

# Audio Courses

## Capitol Learning Audio Courses™

If you don't have the time to personally attend one of our live courses in Washington, DC, we offer convenient audio courses describing how Washington works.™

Our Capitol Learning Audio Courses range in duration between 1/2 hour and 2 hours long. We can also develop a customized audio course for your organization.

For a complete list of Capitol Learning Audio Courses, see: [TCNCL.com](http://TCNCL.com) or [CapitolLearning.com](http://CapitolLearning.com)

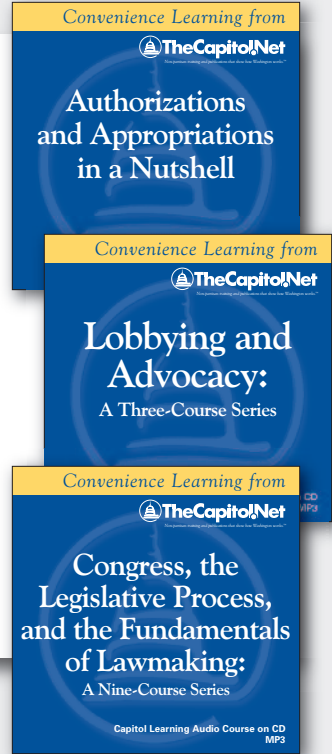
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Audio CD and Print Materials



Online Download with MP3 Audio and Materials in PDF



## Audio Courses

See [CapitolLearning.com](http://CapitolLearning.com) for special offers and audio courses added throughout the year.

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## Congressional Operations

See our web site for full descriptions and secure online ordering: [www.CapitolLearning.com](http://www.CapitolLearning.com). The audio portion of all courses is in MP3 format, which plays in all CD/DVD drives and many CD players. All audio courses are available as audio CDs with printed course materials and as online downloads.

### Congress and Its Role in Policymaking

061X Recorded 2007 ISBN 10: 158733061X  
Total run time: 84 minutes. **Includes course materials. \$47**

### Congressional Committees and Party Leadership: Who Controls the Congressional Agenda

0318 Recorded 2005 ISBN 10: 1587330318  
Total run time: 89 minutes. **Includes course materials. \$47**

### House Floor Procedures

0377 Recorded 2006 ISBN 10: 1587330377  
Total run time: 88 minutes. **Includes course materials. \$47**

### House Rules Committee: Gatekeeper to the Floor

0423 Recorded 2006 ISBN 10: 1587330423  
Total run time: 90 minutes. **Includes course materials. \$47**

### Legislating in the U.S. Senate

0776 Recorded 2008 ISBN 10: 1587330776  
Total run time: 89 minutes. **Includes course materials. \$47**

### Parliamentary Procedure of the U.S. Senate: Debate and Amendment

0768 Recorded 2008 ISBN 10: 1587330768  
Total run time: 89 minutes. **Includes course materials. \$47**

### Senate Amendment Procedure

0415 Recorded 2006 ISBN 10: 1587330415  
Total run time: 84 minutes. **Includes course materials. \$47**

### Senate Scheduling and Floor Procedures

0237 Recorded 2005 ISBN 10: 1587330237  
Total run time: 85 minutes. **Includes course materials. \$47**

### Tracking and Monitoring Legislation

0458 Recorded 2006 ISBN 10: 1587330458  
Total run time: 93 minutes. **Includes course materials. \$47**

### Authorizations and Appropriations in a Nutshell

Would you benefit by having a working knowledge of the federal budget process? Are you new to the federal budget process? This audio course provides a basic overview of authorizations and appropriations. Topics covered include:

- The budget resolution
- The relationship between authorizations and appropriations
- Types of appropriations measures
- Committee/subcommittee structure in the House and Senate
- Authorizing language

0296 Recorded 2005 ISBN 10: 1587330296  
Total run time: 64 minutes. **Includes course materials. \$47**

## Conference Committees: How the Work Gets Done

This audio course covers the role and the dynamics of the conference committee in the legislative process. Learn how differences between the House and Senate are resolved through amendments between the chambers and the advantages of using this process. Topics include:

- Explore how conference committees have changed as Congress has changed (growth of subcommittee power, the rise of omnibus bills, and the use of multiple referrals)
- Pre-conference maneuvering in the House and Senate and the key factors that determine whether a bill goes to conference
- How the House and Senate procedures for going to conference differ
- Learn the negotiating strategies used by the conferees during the bargaining process and how institutional differences impact the bargaining process

0210 Recorded 2008 ISBN 10: 1587330210  
Total run time: 88 minutes. **Includes course materials. \$47**

## Congress, the Legislative Process, and the Fundamentals of Lawmaking: A Nine-Course Series

This nine-session course gives you a comprehensive look at the organization and practices of the U.S. Congress. Learn about the procedures of the U.S. House of Representatives and the U.S. Senate from the introduction and referral of legislation to reconciling differences between House-passed and Senate-passed legislation.

Buy all nine (9) Capitol Learning Audio Courses on two (2) audio CDs and save more than \$60. Total run time: 851 minutes. MP3 format. **Includes seminar materials. PLUS, receive a FREE copy of "Congressional Operations Poster" (regularly \$25) plus FREE shipping in the US. \$360**

Recorded 2008 ISBN 10: 1587331241  
Total run time: 851 minutes. Includes course materials.

Each of the nine courses is also available for purchase separately.

### Course 1: Introduction and Referral in the House and Senate

1233 Course 1 Recorded 2008 ISBN 10: 1587331233  
Total run time: 93 minutes. **Includes course materials. \$47**

### Course 2: Committee Action

1225 Course 2 Recorded 2008 ISBN 10: 1587331225  
Total run time: 98 minutes. **Includes course materials. \$47**

### Course 3: House Floor Procedures

1217 Course 3 Recorded 2008 ISBN 10: 1587331217  
Total run time: 96 minutes. **Includes course materials. \$47**

### Course 4: House Rules Committee

1209 Course 4 Recorded 2008 ISBN 10: 1587331209  
Total run time: 90 minutes. **Includes course materials. \$47**

### Course 5: The Committee of the Whole

1195 Course 5 Recorded 2008 ISBN 10: 1587331195  
Total run time: 93 minutes. **Includes course materials. \$47**

### Course 6: Senate Scheduling

1187 Course 6 Recorded 2008 ISBN 10: 1587331187  
Total run time: 96 minutes. **Includes course materials. \$47**

# Audio Courses

## Course 7: Senate Floor Procedures

1179 Course 7 Recorded 2008 ISBN 10: 1587331179  
Total run time: 93 minutes. **Includes course materials. \$47**

## Course 8: Amending Legislation on the Senate Floor

1160 Course 8 Recorded 2008 ISBN 10: 1587331160  
Total run time: 98 minutes. **Includes course materials. \$47**

## Course 9: Reconciling Differences Between House-Passed and Senate-Passed Legislation

1152 Course 9 Recorded 2008 ISBN 10: 1587331152  
Total run time: 104 minutes. **Includes course materials. \$47**

## Understanding the Path of Legislation: A Primer on How a Bill Becomes a Law

This audio course provides an introduction to how a bill becomes a law. The following topics are addressed:

- Introduction and referral of legislation
- Committee action, types of hearings, committee markup, and committee reports
- Scheduling, rules committee, the amendment process, and floor action
- Conference committees and reconciling differences between the houses
- Final passage and presidential passage

030X Recorded 2005 ISBN 10: 158733030X  
Total run time: 89 minutes. **Includes course materials. \$47**

## Federal Budgeting

See our web site for full descriptions and secure online ordering: [www.CapitolLearning.com](http://www.CapitolLearning.com). The audio portion of all courses is in MP3 format, which plays in all CD/DVD drives and many CD players. All audio courses are available as audio CDs with printed course materials and as online downloads.

## How to Read and Decipher the Department of Defense (DoD) Budget

0741 Recorded 2008 ISBN 10: 1587330741  
Total run time: 86 minutes. **Includes course materials. \$47**

## The Budget Execution Process

1367 Recorded 2009 ISBN 13: 978-158733-136-7  
Total run time: 94 minutes. **Includes course materials. \$47**

## The Budget Resolution in a Nutshell

0857 Recorded 2008 ISBN 10: 1587330857  
Total run time: 86 minutes. **Includes course materials. \$47**

## The Federal Budget Process

0830 Recorded 2008 ISBN 10: 1587330830  
Total run time: 99 minutes. **Includes course materials. \$47**

## Appropriations Process in a Nutshell

Learn how Congress appropriates funding during this audio course. The topics include:

- Types of federal spending
- Committees involved in the appropriations process
- Chronology of the process
- Types of appropriations measures: regular, supplemental, and continuing

- The difference between 302a and 302b allocations
  - Form of appropriations language
  - Floor consideration in the House and the Senate and the role of conference committees
- 0431 Recorded 2006 ISBN 10: 1587330431  
Total run time: 87 minutes. **Includes course materials. \$47**

## Authorizations and Appropriations in a Nutshell

Would you benefit by having a working knowledge of the federal budget process? Are you new to the federal budget process? This audio course provides a basic overview of authorizations and appropriations. Topics covered include:

- The budget resolution
- The relationship between authorizations and appropriations
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- Committee/subcommittee structure in the House and Senate
- Authorizing language

0296 Recorded 2005 ISBN 10: 1587330296  
Total run time: 64 minutes. **Includes course materials. \$47**

## Budget Formulation, Justification, and Execution

The audio course gives budget analysts an overview of the federal budget process and the procedures for formulating, justifying, and executing agency budgets. Topics include:

- Overview of the budget process
- How to develop the unit account
- Justifying your budget requests using PART findings
- Implementing budget execution strategies and procedures

0601 Recorded 2007 ISBN 10: 158733-0601  
Total run time: 71 minutes. **Includes course materials. \$47**

## Working with Congress and Congressional Staff

See our web site for full descriptions and secure online ordering: [www.CapitolLearning.com](http://www.CapitolLearning.com). The audio portion of all courses is in MP3 format, which plays in all CD/DVD drives and many CD players. All audio courses are available as audio CDs with printed course materials and as online downloads.

## How Federal Agencies Can Work Effectively with Congress and Its Staff

0474 Recorded 2006 ISBN 10: 1587330474  
Total run time: 60 minutes. **Includes course materials. \$47**

## Lobbying for Foreign Agents and Foreign Principals

0709 Recorded 2007 ISBN 10: 1587330709  
Total run time: 62 minutes. **Includes course materials. \$47**

## Making the Most of a Site Visit with a Member of Congress

0393 Recorded 2006 ISBN 10: 1587330393  
Total run time: 44 minutes. **Includes course materials. \$47**

## Preparing for Congressional Oversight and Investigation

0644 Recorded 2007 ISBN 10: 1587330644  
Total run time: 81 minutes. **Includes course materials. \$47**

## Presidential-Congressional Relations: Rivals Sharing Power

075X Recorded 2008 ISBN 10: 158733075X  
Total run time: 94 minutes. **Includes course materials. \$47**

## Strategies and Tactics That Will Help You Impact Congressional Action

0849 Recorded 2008 ISBN 10: 1587330849  
Total run time: 90 minutes. **Includes course materials. \$47**

## Drafting Effective Federal Legislation and Amendments in a Nutshell

For federal agency staff and those who prepare reports and documents for colleagues who draft legislation, this audio course discusses key drafting rules, and offers suggestions on legislative style, grammar, and wording. We review the basic rules of construction as outlined in the U.S. Code, and discuss OMB's clearance process.

0326 Recorded 2006 ISBN 10: 1587330326  
Total run time: 85 minutes. **Includes course materials. \$47**

## How to Work the Hill Like a Pro

Whether you're participating in an organized Capitol Hill Day or visiting the Hill on your own behalf, you need to know how to work the Hill and advocate your message. This audio course gives you the information necessary to ensure your message is heard. This course provides:

- A profile of the 110th Congress
- An explanation of the new environment
- A discussion on legislative and political environments
- An overview of technology trends
- Strategies for building an annual legislative plan

0636 Recorded 2007 ISBN 10: 1587330636  
Total run time: 110 minutes. **Includes course materials. \$47**

## Lobbying and Advocacy: A Three-Course Series

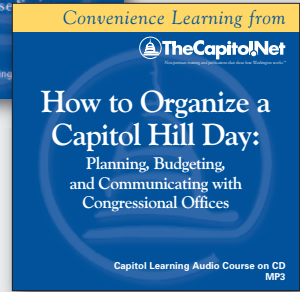
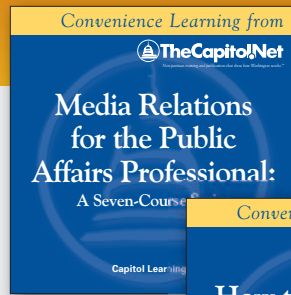
This three-session course gives you an overview of lobbying and advocacy on Capitol Hill.

1440 Recorded 2009-2010 ISBN 10: 1587331404  
**Includes course materials. \$99**

## Tips, Tactics & Techniques for Writing Congressional Testimony

Are you responsible for writing congressional testimony? If so, this audio course provides insightful tips on research preparation, audience analysis, and persuasion. We review techniques for organizing written testimony in a way that improves its oral delivery. The instructor highlights how to write a sound argument, focusing on position, reasons, support, and explanation.

0342 Recorded 2006 ISBN 10: 1587330342  
Total run time: 66 minutes. **Includes course materials. \$47**



## Media Training

See our web site for full descriptions and secure online ordering: [www.CapitolLearning.com](http://www.CapitolLearning.com). The audio portion of all courses is in MP3 format, which plays in all CD/DVD drives and many CD players. All audio courses are available as audio CDs with printed course materials and as online downloads.

## Creating a Message That Resonates with Your Audience

0792 Recorded 2008 ISBN 10: 1587330792  
Total run time: 72 minutes. **Includes course materials. \$47**

## Crisis Communications: Establishing an Internal Crisis Communications System

0520 Recorded 2008 ISBN 10: 1587330520  
Total run time: 86 minutes. **Includes course materials. \$47**

## How the Media Works and How to Work the Media

0660 Recorded 2007 ISBN 10: 1587330660  
Total run time: 84 minutes. **Includes course materials. \$47**

## Maximizing the Internet for the Public Affairs Professional

0628 Recorded 2006 ISBN 10: 1587330628  
Total run time: 84 minutes. **Includes course materials. \$47**

## Media Relations: Capitalizing on Your Resources, Your Office, and the Media

0679 Recorded 2007 ISBN 10: 1587330679  
Total run time: 72 minutes. **Includes course materials. \$47**

## Media Relations: Secrets to Changing Nattering Nabobs of Negativism into Perky Purveyors of Positivism

0466 Recorded 2006 ISBN 10: 1587330466  
Total run time: 62 minutes. **Includes course materials. \$47**

## Media Relations for the Newbie

0172 Recorded 2005 ISBN 10: 1587330172  
Total run time: 61 minutes. **Includes course materials. \$47**

# Audio Courses

## Press Conferences and Media Interviews for Scientists and Engineers

0571 Recorded 2007 ISBN 10: 1587330571  
Total run time: 63 minutes. **Includes course materials. \$47**

## Public Affairs Primer for Nonprofits and Associations

058X Recorded 2007 ISBN 10: 158733058X  
Total run time: 74 minutes. **Includes course materials. \$47**

## Crisis Communications: Hoping That It Will Never Happen, But Glad You Planned For It

Learn how to formulate a strong communications plan that will get your organization through a crisis.

- Handling systemic, adversarial, and image crises
- Streamlining media/PR operations in a crisis
- How to use the web in a crisis
- Act quickly—especially important for federal agencies

0245 Recorded 2005 ISBN 10: 1587330245  
Total run time: 70 minutes. **Includes course materials. \$47**

## Media Relations: Merging Policy and Media Strategies

How to become more effective in getting your message heard in Washington and your community.

- Secure the support of your policy wonks
- Master the five management principles of online communication and how to build a top-notch public affairs web site
- How to reach out to coalitions and your grassroots volunteers
- Off-line activities and online assets

0229 Recorded 2005 ISBN 10: 1587330229  
Total run time: 68 minutes. **Includes course materials. \$47**

## Media Relations for the Public Affairs Professional, A Seven Course Series

This seven course series gives public and governmental affairs professionals from agencies, associations, corporations, nonprofits, and congressional offices an in-depth look at and review of the major aspects of media relations. Also perfect for novices who want a solid introduction to public affairs.

1374 Recorded 2009 ISBN 13: 978-1-58733-137-4  
Total run time: 600 minutes. **Includes course materials.**  
**Save \$5 per course PLUS, receive FREE shipping in the US. \$294**

### Course 1: Essential Tools of Public Relations

1299 Recorded 2009 ISBN 13: 978-1-58733-129-9  
Total run time: 80 minutes. **Includes course materials. \$47**

### Course 2: Developing a Message and Communications Plan

1305 Recorded 2009 ISBN 13: 978-1-58733-130-5  
Total run time: 82 minutes. **Includes course materials. \$47**

### Course 3: Interacting with Reporters

1312 Recorded 2009 ISBN 13: 978-1-58733-131-2  
Total run time: 87 minutes. **Includes course materials. \$47**

### Course 4: Overview of the Media: Print, Radio, TV, Web-Based, and Online Communications

1329 Recorded 2009 ISBN 13: 978-1-58733-132-9  
Total run time: 93 minutes. **Includes course materials. \$47**

### Course 5: Interview Preparation

1336 Recorded 2009 ISBN 13: 978-1-58733-133-6  
Total run time: 92 minutes. **Includes course materials. \$47**

### Course 6: Crisis Communications

1343 Recorded 2009 ISBN 13: 978-1-58733-134-3  
Total run time: 89 minutes. **Includes course materials. \$47**

### Course 7: Ethics of Public Relations

1350 Recorded 2009 ISBN 13: 978-1-58733-135-0  
Total run time: 77 minutes. **Includes course materials. \$47**

## Research

See our web site for full descriptions and secure online ordering: [www.CapitolLearning.com](http://www.CapitolLearning.com). The audio portion of all courses is in MP3 format, which plays in all CD/DVD drives and many CD players. All audio courses are available as audio CDs with printed course materials and as online downloads.

## Executive Branch Research

Course 5 in the Advanced Online Research Skills Series

1098 Recorded 2008 ISBN 10: 1587331098  
Total run time: 85 minutes. **Includes course materials. \$47**

## Legislative Branch Research

Course 3 in the Advanced Online Research Skills Series

111X Recorded 2008 ISBN 10: 158733111X  
Total run time: 77 minutes. **Includes course materials. \$47**

## Researching Legislative Histories: Bills, Resolutions, Committee Hearings, and Committee Reports

0822 Recorded 2008 ISBN 10: 1587330822  
Total run time: 88 minutes. **Includes course materials. \$47**

## Researching Legislative Histories: Statutory and Code Research

0806 Recorded 2008 ISBN 10: 1587330806  
Total run time: 94 minutes. **Includes course materials. \$47**

## Researching Legislative Histories: Finding Legislative Intent in Bills and Committee and Conference Reports

0334 Recorded 2006 ISBN 10: 1587330334  
Total run time: 94 minutes. **Includes course materials. \$47**

## Online Search Techniques: Faster Searching, Better Results

Course 2 in the Advanced Online Research Skills Series

1128 Recorded 2008 ISBN 10: 1587331128  
Total run time: 82 minutes. **Includes course materials. \$47**

## Practical Web Research in a Nutshell

0865 Recorded 2008 ISBN 10: 1587330865  
Total run time: 69 minutes. **Includes course materials. \$47**

## Tracking and Monitoring Legislation

0458 Recorded 2006 ISBN 10: 1587330458  
Total run time: 93 minutes. **Includes course materials. \$47**

## Advanced Online Research Skills: A Seven-Course Series

Are your online research skills up to par? Are you spending too much time searching OR not finding the right results? This seven-part series of courses teaches anyone who is responsible for researching how to conduct advanced searches. These seven courses focus on preparing for your search, online search techniques, federal legislative, executive branch, judicial branch, state and international online research, and personal contacts and public and private information sources.

1144 Recorded 2009 ISBN 10: 1587331144

Total run time: 559 minutes. Includes course materials.

**Save \$50 PLUS receive a FREE copy of *Real World Research Skills, Second Edition*, by Peggy Garvin (regularly \$15.95) and receive FREE shipping in the US. \$297**

## The Executive Branch

See our web site for full descriptions and secure online ordering: [www.CapitolLearning.com](http://www.CapitolLearning.com). The audio portion of all courses is in MP3 format, which plays in all CD/DVD drives and many CD players. All audio courses are available as audio CDs with printed course materials and as online downloads.

## The Federal Regulatory Process: Piecing Together the Regulatory Puzzle

0407 Recorded 2006 ISBN 10: 1587330477

Total run time: 54 minutes. Includes course materials. \$47

## How Federal Agencies Can Work Effectively with Congress and Its Staff

0474 Recorded 2006 ISBN 10: 1587330474

Total run time: 60 minutes. Includes course materials. \$47

## The Federal Election Commission's Final Rules on Bundling and the Executive Branch Rules on Gifts

1381 Recorded 2009 ISBN 13: 978-1-58733-138-1

Total run time: 85 minutes. Includes course materials. \$47

## Presidential-Congressional Relations: Rivals Sharing Power

075X Recorded 2008 ISBN 10: 158733075X

Total run time: 94 minutes. Includes course materials. \$47

## Writing Congressional Correspondence for Agency Staff

0598 Recorded 2007 ISBN 10: 1587330598

Total run time: 77 minutes. Includes course materials. \$47

## Understanding the Regulatory Process: A Five-Course Series

This five-session course gives you a comprehensive look at the federal regulatory process.

1398 Recorded 2009 ISBN 13: 978-1-58733-139-8

Total run time: 319 minutes. Includes course materials.

**Save 15% PLUS receive a FREE copy of the "Regulatory Process Poster" (regularly \$25) and receive FREE shipping in the US. \$199**

## Communication and Advocacy

See our web site for full descriptions and secure online ordering: [www.CapitolLearning.com](http://www.CapitolLearning.com). The audio portion of all courses is in MP3 format, which plays in all CD/DVD drives and many CD players. All audio courses are available as audio CDs with printed course materials and as online downloads.

## Advocacy Campaigns for Nonprofits

0563 Recorded 2007 ISBN 10: 1587330563

Total run time: 85 minutes. Includes course materials. \$47

## Crisis Communications: Establishing an Internal Crisis Communications System

0520 Recorded 2008 ISBN 10: 1587330520

Total run time: 86 minutes. Includes course materials. \$47

## Effectively Using Persuasion in Your Oral Presentations: A Trial Lawyer's Perspective

0652 Recorded 2007 ISBN 10: 1587330652

Total run time: 82 minutes. Includes course materials. \$47

## The Federal Election Commission's Final Rules on Bundling and the Executive Branch Rules on Gifts

1381 Recorded 2009 ISBN 13: 978-1-58733-138-1

Total run time: 85 minutes. Includes course materials. \$47

## Keys to Effective Presentations: Invigorate Your Delivery and Increase Your Confidence

0814 Recorded 2008 ISBN 10: 1587330814

Total run time: 84 minutes. Includes course materials. \$47

## Lobbying and Advocacy: A Three-Course Series

1440 ISBN 13: 978-1-58733-140-4

See page 39.

## Lobbying for Foreign Agents and Foreign Principals

0709 Recorded 2007 ISBN 10: 1587330709

Total run time: 62 minutes. Includes course materials. \$47

## Making the Most of a Site Visit with a Member of Congress

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Total run time: 44 minutes. Includes course materials. \$47

## Maximizing the Internet for the Public Affairs Professional

0628 Recorded 2006 ISBN 10: 1587330628

Total run time: 84 minutes. Includes course materials. \$47

## PAC Management: Advanced PAC Strategy

1276 Recorded 2008 ISBN 10: 1587331276

Total run time: 89 minutes. Includes course materials. \$47

# Audio Courses

## Preparing for Congressional Oversight and Investigation

0644 Recorded 2007 ISBN 10: 1587330644  
Total run time: 81 minutes. **Includes course materials. \$47**

## Strategies and Tactics That Will Help You Impact Congressional Action

0849 Recorded 2008 ISBN 10: 1587330849  
Total run time: 90 minutes. **Includes course materials. \$47**

## Tips, Tactics & Techniques for Writing Congressional Testimony

0342 Recorded 2006 ISBN 10: 1587330342  
Total run time: 66 minutes. **Includes course materials. \$47**

## Visiting Capitol Hill for First-Time Grassroots Advocates: An Introductory Course

0555 Recorded 2008 ISBN 10: 1587330555  
Total run time: 85 minutes. **Includes course materials. \$47**

## 527 Overview and Update

- What are 527s
- Purpose
- Differences between PACs and 527s
- How to create a 527 and what are the necessary IRS forms to complete
- What are the tax implications and other benefits of forming a 527?
- Periodic reporting and disclosure requirements
- Update on 527 Reform Act of 2006

0539 Recorded 2007 ISBN 10: 1587330539  
Total run time: 75 minutes. **Includes course materials. \$47**

## Building and Nurturing Your Grassroots Campaign

Even though your resources may be limited, your organization can be effective in making its voice heard on Capitol Hill. This audio course describes the tools to build and maintain a successful grassroots campaign.

- Identifying and mobilizing your grassroots volunteers
- Giving volunteers the tools and training for success on the Hill—or back home
- Setting your legislative goals and identifying members and committees who are important to your legislative agenda
- How to keep your grassroots volunteers informed—newsletters, magazines, email, faxes, phone calls, websites, and fact sheets
- Keys to effective legislative alerts
- Keeping your volunteers on message

0199 Recorded 2005 ISBN 10: 1587330199  
Total run time: 79 minutes. **Includes course materials. \$47**

## Business Etiquette: Keys to Professional Success

In just a few minutes of interaction, lasting impressions are formed. Your attire, mannerisms and hand shake are just some of the cues used in determining your character, ethics and professionalism. During this course, students learn

tips and techniques for building a professional wardrobe, working a room and networking. This course shows you:

- Strategies for professional attire
- What body language and behaviors say about you
- How to network like a pro
- Best practices for written etiquette

0385 Recorded 2006 ISBN 10: 1587330385  
Total run time: 81 minutes. **Includes course materials. \$47**

## Crisis Communications: Hoping That It Will Never Happen, But Glad You Planned For It

In this audio course, learn how to formulate a strong communications plan that will get your organization through a crisis.

- Handling systemic, adversarial, and image crises
- Streamlining media/PR operations in a crisis
- How to use the web in a crisis
- Act quickly—especially important for federal agencies

0245 Recorded 2005 ISBN 10: 1587330245  
Total run time: 70 minutes. **Includes course materials. \$47**

## How to Organize a Capitol Hill Day

This audio course shows anyone how to organize a successful Capitol Hill Day. Whether you're starting in DC or Omaha, we'll show you how to maximize your important event by combining volunteer training with visits to congressional delegations. Learn:

- How to devise efficient planning cycles
- Best practice strategies for effective event budgeting
- Tools helpful in planning, creating and producing an effective training event
- Ways to train volunteers so they know what to expect, say, and do
- How to follow-up with volunteers and keep them motivated after they leave Washington

0164 Recorded 2005 ISBN 10: 1587330164  
Total run time: 68 minutes. **Includes course materials. \$47**

## How to Work the Hill Like a Pro

Whether you're participating in an organized Capitol Hill Day or visiting the Hill on your own behalf, you need to know how to work the Hill and advocate your message.

This audio course gives you the information necessary to ensure your message is heard. This course provides:

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- An explanation of the new environment
- A discussion on legislative and political environments
- An overview of technology trends
- Strategies for building an annual legislative plan

0636 Recorded 2007 ISBN 10: 1587330636  
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## Media Relations: Merging Policy and Media Strategies

How to become more effective in getting your message heard in Washington and your community.

- Secure the support of your policy wonks
- Master the five management principles of online communication and how to build a top-notch public affairs web site

- How to reach out to coalitions and your grassroots volunteers
- Off-line activities and online assets

0229 Recorded 2005 ISBN 10: 1587330229

Total run time: 68 minutes. **Includes course materials. \$47**

## PACS in a Nutshell

This introductory audio course gives you a basic understanding of how to structure a Political Action Committee (PAC).

- Structure your PAC for maximum impact
- A guide through the maze of FEC regulations and filings
- Make the most of your PAC Dollar

0695 Recorded 2007 ISBN 10: 1587330695

Total run time: 83 minutes. **Includes course materials. \$47**

## Special Programs

See our web site for full descriptions and secure online ordering: [www.CapitolLearning.com](http://www.CapitolLearning.com). The audio portion of all courses is in MP3 format, which plays in all CD/DVD drives and many CD players. All audio courses are available as audio CDs with printed course materials and as online downloads.

## Essentials of U.S. Governance for Foreign Diplomats and Embassy Staff

See "How American Governs," next column.

## Business Etiquette: Keys to Professional Success

0385 Recorded 2006 ISBN 10: 1587330385

Total run time: 81 minutes. **Includes course materials. \$47**

## Congress and Its Role in Policymaking

061X Recorded 2007 ISBN 10: 158733061X

Total run time: 84 minutes. **Includes course materials. \$47**

## Congress and Its Role in Trade Policy

0717 Recorded 2007 ISBN 10: 1587330717

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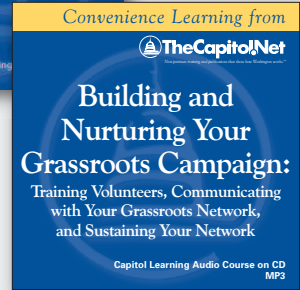
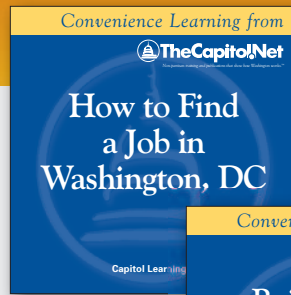
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