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

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

	Monday, May 6, 2024	Tuesday, May 7, 2024	Wednesday, May 8, 2024	Thursday, May 9, 2024	Friday, May 10, 2024
Week 2	**8:55 Class Starts** **How to Think Like an Editor** Nancy Gibbs 9:00a - 10:15a (75) Break **Persuasive Policy Communication II** Lauren Brodsky 10:30a - 11:45a (75) Break **Working Groups** 12:00p - 12:45p (45) **12:45 Class Ends**	No Academic Sessions	**8:55 Class Starts** **Strategic Communication I** Jon Haber 9:00a - 10:15a (75) Break **Strategic Communication II** Jon Haber 10:30a - 11:45a (75) Break **Working Groups** 12:00p - 12:45p (45) **12:45 Class Ends** Opinion Column Due Midnight ET	No Academic Sessions	**8:55 Class Starts** **Data Visualization Workshop** Hong Qu 9:00a - 10:15a (75) Break **Public Speaking Skills** Jill Slye 10:30a - 11:45a (75) Break **Working Groups** 12:00p - 12:45p (45) **12:45 Class Ends**

	Monday, May 13, 2024	Tuesday, May 14, 2024	Wednesday, May 15, 2024	Thursday, May 16, 2024	Friday, May 17, 2024
Week 3	No Academic Sessions	**8:55 Class Starts** **Briefing a Decision Maker for Impact** Eric Rosenbach 9:00a - 10:30a (90) Break **Presentation Logistics** Lauren Brodsky 10:45a - 11:00a (15) **Working Groups** 11:00a - 12:45p (105) **12:45 Class Ends**	No Academic Sessions	**8:55 Class Starts** **Group Presentations** 9:00a - 11:00a Break **Program Closing** Lauren Brodsky 11:30a - 12:45p (75 min) **12:45 Class Ends**	No Academic Sessions