



CSG WEST ANNUAL MEETING
VAIL, COLORADO | JULY 28-31, 2015

**CSG West ALTA Session One: Standing Strong –
Developing Your Position and Building Support**

Tuesday, July 28, 2015

9:30 – 11:00 am

Cascade Ballroom

AGENDA

- 9:30 am **Welcome Remarks**
- Representative Kelley Packer
WLA Class President 2014
Idaho
- 9:35 am **Opening Remarks**
- Representative Craig Johnson
CSG West, Immediate Past Chair
Alaska
- 9:40 am **First Speaker**
- Former Senate President Pro Tempore Darrell Steinberg
California
- 9:45 am **Second Speaker**
- Former Senator Denton Darrington
Idaho
- 9:50 am **Engagement Activity**
- Representative Craig Johnson
CSG West, Immediate Past Chair
Alaska
- 10:10 am **Team Presentations / Q& A**
- 11:00 am **Adjourn**



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**CSG West ALTA Session Two: Follow Me –
The Makings of a Great Committee Leader**

Tuesday, July 28, 2015

11:15 – 12:15 am

Cascade Ballroom

AGENDA

- 11:15 am **Welcome Remarks & Panel Introductions**
- Representative Craig Johnson
CSG West, Immediate Past Chair
Alaska
- 11:20 am **Panel Question & Answer**
- Speaker of the House, Dickey Lee Hullinghorst
Colorado
 - Former Senator, Denton Darrington
Idaho
 - Former Senate President Pro Tempore, Darrell Steinberg
California
- 12:15 pm **Adjourn**



CSG West ALTA Session Three: Media Training – Can't Live with Them, Can't Live without Them

Friday, July 31, 2015
2:00 – 4:00 pm
Mountain View Room

AGENDA

- 2:00 pm **Welcome Remarks & Presentation**
- Adam Schrager
Investigative Reporter, WISC-TV
- 3:15 pm **Case Study Review**
- Hollywood Heartache: A case study in media relations for lawmakers
- 3:30 pm **Mock Media Presentations**
- 3:50 pm **Question & Answer**
- 4:00 pm **Adjourn**

Tuesday, July 28, 2015

ALTA Session – Standing Strong: Developing Your Position and Building Support

The first session of ALTA convened on the morning of July 28, 2015 to discuss the topic of how to develop your position and build support. Idaho Representative Kelley Packer opened the session with welcome remarks including an overview of ALTA and remarks on why this session topic was selected. Alaska Representative Craig Johnson led the conversation as the session moderator while former California Senate President Pro Tem, Darrell Steinberg and former Idaho Senator Denton Darrington shared thoughts and lessons learned with attendees.

In addition to speaker remarks, attendees engaged in team conversations revolving around assigned table topics. A total of three selected topics were distributed and groups were asked to discuss and determine the “top five” next steps that they would need to take in developing their position and building support. Concluding the team discussions a “Speaker of the Table” presented the topics discussed along with their task list for speaker feedback. While a range of task items were discussed as relevant to building support for your position, two key points were agreed upon as top priorities by both speakers – Do your homework and take the time to understand the real issue under consideration.

ALTA Session – Follow Me: The Makings of a Great Committee Leader

Following the initial ALTA session on the morning of July 28, 2015, attendees regrouped for a follow up conversation to discuss the topic of the makings of a great committee leader. Alaska Representative Craig Johnson continued as moderator and led an interactive question and answer session with Colorado Speaker of the House, Dickey Lee Hullinghorst, former California Senate President Pro Tem, Darrell Steinberg and former Idaho Senator Denton Darrington.

Moderator questions were answered by all speakers ensuring a depth of feedback was provided to attendees. Encapsulating a variety of leadership aspects, the questions did provide some key pieces of advice for attendees to take away. A few of these

suggestions include: Know the rules and be more prepared than everyone else; Establish yourself as the leader and do not cede your power; Select some committees that match your interests, but others that encourage you to learn and grow; Above all else, be fair and be nice!

Friday, July 31, 2015

ALTA Session – Media Training

On the afternoon of July 31, 2015, a third ALTA Session was convened to provide training on media relations. Hosted by Adam Schragger attendees received a presentation exploring their relationship with the media and ways to ensure that it is not only functional, but a positive experience.

The session began with a presentation designed to help attendees better understand who they are dealing with during their media interactions. Following the presentation, everyone was asked to engage in a hands on activity designed to provide an interactive learning opportunity. After reviewing a mock case study, teams were asked to develop a media plan and then select a representative to interact with the Adam as “the media”. During the presentation of their plan, attendees received immediate feedback on their media plan details and delivery ensuring that they return home armed with information to build productive and lasting relationships with their local media sources.

MEDIA TRAINING

By Adam Schrager

WISC-TV Investigative Reporter

Recovering 20-year Political Reporter

WHO ARE WE?

“The TV business is a cruel and shallow money trench, a long plastic highway where thieves and pimps run free and good men die like dogs.”

--Hunter S. Thompson

WHAT IS NEWS

--Delivered to University of Denver class 2000-2010

- 1) Timeliness—It must be current.
- 2) Proximity—It must be close.
- 3) Impact—It must impact a lot of people
- 4) Conflict—It brings drama to the story
- 5) Prominence—It brings famous people, places and things to the forefront
- 6) Revealing—It changes the way you perceive a situation or a person
- 7) Human Interest—There is a person to whom many people can relate
- 8) Past/Historical Emphasis—Changing a law to fix a railroad crossing at a rural highway might not be as important unless there's been multiple accidents there in the past

“It has often been said, there’s so much to be read,
You can never cram all those words in your head.

So, the writer who breeds more words than he needs
Is making a chore for the reader who reads.

That’s why my belief is, the brighter the brief is,
The greater the sigh of the reader’s relief is.”

--Dr. Seuss in Reader’s Digest

COMMUNICATION TIPS

- 1) Small words can communicate large ideas
- 2) One to one relationship
- 3) KISS (Keep it simple, students)
- 4) One thought per sentence
- 5) Avoid jargon and euphemisms
Examples to come

JARGON EXAMPLES

For example, why say constituent when you mean neighbor or resident?

--Why say statutes when you mean laws?

--Incarcerated vs. In jail

--Deceased vs. dead

--Intoxicated vs. drunk

--FTE vs. full-time worker

--PTE vs. part-time worker

--Physicians vs. doctors

--Attorneys/Legal Counsel vs. lawyer

MORE JARGON EXAMPLES

--Prior to vs. before

--Revise vs. change

--Appropriate vs. set aside/spend

--Occurred/Transpired vs. happened

--Amend vs. change

--Capital construction vs. money for buildings

--Seek input vs. listen

--Residence vs. home

HOW TO REACT

“Always acknowledge a fault frankly. This will throw those in authority off their guard and give you opportunity to commit more.

--Mark Twain

TIPS WHEN THE MEDIA CALL (DO'S)

- 1) Tell the truth. If you can't comment, say so.
- 2) Call/email/text back in a timely fashion. The root of the word news is "new."
- 3) Correct a reporter's premise if it's inaccurate
- 4) Do think before you speak. Reporters are not your friends.
- 5) Do tape your own interviews. It makes sure you're not misquoted.

TIPS WHEN THE MEDIA CALL (DON'TS)

- 1) Don't lie or mislead.
- 2) Don't take a story or line of questioning personally.
- 3) Don't expect a reporter to go "off-the-record" with you.
- 4) Don't expect reporters to understand an issue.
- 5) Don't think the media doesn't need you.

SHOOTERS SHOOT

“If Pete doesn’t shoot, he doesn’t score and if he doesn’t score, we can’t win.”

--Former LSU Basketball Coach Press Maravich on his son, Pete, who’d lead the NCAA in scoring during his time in college

“(Political genius) is hearing the far-off hoof-beat of history and then rising to catch the galloping rider by the coattails.”

--Former 19th Century German leader Otto Von Bismarck

TIPS FOR SELLING YOUR STORY

- 1) Keep it personal. Find the person, place or thing outside the Capitol impacted by what you're doing. They'll best convey why your legislation, etc. is important.
- 2) Bounce ideas off neighbors, friends, anyone who does NOT spend a majority of their time at the Capitol.
- 3) Bounce messaging off those same people. What language is resonating with them, what's not.
- 4) Consume news (Online, on air, in print)—Different stories work best for different audiences, for different media.
- 5) Make the call. You can't expect to have the positives publicized if you're not willing to share them.
- 6) Be proactive, not reactive.