

PROPOSED WORKSHOP AGENDA
March 2, 2007

Item No.	Time	Activity	Responsibility
▪ 1.	1:00	Introductions/Housekeeping/Objectives <ul style="list-style-type: none"> ○ Welcome (Jean) ○ Self Introductions ○ Review Meeting Objectives (Jean) 	Jean
▪ 2.	1:10	Harbors, Beaches, and Parks Crisis <ul style="list-style-type: none"> ○ Historical Perspective (Jean) <ul style="list-style-type: none"> • FHBP Position Papers ○ Overview of Current Situation (Theresa) <ul style="list-style-type: none"> • Firing of Kevin Thomas • Stalling of the Strategic Plan • FHBP Board Subcommittee 	Jean/Theresa
▪ 3.	1:30	Action Plan (Claire) <ul style="list-style-type: none"> ○ Strategy List ○ Current Activities (Theresa) ○ Board of Supervisors Meetings <ul style="list-style-type: none"> • Tuesday, March 6, 2007 (9:30 AM) • Future Board Meetings ○ Park Abandonment Petition (Theresa) ○ Possible new Position Paper (Jean) 	Claire/Theresa/Jean
▪ 4.	2:15	Confirm next steps and assignments	Jean
▪ 5.	2:15	Break	
▪ 6.	2:30	Using Messages that Resonate <ul style="list-style-type: none"> ○ Understanding the Climate ○ Using Effective Messengers ○ Group Messaging Exercises 	Catherine
▪ 7.	2:45	Review Training Manual <ul style="list-style-type: none"> ○ Objectives of a Strong Messaging Platform ○ Defining Your Audience & Targeting Your Message ○ Policy Speak v. Public Speak ○ Developing and Communicating Your Key Message Points ○ Sample Messaging/Talking Points ○ Helpful Hints for Dealing with the Media ○ Group Discussion Exercise 	Catherine
▪ 8.	3:30	Question and Answer	Catherine
▪ 9.	4:00	Adjourn	