

## Persuasive Communication: Narrative, Evidence, and Impact

**April 30 - May 16, 2024**

Please note: All times are listed in U.S. Eastern Time Zone.

**Mandatory Pre-Program Orientation - TBA**

Week 1	Monday, April 29, 2024	Tuesday, April 30, 2024	Wednesday, May 1, 2024	Thursday, May 2, 2024	Friday, May 3, 2024
	No Academic Sessions	<b>8:55 Class Starts</b>	No Academic Sessions	<b>8:55 Class Starts</b>	No Academic Sessions
		9:00a - 10:15a (75) <b>Persuasive Policy Communication I</b> Lauren Brodsky		9:00a - 10:15a (75) <b>Using Evidence in Columns</b> Ranjana Srivastava	
		Break		Break	
		10:30a - 11:45a (75) <b>How to Write an Opinion Column</b> Jeff Seglin		10:30a - 11:45a (75) <b>Narrative: Three Types of Opinion Columns</b> Alex Green	
		Break		Break	
		12:00p - 12:45p (45) <b>Working Groups</b>		12:00p - 12:45p (45) <b>Working Groups</b>	
<b>12:45 Class Ends</b>	<b>12:45 Class Ends</b>				

Week 2	Monday, May 6, 2024	Tuesday, May 7, 2024	Wednesday, May 8, 2024	Thursday, May 9, 2024	Friday, May 10, 2024
	<b>8:55 Class Starts</b>	Opinion Column Due Midnight ET	<b>8:55 Class Starts</b>	No Academic Sessions	<b>8:55 Class Starts</b>
	9:00a - 10:15a (75) <b>How to Pitch Your Work to an Editor</b> Austin Bagues	No Academic Sessions	9:00a - 10:15a (75) <b>Strategic Communication</b> Jon Haber		9:00a - 10:15a (75) <b>Using AI to Enhance Public Speaking Impact</b> Allison Shapira
	Break		Break		Break
	10:30a - 11:45a (75) <b>Persuasive Policy Communication II</b> Lauren Brodsky		10:30a - 11:45a (75) <b>Public Speaking Skills Workshop</b> Jill Slye		10:30a - 11:45a (75) <b>Data Visualization Workshop</b> Hong Qu
	Break		Break		Break
	12:00p - 12:45p (45) <b>Working Groups</b>		12:00p - 12:45p (45) <b>Working Groups</b>		12:00p - 12:45p (45) <b>Working Groups</b>
<b>12:45 Class Ends</b>	<b>12:45 Class Ends</b>		<b>12:45 Class Ends</b>		

Week 3	Monday, May 13, 2024	Tuesday, May 14, 2024	Wednesday, May 15, 2024	Thursday, May 16, 2024	Friday, May 17, 2024
	No Academic Sessions	<b>8:55 Class Starts</b>	No Academic Sessions	<b>8:55 Class Starts</b>	No Academic Sessions
		9:00a - 10:30a (90) <b>Briefing a Decision Maker for Impact</b> Eric Rosenbach		9:00a - 11:00a <b>Individual Presentations Day 2</b>	
		Break		Break	
		10:45a - 12:45 <b>Individual Presentations Day 1</b>		11:30a - 12:30p (60 min) <b>Program Closing</b> Lauren Brodsky	
		12:30p - 12:45p (15 min) <b>Certificate Ceremony</b> Lauren Brodsky			
		<b>12:45 Class Ends</b>			