

Ventura County Democratic Party



Photos courtesy of Joe Virnig, Ventura County Vistas

Democratic Campaign Council Monthly Training Learn Political Messaging and Framing

Saturday May 14, 2011 Training starts at 2:00 PM. Doors open
1:30 PM.

Ventura County Democratic Party First Vice Chair David Atkins will give a presentation on the separate, but related, subjects of “Messaging” and “Framing.” Topics he will cover include:

- How to invent and craft an effective message.
- How to talk about issues in ways that will resonate with voters and donors.
- Common messaging and framing mistakes and pitfalls and how to avoid them.
- How to make your message memorable.
- How to catapult your message to the largest number of voters at the lowest cost.

Come learn how to take your organization or your campaign's framing and messaging to the next level.

Ventura County Democratic Party Headquarters, 1760 Ventura Blvd., Camarillo CA, 93010 For information and reservations call 805-641- 2400 or email BLeshon@VenturaCountyDemocrats.com.

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