

ANNUAL CONFERENCE PROGRAM

SATURDAY, JUNE 7, 2008 / MEMBER CENTER DAY

8:00 am - 9:00 am

Orientation for New Member Centers and New Directors of Member Centers

Think Coffee, 248 Mercer Street, (between 3rd & 4th Street), lower level meeting room

9:15 am - 12:30 pm

Hands-On Workshops

Workshop A Op-Ed Crash Course – Landing Safely on the Editorial Pages **Room 803**

Back by popular demand, Op-Ed Maestra Katie Orenstein will provide an intensive, hands-on session devoted to crafting compelling messages and pitches that will place your opinion pieces above the pack. You'll learn how to generate winning ideas, how to craft a powerful argument, how to use news hooks, how to address or preempt your potential critics, how to pitch an idea, and how to frame an issue to make your point and persuade readers. Explore ways to write more broadly, to think bigger, and to make an impact on the world.

Catherine Orenstein, The Op-Ed Project

Workshop B Sound Bites and Talking Points: Staying on Message **Room 804**

Led by Kathleen Vermazen, Media Director of the Women's Media Center, this session will provide ideas about how to develop media-friendly messages, techniques for broadcast interviews, and how to develop PR efforts for individuals as well as for organizations. With emphasis on clear and simple communication, and role play, you will learn how to become a more effective player in today's fast-paced and competitive media environment.

Kathleen Vermazen, Women's Media Center

Workshop C Strategic Blogging for Organizations, Women's Centers, and Feminist Experts **Room 805**

Critically-acclaimed authors and bloggers Deborah Siegel (www.girlwithpen.blogspot.com, Thinking Blogger Award) and Courtney E. Martin (feministing.com, 2007 Blogger's Choice for Best Political Blog) will lead participants through the basics of blogging – both logistical and philosophical. Participants will leave with a sense of the ways in which blogging is changing the media landscape – especially for women! – and tools for how to start one for their organization or improve one that's already off the ground. Topics will include: young feminism and activism online, the momosphere, and how to publicize events and publications through blogs.

Deborah Siegel, Woodhull Institute

Courtney Martin, feministing.com

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Workshop D The Ask – How to Overcome Fear of the Dreaded F-Word: Fundraising! Room 808

Everyone has a place and a role in fundraising. Come learn how easy it can be to have ‘quick successes’ that add up to substantial sources of money. Join Laura Fredricks to discuss how to make raising money less painful. Learn how to identify and cultivate individual, institutional and family funders and how to partner strategically with others. Demystify your assumptions about money and fundraising during this hands-on session.

Laura Fredricks, LLC, Expert Fundraiser, Best Selling Author, Motivational Speaker

9:30 am - 12:15 pm Special Presentations

9:30 am - 11:15 am

Best Practices: Supporting Women Faculty and Encouraging Diversity

Room 910

This interactive panel will focus on the innovative programs being launched at centers dedicated to research on women, gender, and sexuality. Participants will discuss initiatives designed to support and disseminate feminist research. They will also focus on the significance of inter- and multi-disciplinary projects that prioritize difference and diversity; policies that support faculty and students; and efforts to engage independent activist scholars and the broader community.

April de Stefano, University of California, Los Angeles

Gisela Fosado, Barnard College

Janet E. Malley, University of Michigan

11:15 am - 12:15 pm

The Art of Feminist Publishing from Research to Publication

Room 910

Whether it's your latest research, the memoir you've always wanted to write, or the novel that's burning to be let out, you need to know as much about marketing and shaping your book as you do about writing it in today's difficult book market. This workshop will help you think about how to get publishers and agents to pay attention to your book idea and how to reach the best audience for your book.

Please bring book ideas to the workshop so we can work together to critique and shape them.

Gloria Jacobs, The Feminist Press

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12:30 pm - 2:00 pm

**Luncheon and Membership Meeting:
New Strategic Directions for the NCRW Network**
Linda Basch, Eleanor Horne, and Cynthia Secor

Room 914

2:00 pm - 3:30 pm

**Building Diversity & Inclusion at NCRW Member Centers:
Successes, Challenges & Strategies**

Room 914

Member centers are experiencing a variety of situations that affect inclusion and diversity issues: increasingly diverse student bodies on campuses whose faculties remain predominantly white; transitioning from a previously diverse leadership to one that is much less so, or vice versa; remaining irrelevant and disconnected from the issues, concerns and visions of women of color. How can research-based centers focus more on activism – helping to hire more faculty of color, for example? What larger forces shape center agendas? What strategies and alliances have moved or will move our network forward in reaching diversity and inclusion goals?

Beverly Guy-Sheftall, Spelman College (Moderator)

Veronica I. Arreola, University of Illinois at Chicago

Ines Hernandez-Avila, University of California, Davis

Lynda Sagrestano, University of Memphis

3:45 pm - 5:00 pm

Closing Plenary

Room 914

Making It Real: A moderated conversation between **Bonnie Thornton Dill**, **Kimberle Crenshaw**, and **Chandra Talpade Mohanty** on the impact of identity and difference on feminist scholarship, leadership, and activism nationally and globally.

Moderated by C. Nicole Mason, Director of Research and Policy Initiatives, NCRW

Closing: Linda Basch, National Council for Research on Women