# Message and Media in Political Campaigns

## April 8th from 6:30 to 8PM, room 274 of the Global Center for Academic and Spiritual Life (238 Thomson Street)

A presentation by:

## Mark Longabaugh

Mark Longabaugh has over twenty years of experience in politics and media – ranging from work in political and corporate advertising, to presidential politics, to management of numerous statewide and congressional races. He was Senior Vice President for Political Affairs at the League of Conservation Voters, and then subsequently spearheaded Defenders of Wildlife Action Fund's historic and successful independent campaign to unseat Rep. Richard Pombo, then chairman of the House Resources Committee.

## Michael Bocian

As a founding partner at GBA Strategies, Michael Bocain serves as pollster and strategist for gubernatorial, senate, congressional, state legislative, mayoral and ballot initiative campaigns. With 15 years of experience, he has worked for the DGA, DCCC, DSCC, issue advocacy groups, membership associations and corporate clients. Bocian has also directed polling for several successful ballot initiative campaigns.

Sponsored by the NYU Alexander Hamilton Center for Political Economy
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