



NEWS RELEASE

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Campaign School Gives Women “The Winning Edge”

HARRISBURG - Women can gain “The Winning Edge” for elections and learn how to build a successful campaign at the Pennsylvania Women’s Campaign School on January 19-21, 2007, at Chatham College in Pittsburgh. Sponsored by the Pennsylvania Women’s Campaign Fund (PWCF) and the Pennsylvania Center for Women, Politics and Public Policy at Chatham College, the two-and-a-half day intensive workshop will cover topics including messaging, communications crisis, managing criticism, raising money and voter trends. Participants will work in teams to simulate a real-life political campaign and will have the opportunity to network with women elected officials, such as Representative-elect Barbara McIlvaine Smith (D-156) who will speak to the attendees.

McIlvaine Smith (D-156), who won her race by only 28 votes, says the Campaign School “...was the best one I’ve ever attended, and I’ve been to many! The expert advice we received from top-notch trainers helped us focus on the most important aspects of campaigning: raising money and meeting voters. Not only were the exercises interesting, but so were the speakers and special guests who joined us for meals.”

The Campaign School is facilitated by Diane Cromer, who owns a Washington, D.C.-based strategic communications firm. Ms. Cromer says, “Victory results when a campaign and candidate know how to make the right decisions at the right time and that comes from experiencing campaign situations. This case-based school provides that hands-on practice and that is why it can create the winning difference.”

Tuition for the Campaign School is \$100, which covers registration, instructional materials, and meals. A limited number of scholarships are available through the Women’s Campaign Forum to assist in the cost of registration, travel, or childcare. More information and registration forms are available from www.chatham.edu/pcwppp and www.pawcf.com or by calling 412-365-1878 or e-mailing pcwppp@chatham.edu.

“PWCF is proud to partner with the Pennsylvania Center for Women, Politics and Public Policy in the 2007 Winning Edge Campaign School,” said Martha Lester Harris, president of the PWCF. “The past two Campaign Schools that we have delivered in cooperation with Chatham College have produced viable candidates capable of running and winning, like Representative-elect Lisa Bennington (D-21) and McIlvaine Smith (D-156). If women are to succeed in running for state and local office, they need to be prepared – the Winning Edge Campaign School is an important part of a successful candidate's preparation.”

The Pennsylvania Center for Women, Politics and Public Policy at Chatham College provides programs for the community, such as candidate and advocacy training, as well as campus programs for students and faculty that educate on contemporary policy issues, promote political awareness, develop leadership skills for college and community women, encourage the development of networks, link curricular and activities for students, and foster the application of knowledge to politics and policy.

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The Pennsylvania Women’s Campaign Fund is the only state-chartered political action committee that works to elect progressive women to the Pennsylvania General Assembly, regardless of political affiliation. In 2007, we will celebrate 25 years of helping women succeed in politics. We also partner with educational institutions and community groups to sponsor Campaign Schools in various regions of the Commonwealth.