

**Campaign Leadership School**  
*Hosted by The Manning Foundation*

Toronto, Canada (downtown Toronto)

November 23, 2024 | 9:00 – 17:30

**AGENDA**

9:00 – 9:45	<i>REGISTRATION</i>	
9:45 – 10:00	<i>INTRODUCTION</i>	Larry Gray <i>Manning Foundation</i>
10:00 – 10:45	Real Nature of Politics	Bill Baber Faculty <i>Leadership Institute</i>
10:45 – 11:30	Campaign Strategies	Bill Baber and Matt Shupe Senior Fellow <i>Leadership Institute</i>
11:30 – 12:00	<i>BREAK</i>	
12:00 – 1:00	Grassroots Organizing and Voter Engagement	Daniel Gray <i>Manning Foundation</i>
1:00 – 14:00	<i>LUNCH</i>	
14:00 – 15:00	Media and Communications	Allie Blades <i>Manning Foundation</i>
15:00 – 15:45	Campaigning in Social Media	Matt Shupe Faculty <i>Leadership Institute</i>
15:45 – 16:15	<i>BREAK</i>	
16:15 – 17:00	AI in Campaigning	Matt Shupe

17:00 – 17:30  
Jaime Stein

Q&A Panel

TBD Mike Harris,

17:30

ADJOURN



**Bill Baber** was elected in November of 2014. He previously served as a trustee of the La Mesa-Spring Valley School Board (2003 - 2014). He was School Board President in 2007 and 2012 and served on the School-City Joint Steering Committee to help build a new Boys & Girls Club for La Mesa and to improve Highwood Park. Bill served as a Commissioner on the La Mesa Environmental Sustainability Commission (2008 - 2014) and was the 2014 Chair of the Commission. He wrote the La Mesa Term Limits Ordinance and managed the successful campaign to qualify and pass the initiative. Bill represents the San Diego Tax Payers Association on bond oversight committees for the Grossmont-Cuyamaca Community College District and the Lemon Grove School District.

Bill was admitted to the California Bar as an attorney in 1990 and helped draft municipal law reforms in cities throughout San Diego County including city charters, fair and open competition ordinances, and ethics ordinances. Bill coordinated the City of San Diego's Rules Committee from 2000 – 2005. During that time Bill managed the San Diego City Council's docket process and worked on dozens of municipal issues. Bill is a former analyst for the Federal Election Commission in Washington, D.C. Bill received his BA from the University of Southern California and his JD from California Western School of Law.

Bill and his wife Jean, their daughters Hope, Karis, and Joy, and their son Isaac have lived in La Mesa for the past 17 years.



**Matt Shupe** founded Praetorian Public Relations in 2013.

The vision for Praetorian Public Relations was to assemble an elite team of professionals, similar to the Praetorian Guard of Ancient Rome.

We have created a full-service public relations, advertising, crisis, and political agency that is a one-stop-shop for individuals, businesses, and non-profits that wanted to win — not just the slow, lazy, traditional, incremental growth offered by other agencies.

Since founding Praetorian Public Relations 10 years ago, Shupe has been named 40 under 40 in the United States by the American Association of Political Consultants, one of the top five communications



professionals in California by AroundTheCapitol.com, and contributed to Praetorian Public Relations winning AAPC's Pollie Award for the best use of Facebook in the country.

Shupe has proven himself as a highly-sought-after expert and leader in strategic communications, crisis management, advertising, social media, and branding.

Shupe is occasionally a guest on Fox Business and is frequently quoted in major publications such as The Los Angeles Times, The San Francisco Chronicle, Politico, The New York Times, and FoxNews.com.

Shupe earned Bachelor Degrees from California State University, Fresno in Mass Communication and Journalism with emphasis in Public Relations, and Political Science.

Shupe's hobbies include earning his clients millions of dollars worth of press coverage, creative advertising campaigns, managing crises, exposing injustices, and electing clients to office. Shupe has no children, a dog named Spartacus, no tattoos, no piercings, is very attached to his cell phone, and maintaining his Ambassador status with Marriott.