

SDSU College of Arts and Letters to Host
“Women in Politics: Electing to Lead” during SDSU Month.
MARCH 17 TO March 19, 2005

San Diego, CA – The College of Arts and Letters at San Diego State University (SDSU), in cooperation with its Women’s Studies and Political Science Departments, is hosting “Women in Politics: Electing to Lead” March 17 – 19 2005. The three-day non-partisan event is a high-caliber political training program geared towards teaching women the skills necessary to obtain elective office. Registration is open to the public.

The program will consist of two tracks with an interactive media component, “Mastery of the Media,” as a feature of the first track. The second track is designed for both women and men seeking careers as campaign managers, fundraisers or political consultants.

The first track is designed for women seeking elective office for the first time, as well as current officeholders who want advanced training for reelection campaigns or to attain higher office. The media-training component will be led by Washington D.C based Berenson Communications, Inc., (BCI) and consist of a series of workshops that will be held in the state-of-the-art KPBS studios on the SDSU campus. BCI President Heidi Berenson a winner of two Emmy Awards will conduct workshops consisting of interactive instruction, message development and on-camera practice. The Mastery of the Media will also include sessions taught by Joel Roberts, media trainer and former top-rated syndicated radio show host and Marsha Petrie Sue, a professional speaker and author.

The three-day event will culminate on Saturday, March 19th at a luncheon featuring Laura Liswood as the keynote speaker. Liswood, a 1971 SDSU College of Arts and Letters graduate, is the co-founder of the Council of Women World Leaders, an international organization composed of women presidents, prime ministers and heads of government. She also co-founded the White House Project, which is dedicated to electing a woman as the President of the United States.

The Women in Politics programs runs from March 17 to March 19, 2005, and registration is open to the public. For more information about the program, log onto <http://cal.sdsu.edu/women> or for registration and fees please contact Katie Uhlman at (619) 297-0322.

Fees: Track One -- \$200

Track Two -- \$175

###