



PUBLIC SENTIMENT IS EVERYTHING: THREE PRINCIPLES OF EFFECTIVE POLITICAL MESSAGING

THURSDAY, SEPT. 19, 6 P.M. • Derryberry Hall Auditorium
Free and open to the public

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Drew Westen, Ph.D. is professor in the Departments of Psychology and Psychiatry at Emory University. He formerly taught at the University of Michigan and Harvard Medical School. He is the founder of Westen Strategies, a strategic messaging firm, and co-founder of Implicit Strategies, a marketing firm that focuses on people's unconscious responses to ads, brands and other media. He is the author of three books and over 150 scholarly articles, including *The Political Brain: The Role of Emotion in Deciding the Fate of the Nation*, which has influenced campaigns and elections around the world. Westen has been a frequent contributor on political and psychological issues on radio, television, and in print, in venues such as CNN, the *New York Times*, and the *Washington Post*. He has advised a range of organizations and groups including U.S. presidential campaigns, international presidential and prime ministerial campaigns, nonprofits and caucuses in the U.S. Senate and House of Representatives.