

ARE YOU TIRED OF ALWAYS BEING ON DEFENSE?

Changing the Narrative: MESSAGING TO WIN

NEW TRAINING IN SAN FRANCISCO

to help beat back the attacks on unions
and put labor on offense.

Training will focus on:

- ✓ New narratives that appeal directly to people's values
- ✓ Tactics and strategies for using new messaging to win campaigns
- ✓ Changing attitudes on labor over the long-term

DATE

MONDAY, MARCH 27, 2017

6:00 PM

LOCATION

**Plumbers Hall
1621 Market Street
San Francisco**

SPONSORED BY THE SAN FRANCISCO LABOR COUNCIL



California **LABOR** Federation

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