**Key Takeaways:**

We had too many examples of the world politics and comparisons of politics of countries vs. U.S. There was also too much labeling of countries, groups, and political positions

Level of influence is critical in mobilizing coalitions

Need exposure to messages for them to have impact

Stories can sell an agenda

In interaction with media: vague stories do not give information; full, factual, and timely information; make it relevant to the reader

As comm expert it is crucial to adapt to new comm media in order to influence/agenda set

Framing is critical

Participants be given tips on how to communicate

**Want more of this:**

More details on how to effectively use new social media

Frame/Framing: We’ve been working with both but what are they REALLY?

More framing and importance of visual messages