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## **CQ Roll Call Editor to Kick Off Issue Advocacy Training Class**

Washington D.C. – David Hawkings, Senior Editor of CQ Roll Call, Washington’s premier source of political news, will kick off the next session of the Goddard Gunster Institute CQ Roll Call Issue Advocacy Seminar Feb. 24.

Hawkings has covered Congress for CQ Roll Call for almost two decades. The author of a daily column, Hawkings is also a frequent guest on CNN, MSNBC, Fox News, Sirius XM’s “POTUS Channel” and NPR. He appears regularly on WAMU and Federal News Radio.

Hawkings joins a team of expert instructors including Gerry Gunster, principal partner of Goddard Gunster Public Affairs.

“For those whose business is advocacy, navigating the U.S. political scene can be especially difficult,” Gunster said. “With the congressional shift, a president determined to leave his mark and the presidential elections off to an early start, the U.S. political waters have become downright treacherous. You need to know what you’re up against and have plan to get there. This is why this training is so important.”

The Goddard Gunster Institute was established nearly three years ago to build on the legacy of Ben Goddard, one of the founding fathers of the issue advocacy discipline. The Goddard Gunster collaboration with CQ Roll Call began late last year to add a deeper



understanding to the political environment, which forms the backdrop for most issue advocacy campaigns.

The popular seminar covers the entire issue advocacy landscape and is conducted “workshop” style, uses real-world case studies and is kept small to ensure robust discussion. Following the Hawkings’ political overview, the course walks through tactics and strategies involved in the advocacy process, including deep dives into research, messaging, coalition building, digital engagement and media. The class starts at 10 a.m. and ends at 4 p.m. Seats are still available.

To learn more visit [www.goddardgunsterinstitute.com](http://www.goddardgunsterinstitute.com) or contact [institute@goddardgunster.com](mailto:institute@goddardgunster.com) or 202-347-1740.