5:00pm to 6:00pm	<b>BREAK OUT SESSION</b> <b>*Meet Your Case Study Group and Board Mentor</b>	Room 127
6:30pm to 8:30pm	<b>Dinner</b> <b>WCS Yale Opening Night</b> GINA BARRECA	The Graduate Club



## 2010 Summer Session Program Schedule

### Wednesday, July 14<sup>th</sup>

Time	Session	Location
8:00 to 9:00am	<b>Continental Breakfast</b>	Room 124
8:30-Ongoing	<b>Individual Video Consulting Presentation Skills For Video and Public Venues</b> CAROL VERNON	Rooms 111 & 112
9:00 to 10:00am	<b>Campaign Budgeting</b> JESSICA GROUNDS	Room 127
10:00am to 11:00am	<b>Campaign Structure: Hiring Consultants and Staff</b> JESSICA GROUNDS	Room 127
11:00 to 12:00pm	<b>Scheduling</b> KAREN DEFILLIPI	Room 127
12:00 to 12:30pm	<b>Photo Shoot WCS 2010 Graduating Class</b>	TBD
12:30 to 1:30pm	<b>Lunch Panel Discussion: Candidates and Media</b> SUNG-MIN KIM, POLITICO NYIER ABDOU, STAR-LEDGER GAIL GORDON JULIET HUDDY, FOX NEWS	Room 127
1:45 to 2:45pm	<b>Opposition Research</b> SARAH SIMMONS	Room 127
2:45 to 3:15pm	<b>BREAK</b>	Room 124
3:15 to 4:00pm	<b>Polling 101: Analyzing Yourself and Your Opponent</b> SARAH SIMMONS	Room 127
4:00 to 4:15pm	<b>Carol Vernon – 15 minute breakout</b>	Room 127



## 2010 Summer Session Program Schedule

4:00 to 6:00pm	<b>BREAK OUT SESSION FOR CASE STUDY GROUPS</b> <b>*Identifying Your Message and Budget</b>	Room 127
6:30 to 8:30pm	<b>Dinner</b> <b>World Tested Ways Women Are Winning</b> <b>ANITA MCBRIDE</b>	The Graduate Club

### Thursday, July 15<sup>th</sup>

Time	Session	Location
8:00 to 9:00am	<b>Continental Breakfast</b>	Room 124
8:30-Ongoing	<b>Individual Video Consulting Presentation Skills for Video &amp; Public Venues (Continues)</b> <b>CAROL VERNON</b>	Rooms 111 & 112
9:00 to 10:00am	<b>Forums, Debate, Interviews</b> <b>DEB SOFIELD</b>	Room 127
10:00 to 11:00am	<b>Earned Media &amp; Crisis Communication/ How to Work With the Media</b> <b>JENIFER SARVER</b>	Room 127
11:00 to 12:00pm	<b>Communicating Your Message With Paid Media TV, Radio, Phones, Mail</b> <b>KAREN PETEL</b>	Room 127
12:00 to 1:00pm	<b>Lunch</b> <b>International Campaigns</b> <b>NDI &amp; IRI</b>	Room 127
1:00-2:00pm	<b>Using New Media: Websites, Blogs, Social Networking, Twittering</b> <b>SHAYNA ENGLIN</b>	Room 127
2:00 to 2:30pm	<b>BREAK</b>	Room 124
2:30 to 3:30pm	<b>Game Change</b> <b>DEB SOFIELD, PATTI RUSSO</b>	Room 127



## 2010 Summer Session Program Schedule

3:30 to 4:15pm	<b>One Minute At The Mic: What's on Your Mind?</b>	Room 127
4:15 to 4:30pm	<b>Carol Vernon – 15 minute breakout</b>	Room 127
4:30 to 6:30pm	<b>BREAK OUT SESSION WITH CASE STUDY GROUP</b> <b>*Craft communications plan</b> <b>*Pick group role/assignment</b>	Room 127
6:30 to 8:30pm	<b>Dinner</b> <b>“On Your Own”/ Get to know your colleagues</b>	

### Friday, July 16<sup>th</sup>

Time	Session	Location
8:00 to 9:00am	<b>Continental Breakfast</b>	Room 124
8:30-Ongoing	<b>Individual Video Consulting Presentation Skills for Video &amp; Public Venues (Continues)</b>	Rooms 111 & 112
9:00 to 10:00am	<b>Campaign Finance Plan</b> <b>MARY JANE VOLK</b>	Room 127
10:00 to 11:30am	<b>Fundraising Tools How To Raise Money</b> <b>MARY JANE VOLK</b>	Room 127
11:30to 12:30pm	<b>Lunch:</b> <b>Fundraising Brainstorm - How to pull off a Successful Event!</b> <b>MONICA NOTZON</b>	Room 127
12:30 to 2:00pm	<b>Grassroots Campaigning Building a Strong Coalition and Reaching Out to Voters in a Targeted Manner</b> <b>MAGGIE TINSMAN</b>	Room 127
2:00 to 3:30pm	<b>Get Out the Vote Key Strategies for the Last Days of the Campaign</b> <b>ANNE HATHAWAY</b>	Room 127
3:30 to 4:00pm	<b>Election Night Prep</b> <b>ANNIE MAYOL</b>	Room 127
4:00 to 4:30pm	<b>BREAK</b>	Room 124



## 2010 Summer Session Program Schedule

4:30 to 4:45pm	<b>Carol Vernon – 15 minute breakout</b>	Room 127
4:45 to 6:45pm	<b>BREAK OUT SESSION FOR CASE STUDY GROUP</b> <b>*Focus on fundraising/field/GOTV</b>	Room 127
6:45 to 8:45pm	<b>Dinner</b> <b>Making the Decision to Run II</b> <b>REPRESENTATIVE JENNIFER CARROLL</b>	The Graduate Club

### Saturday, July 17<sup>th</sup>

Time	Session	Location
7:00 to 8:00am	<b>Continental Breakfast</b> <b>HON. CHRISTOPHER &amp; MRS. BETSI SHAYS</b>	Room 127
8:00 to 9:00am	<b>Ethical Leadership</b> <b>HON. ARLENE VIOLET</b>	Room 127
9:00 to 10:00am	<b>Final Touches on Presentations</b>	Room 127
10:00 to 12:00pm	<b>Mock Campaign Presentation &amp; Critique</b> <b>Groups A – B</b> <b>MARIA CINO, LISA SPIES</b>	Room 127
12:00 to 1:00pm	<b>Lunch</b> <b>Balancing it All:</b> <b>Running for Office and Running Your Life</b> <b>CONGRESSWOMAN MARSHA BLACKBURN</b>	Room 127
1:00 to 3:00pm	<b>Mock Campaign Presentation &amp; Critique</b> <b>Groups C – D</b> <b>MARIA CINO, LISA SPIES</b>	Room 127
3:00 to 5:00pm	<b>Mock Campaign Presentation &amp; Critique</b> <b>Groups E – F</b> <b>MARIA CINO, LISA SPIES</b>	Room 127
5:00 to 5:45pm	<b>Class of 2010 Closing Ceremony</b> <b>Closing Remarks: DEB SOFIELD</b> <b>President, Women's Campaign School at Yale</b>	Room 127
6:00 to 7:30pm	<b>Graduation Party/Dinner</b> <b>Yorkside Pizza</b>	