

## THURSDAY, JANUARY 31

**8:00 - 8:45 Registration** (third floor foyer)**8:45 - 10:00 Introduction & Keynote** (Marco Polo)**Breaking through the Bias: How to Communicate in a Media Environment Rigged against our Movement** *David Sirota, Author: Hostile Takeover***10:15 - 11:15 Workshops** (3 breakouts)**Demystifying the Interactive Web** (Red Rover)

This session will provide practical guidance about online communications, including online tools and strategies that groups can use to make their advocacy efforts more effective. There will be an overview of the latest trends in both online and mobile technologies, as well as advice for integrating these tools into your communications plan. *Karen Showalter*

**Moving Forward: Case Studies on Reframing the Difficult Issues for Policy Change** (Marco Polo)

This session will review three case studies related to Election 2008, illuminating a strategy to move forward a policy agenda—and to move beyond deadlock—on these key issues: low wage work; issues being hijacked by abortion (including broader reproductive health, stem cell and end-of-life); and immigration. Handouts include special guides and materials on values-based framing and messaging. *Kathy Bonk*

**Are Progressives Out of Touch?** (Hopscotch)

Do we alienate ourselves from cul-de-sac America in ways that make us unable to frame our issues for ordinary people? Worse yet, are we attached to issues that are irrelevant to the mainstream? Issues that are, perhaps, eternal losers? Can polling and strategic communications help us to answer these questions, and to do better? *Craig Hughes and Eric Sondermann*

**11:30 - 12:30 Workshops** (3 breakouts)**What Could You Do with 10,000 People for 10 Minutes?** (Red Rover)

What do World Bank protests, MoveOn.org and the national Do Not Call list have in common? The success of these campaigns isn't magic. It's based on new models of advocacy. New web-based technologies provide opportunities for collaboration, deliberation, filtering, and publishing of information. Kearns will illustrate our dynamic and changing landscape and demystify the ways networks, organizations, and individuals can take advantage of new opportunities to achieve advocacy objectives. *Martin Kearns*

**10 Tips for Setting Your Organization or Cause Apart** (Marco Polo)

From iPhones to ice cream, products are positioned to respond to the hopes, fears and values of their customers. The best products—those that sell the most or inspire a dedicated cult following (Think Apple, Think Different)—are those that do the best job of planting a seed in the mind of the customer. From fundraising to framing your issue, political candidates and public-interest causes can learn a lot from what the most successful businesses have been doing for years. *Robert Perez*

**Theatrical PR: A Case Study in Pink** (Hopscotch)

Many of us fantasize about executing more aggressive PR actions. But, alas, we often fail to follow through. Code Pink is known for effective protesting, usually with a pink theatrical flair. The group's co-founder will share some of Code Pink's best-kept secrets. *Medea Benjamin*

**12:30 - 2:00 Keynote & lunch** (Marco Polo)**Values, Framing, and Social Justice Communications** *Alan Jenkins, The Opportunity Agenda***2:00 - 2:45 Ice Cream Social** (third floor foyer)**2:45 - 3:45 Workshops** (3 breakouts)**Smart Chart Communications Planning** (Marco Polo)

Many nonprofit organizations struggle to use communications to create positive social change. The Spitfire Strategies Smart Chart for Strategic Communications is a tool that helps organizations understand the communications planning process, and improves their ability to create or review communications efforts. Spitfire will lead participants through the strategic communications planning process to help groups learn to use the chart effectively. *Beach Codevilla*

**YouTube: Show and Tell** (Hopscotch)

Come to this workshop with questions OR answers about YouTube. What's worked for you? What's backfired? Caltrider will offer introductory thoughts on how to create strategic and newsworthy YouTube videos. Then we'll have a discussion facilitated by Alario. *Jen Caltrider and Celia Alario*

**How to Work with Hollywood** (Red Rover)

As the news becomes ever more entertainment-oriented, it's all the more important for progressives to work with Hollywood to get their message out. Learn how to work with Hollywood stars, producers, and handlers. *Rashad Robinson*

**4:00 - 5:00 Workshops** (3 breakouts)**How to Collaborate with the Netroots & Bloggers** (Marco Polo)

How do you care for and feed the Netroots? How do blogs fit into the strategic communications efforts of progressive advocacy groups? Bloggers and PR people on this panel will address these questions and more. *Craig Aaron, Apollo Gonzales, Chris Rabb*

**PR and the State Legislature** (Red Rover)

As news outlets cut back their Capitol bureaus, it's more and more difficult to shine the media spotlight on critical issues at the state legislative level. This panel will illuminate some media tactics that can work for you. *Lark Corbeil, Michelle Dally, Mike Huttner*

**Ask Dr. Media** (Hopscotch)

The best part of the True Spin Conference is the collective wisdom of the participants. Come to this workshop with PR questions for the panelists and other workshop attendees. This is an opportunity for us to help each other solve our toughest (or easiest) communications problems. *Ina Howard-Parker, Dianne Saenz, Brian Smith, Audience Members*

**5:00 - 9:00 Public News Service Reception**

(Marco Polo Ballroom)

Cash Bar and Appetizers. Entertainment by *Raging Grannies of Denver*.

Dinner on your own. (area restaurants).



the **True Spin**  
Conference

A National  
Conference on  
Media Relations  
for Progressives

Jan 31-Feb 1, '08  
Denver, CO

For information on  
the speakers, see the  
list of faculty in the  
registration packets.

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**8:00 – 9:00** **Coffee, Networking & Registration** *(third floor foyer)*

**9:00 – 10:00** **Keynote** *(Marco Polo)*

**More than a Message: Framing Lessons from Public Health** *Lori Dorfman, Berkeley Media Studies Group*

**10:15 – 11:15** **Workshops** *(3 breakouts)*

**Be Like GLAAD!** *(Hopscotch)*

This presentation will explain how GLAAD became the go-to organization for media outlets around LGBT issues. Over the last 10 years there's been a tremendous change in the ways that LGBT people and events are covered in the media. Through case studies, we will discuss GLAAD's impact behind the scenes: fighting defamation and creating standard language and terminology to influence the manner in which the LGBT community is covered by the mainstream media.

*Rashad Robinson*

**The Use of Advanced Technology for Outreach Campaigns** *(Marco Polo Ballroom)*

This workshop will explore the uses of satellite and aerial images for environmental communications, and will also present cases of how free open-source tools like Google Earth, YouTube, and blogging have been used to reach new and broader audiences. *John Amos*

**How to Pitch Conservative Journalists** *(Red Rover)*

Progressives often either ignore or insult conservative journalists in the talk radio world, print media, and elsewhere. This panel, consisting of a conservative Denver Post columnist and progressive PR operatives, will outline some of the common lefty mistakes and address the best approaches for effective communication and pitching. *David Harsanyi, Tony Newman, Robyn Stein*

**11:30 – 12:30** **Workshops** *(3 breakouts)*

**Yes Men** *(Marco Polo)*

The Yes Men are a group of people who gained worldwide notoriety for impersonating World Trade Organization and Dow Chemical Corporation spokesmen on TV and at business conferences around the world. They describe these tactics—a subset of infiltration activism—as Identity Correction. Hear their story. *Andy Bichlbaum* with musical intro by *Marc McCoin* and *Tom Wassinger*

**Parsing the Political Blogosphere: Authority among Whom, about What?** *(Red Rover)*

It is not easy to know what is going on in the blogosphere, at least outside of your own corner. Common wisdom is often wrong. Current tools are almost useless. And expert opinion is frequently just glorified hearsay. We look at some new ways to discover what is really going on. *John Kelly*

**How to Deal with EDs who Just Don't Get It** *(Hopscotch)*

There are two kinds of troublesome executive directors, and this workshop will help you deal with both of them. First, there are the ones who are poor spokespeople and either refuse to or can't do anything about it. Then there are the ones who don't understand how important PR can be for the growth and prosperity of an organization. Come learn how to address both kinds of dysfunction. *Kathy Bonk and Thom Clark*

**12:30** **Lunch on your own**

**1:00 – 1:45** **Coffee & Networking** *(third floor foyer)*

**1:45 – 2:45** **Workshops** *(3 breakouts)*

**How to Work with Communications Consultants** *(Hopscotch)*

PR consultants can allegedly provide help with training, pitching, strategy, and more. But why do they so often execute disasters rather than miracles? How to find the right PR consultant without getting ripped off, exhausted, mad, or frustrated. Or, you might learn that you should spend your money elsewhere. *Celia Alario, Beach Codevilla, Valerie Denney*

**PR for Progressive Political Campaigns** *(Red Rover)*

Campaigns for progressive ballot initiatives or political candidates face a unique set of challenges. Hear tips on how to stay on message and get media attention—and avoid falling down the right-wing rabbit hole. *Lindy Eichenbaum Lent, Robert Perez, Stuart Steers*

**Framing it Large: If a Picture Is Worth a Thousand Words, How Much for a Giant Puppet?** *(Marco Polo)*

What do a 15-foot-tall goddess of liberation and a 1,000-person theatrical "die in" have to do with making media for a better world possible? Come explore how the visual arts can empower, educate, and energize your work for change. Warning: This may be an interactive adventure! *Nadine Bloch*

**3:00 – 4:00** **Workshops** *(3 breakouts)*

**How to be a More Creative Flack/Activist** *(Red Rover)*

Most of us have an amorphous hope to be more creative in our work, but what can we actually do to make this happen? How can we turn our dream of running more creative campaigns into reality? *Medea Benjamin, Andy Bichlbaum, and Nadine Bloch*

**Coalition Communications** *(Marco Polo)*

This workshop will examine strategic considerations for coalition communications as well as skills and strategies for managing messages across large groups with diverse interests. *Rebecca Farmer and Cole Krawitz*

**Open Forum and Conference Evaluation** *(Hopscotch)*

Come and share any thoughts about progressive communications or the True Spin Conference. The microphone will be open for questions or comments of any kind. *Jason Salzman*

**4:00 Adjourn**



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