

**Neighborhood Partnerships
Media Advocacy and Strategic Communications
September 9, 2013
Roseburg, Oregon**

Agenda

- 9:00** **Welcome and Introductions**
- 9:20** **Framing and Messaging Basics**
Framing, Values, and Master Narratives
- 9:50** **Message Box Introduction, Exercise, and Debrief**
- 10:35** **Break**
- 10:50** **Team Exercise – Applying Framing to Our Work**
- 11:30** **Individual Message Boxes**
- 11:45** **Lunch**
- 12:30** **Physical Activity Break**
- 1:00** **Techniques and Tools,**
Metaphor, Inequity and Disparity, Social Math, Tone, Landscape, Circle of Concern
- 1:45** **Message Boxes part two, and Hard Questions**
- 2:00** **Hard Questions, Pivoting, and Safety Phrases**
Pairs exercise
- 2:30** **Break**
- 2:45** **Large Group Interview Practice**
- 3:15** **Pairs Exercise and Debrief**
- 3:40** **Resources**
- 3:45** **Evaluation and Closing**