



**THE LEADERSHIP INSTITUTE**  
**Advanced Public Relations School**  
**July 12-14, 2010**  
**Steven P.J. Wood Building**  
**Arlington, VA**

**Monday, July 12**

<b>6:00-6:30 PM</b>	<b>REGISTRATION and DINNER</b>
<b>6:30-6:35</b>	<b>Welcome and Introduction</b>
<b>6:35-7:35</b>	<b>The Media as Customers</b>
<b>7:35-7:50</b>	<b>BREAK</b>
<b>7:50-8:50</b>	<b>Developing Your Message</b>
<b>8:50-10:00</b>	<b>Story Pitching</b>
<b>10:00</b>	<b>ADJOURNMENT</b>

**Tuesday, July 13**

<b>6:00-6:30 PM</b>	<b>SIGN-IN and DINNER</b>
<b>6:30-7:15</b>	<b>Working with Reporters</b>
<b>7:15-8:00</b>	<b>Going on Record &amp; Staying on Message</b>

**8:00-10:00**                    **Mock Press Conference–  
Organization & Planning**

**10:00**                            **ADJOURNMENT**

**Wednesday, July 14**

**6:00-6:30 PM**                **SIGN-IN and DINNER**

**6:30-10:00**                    **Mock Press Conferences, Presentations**

**10:00**                            **ADJOURNMENT**

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