

## Telephone Seminars and Audio Courses on CD

If you don't have the time to personally attend one of our live courses in Washington, DC, we offer convenient telephone seminars and audio courses on CD showing you how Washington works.<sup>TM</sup>



### Telephone Seminars

Don't have the time to attend one of our live courses in Washington, DC? Attend a convenient telephone seminar and learn how Washington works.<sup>TM</sup> Our upcoming telephone seminars are an easy and economical way to learn from Washington experts. Telephone seminars include an open Q&A session, so you can interact with our faculty. Telephone seminar registration includes participation via one single phone/speakerphone line and up to 10 participants. Registration fee per telephone, up to 10 participants, is \$79. We can also customize a telephone seminar for your organization.

To see a list of current telephone seminars and secure online registration, go to [thecongress.net/ts.htm](http://thecongress.net/ts.htm) or [CapitolLearning.com](http://CapitolLearning.com)



### Capitol Learning Audio Courses on CD

Our Capitol Learning Audio Courses on CD are produced from our popular telephone seminars, each ranging in duration between 45 and 95 minutes long. \$47 each. We can also develop a customized audio course for your organization.

Complete list of Capitol Learning Audio Courses:

[thecongress.net/clac.htm](http://thecongress.net/clac.htm) or [CLAudioCourses.com](http://CLAudioCourses.com)

All of our Audio Courses on CD can be customized with your logo. If you would like to set up a custom Telephone Seminar or Audio Course on CD, please contact your Client Liaison at 703-739-3790, ext. 114. Audio courses on CD are returnable if the security seal is unbroken.

### 527 Overview and Update

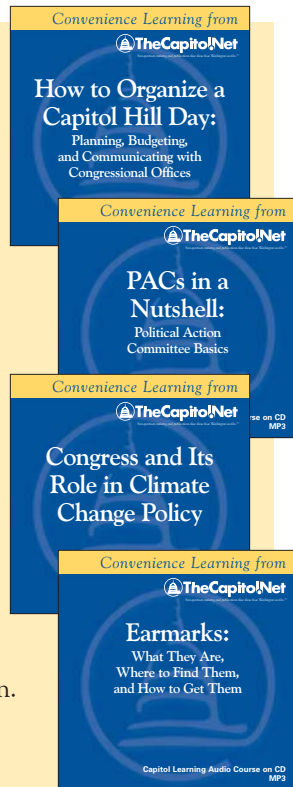
Overview of 527s

- 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

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded February 20, 2007 ISBN 10: 1-58733-053-9  
Total run time: 80 minutes Includes seminar materials. \$47

### 2006 Congressional Election Update: Winners, Losers, and the Makeup of the 110th Congress

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded November 21 2006 ISBN 10: 1-58733-048-2  
Total run time: 80 minutes Includes seminar materials.  
Audio Course on CD: \$47.



## 2007 Farm Bill: The Players, The Stakes, and The Debate

Congress is beginning to write the 2007 farm bill. During this audio course, you will learn who the new players are and how their priorities match up with those of the 'old iron triangle.' What are the implications for global trade, conservation programs, and alternative-fuel production? Find out how farm policy will be shaped.

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded April 17, 2007 ISBN 10: 1-58733-027-X  
Total run time: 58 minutes Includes seminar materials. \$47

## Advocacy Campaigns for Nonprofits

As a public affairs professional at a nonprofit, you need to know how to do more with less. This audio course will show you how to effectively and economically launch an advocacy campaign. You will learn how to:

- Work with the media relations team within your organization
- Target the right audience
- Build an effective website
- Expand your organization's network's influence by finding and working with other groups and building coalitions
- Capitalize on off-line activities and online assets

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded April 10, 2007 ISBN 10: 1-58733-056-3  
Total run time: 85 minutes Includes seminar 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

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded July 18, 2006 ISBN 10: 1-58733-043-1  
Total run time: 92 minutes Includes seminar 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

Audio CD format plays in all CD/DVD drives and all CD players.  
Recorded October 27, 2005 ISBN 10: 1-58733-029-6  
Total run time: 82 minutes Includes seminar materials. \$47

## Blogs and Blogging

Are you interested in starting a blog or do you want to know how you can utilize this technology at work? This audio course teaches you the basics of blogging: how to do it effectively, what is the latest technology, how to conduct outreach to bloggers and stay on message, and how to prevent "blog swarms" or react to them when they occur.

Audio CD format plays in all CD/DVD drives and all CD players.  
Recorded November 10, 2005 ISBN 10: 1-58733-028-8  
Total run time: 84 minutes Includes seminar 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

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded June 5, 2007 ISBN 10: 1-58733-060-1  
Total run time: 77 minutes Includes seminar materials. \$47

## Building and Nurturing Your Grassroots Campaign: Training Volunteers, Communicating with Your Grassroots Network, and Sustaining Your Network

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

Audio CD format plays in all CD/DVD drives and all CD players.  
Recorded June 21, 2005 ISBN 10: 1-58733-019-9  
Total run time: 83 minutes Includes seminar materials. \$47

## Congress and Its Role in Climate Change Policy

## Building and Nurturing Your Grassroots Campaign:

Training Volunteers, Communicating with Your Grassroots Network, and Sustaining Your Network

### 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 practice for written etiquette

MP3 format plays in all CD/DVD drives and many CD players. Recorded April 27, 2006 ISBN 10: 1-58733-038-5 Total run time: 86 minutes Includes seminar 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

Audio CD format plays in all CD/DVD drives and all CD players. Recorded July 26, 2005 ISBN 10: 1-58733-021-0 Total run time: 79 minutes Includes seminar materials. \$47

### Congress and Its Role in Climate Change Policy

Congress has a significant role in affecting climate change policy. During this audio course, the instructor examines:

- Congress's role in enacting legislation
- Senate ratification of international climate change agreements
- The power of the purse in approving budgets of federal agencies
- Congressional hearings as a tool to shape national debate
- Proposed policy initiatives

MP3 format plays in all CD/DVD drives and many CD players. Recorded Tuesday, November 27, 2007 ISBN 10: 1587330725 Total run time: xx minutes Includes seminar materials. \$47

### Congress and Its Role in Policymaking

This audio course examines Congress's role in policymaking by focusing on its three main powers: oversight, appropriations, and reorganization. The faculty reviews congressional committees, the power of the purse, and Congressional efforts to reorganize the Executive Branch in shaping public policy. Homeland security issues serve as examples of how Congress used these three powers.

MP3 format plays in all CD/DVD drives and many CD players. Recorded June 21, 2007 ISBN 10: 1-58733-061-X Total run time: 84 minutes Includes seminar materials. \$47

### Congress and Its Role in Trade Policy

Congress's role in trade policy is based upon express powers set out in Article 1, Section 8 of the U.S. Constitution. Congress exercises this power by enacting laws that authorize trade programs and govern trade policy. Congress also sets trade negotiating objectives in law; requires formal consultation from and an opportunity to advise on trade negotiations with the Executive Branch; and conducts oversight hearings on trade programs and agreements. How U.S. trade policy is fashioned and implemented has far-reaching impact. The instructor examines Congress's role in trade policy by focusing on its authority; its goals and objectives; and its interplay with the President and the Executive Branch.

MP3 format plays in all CD/DVD drives and many CD players. Recorded Thursday, November 8, 2007 ISBN 10: 1587330717 Total run time: xx minutes Includes seminar materials. \$47

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

Who really controls the agenda on Capitol Hill? The committee system historically has been responsible for crafting legislative proposals and shepherding legislation through the process. Yet, party leadership has taken a more prominent role in setting the legislative agenda. What does this mean for your organization?

- Learn about the structure of the committee system and how it has evolved
- How committee rosters are determined and chairs selected
- The role of party leadership in Congress
- Party leadership versus committees: who controls the agenda

Audio CD format plays in all CD/DVD drives and all CD players.  
Recorded December 8, 2005 ISBN 10: 1-58733-031-8  
Total run time: 91 minutes Includes seminar materials.

## **Congressional Testimony— Tips, Tactics & Techniques for Writing**

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.

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded February 28, 2006 ISBN 10: 1-58733-034-2  
Total run time: 69 minutes Includes seminar materials. \$47

## **Crisis Communications: Establishing an Internal Crisis Communications System**

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

- Why is an internal crisis communications system necessary?
- Objections you may face to establishing a crisis communications system
- Who should be on your crisis communications team and what procedures should be enacted?
- How to develop your message
- Emergency response materials: information brochures, fact sheets, explanations of complicated technical systems or in-house procedures
- Emergency response drills

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded January 24, 2008 ISBN 10: 1-58733-052-0  
Includes seminar 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

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded September 7, 2005 ISBN 10: 1-58733-024-5  
Total run time: 79 minutes Includes seminar materials. \$47

## **C-SPAN 1 Viewer's Guide: Making Sense of Watching the House of Representatives**

If you frequently watch House floor action on C-SPAN 1 and you don't always understand the floor process, this program will demystify House floor proceedings, explain the physical layout, and clarify congressional jargon and phrases. Learn about:

- Who sits where and why
- The "Committee of the Whole"
- Who gets to speak and when they get to speak
- The implications of "moving the previous question"
- The four different types of votes, and more

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded January 10, 2008 ISBN 10: 1-58733-036-9  
Includes seminar materials. \$47

## **C-SPAN 2 Viewer's Guide: Making Sense of Watching the Senate: What's Behind the Classical Music**

If you frequently watch Senate floor action on C-SPAN 2 and you wonder where have all the Senators gone, this program demystifies Senate floor proceedings, explains the physical layout, and clarifies congressional jargon and phrases. Learn about:

- Who sits where and why
- What happens during morning hour and morning business
- What are time agreements
- Who gets to speak and when they get to speak
- Why the classical music
- The three different types of votes, and more

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded February 12, 2008 ISBN 10: 1-58733-054-4  
Includes seminar 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

## Earmarks:

What They Are,  
Where to Find Them,  
and How to Get Them

## Crisis Communications

Establishing an Internal Crisis  
Communications System

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.

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded January 26, 2006 ISBN 10: 1-58733-032-6  
Total run time: 90 minutes Includes seminar materials. \$47

### Earmarks: What They Are, Where to Find Them, and How to Get Them

Oftentimes referred to as "pork", earmarks are devices regularly used in annual appropriations acts to direct the availability of funds for specific activities. Federal agencies, state and local governments, universities, and nonprofits are among the groups who need to know the inside and outside of an earmark.

- What are earmarks
- Finding earmarks in appropriation measures, floor amendments, and conference reports and the managers' explanatory statement
- When are earmarks legally binding
- How to influence the legislative process in order to benefit from an earmark

Audio CD format plays in all CD/DVD drives and all CD players.  
Recorded June 2, 2005 ISBN 10: 1-58733-018-0  
Total run time: 79 minutes Includes seminar materials. \$47

### Earmarks for Municipalities: How Local Governments Can Access a Fair Share of Federal Funding

Directed congressional appropriations, i.e., earmarks, are here to stay because Congress plays a vital and unequivocal role in building the government's annual budget and determining funding priorities. Municipalities across the country have discovered this source of funding. Earmarks, the subject of much

public discussion, are devices regularly used in annual appropriations acts to direct the availability of funds for specific activities. Local governments often cannot afford new projects, so they look to the federal government for funding. If you are seriously seeking federal funding, or just curious about this process, this audio course explains what earmarks are and how they are obtained.

- What are earmarks
- Finding earmarks in appropriation measures, floor amendments, conference reports, and the managers' explanatory statement
- When are earmarks legally binding
- How municipalities can influence the legislative process in order to be the beneficiary of an earmark

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded September 26, 2006 ISBN 10: 1-58733-050-4  
Total run time: 83 minutes Includes seminar materials. \$47

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

The ability to persuade is a trial lawyer's lifeblood. Would you like the opportunity to hear how you can incorporate the art of persuasion into your oral presentations? A successful trial lawyer shares his insights on the following:

- The importance of themes
- Storytelling
- Sentence structure
- Pace, tone, and timing

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded July 10, 2007 ISBN 10: 1-58733-065-2  
Total run time: 80 minutes Includes seminar materials. \$47

### Effectively Using E-Newsletters, Email Alerts, Podcasts, and Your Website

In this audio course learn how to keep your members, grassroots, coalitions, and partners motivated in your cause with frequent and predictable communication from your organization. We review the use of e-newsletters, email alerts, and using your web site to your advantage.

- E-Newsletters: When to publish? How long should they be? Importance of links and segmenting your email lists
- Email Alerts: Tips on what should and should not be included
- Podcasts: What they are and how to leverage their use
- Web Sites: Linking to your web site; Making your web site "Hill friendly"

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded March 7, 2006 ISBN 10: 1-58733-035-0  
Total run time: 62 minutes Includes seminar materials. \$47

## Federal Regulatory Process: Piecing Together the Regulatory Puzzle

This audio course shows you how the Federal Register Act and the Administrative Procedure Act drive the federal regulatory process, and how federal agencies use the regulatory process to issue and enforce legally effective regulations.

- What triggers rulemaking
- Types of rules
- Rulemaking procedures
- What avenues are available to the public seeking to influence or check the exercise of regulatory power
- Regulatory oversight at OMB and OIRA's role in the regulatory process

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded May 18, 2006 ISBN 10: 1-58733-040-7  
Total run time: 59 minutes Includes seminar materials. \$47

## Freedom of Information Act (FOIA): Getting the Information You Need

As a media relations professional, you need to know how to obtain federal records through the Freedom of Information Act (FOIA). We show you how. Topics covered in this audio course include:

- FOIA background and purpose
- Nine exemptions and three exclusions
- Where to make the request
- How to make the request
- Fees and response times
- Administrative appeals and judicial review
- FOIA reading rooms
- FOIA media requests

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded December 7, 2006 ISBN 10: 1-58733-049-0  
Total run time: 91 minutes Includes seminar materials.

## House Floor Procedures: An Overview of Suspension of the Rules, Special Rules, and the Amendment Process

Learn how legislation gets to the House Floor and understand House Floor procedures.

- The role of the Rules Committee and open, closed, and modified rules
- House calendars
- Suspension of the rules
- The Committee of the Whole and the amendment process

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded April 4, 2006 ISBN 10: 1-58733-037-7  
Total run time: 90 minutes Includes seminar materials. \$47

## House Rules Committee: Gatekeeper to the Floor

Referred to as the "Gatekeeper to the Floor", the House Rules Committee wields much power. This audio course

explores the history, membership, work, and power of the House Rules Committee.

- Brief review of the history of the Rules Committee, its power, and its role in recent Congresses
- How the resolutions or "rules" granted by the Rules Committee structure floor debate and amendment opportunities
- The nuances and procedural implications of the different types of "rules": open, modified, closed
- The procedures that govern floor consideration of the "rule"

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded June 20, 2006 Total run time: 93 minutes  
ISBN 10: 1-58733-042-3 Includes seminar materials. \$47

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

As a federal employee, you work with Members of Congress and their staffs. Unlike outside interests, you cannot lobby for your issues. In this audio course learn how you can communicate and work more effectively with Congress and its staff.

- Tools and techniques you can use to communicate most effectively with Congress
- Working with the political appointees in your Congressional Liaison Office
- Making the most of your meetings with staff
- What to bring to a meeting
- The importance of post meeting follow up
- Restrictions on contacts: Legal and political
- Jurisdictional committees

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded October 24, 2006 ISBN 10: 1-58733-047-4  
Total run time: 77 minutes Includes seminar materials. \$47

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

- Introduction to who, what, and where the media is
- How new technology has changed the media, and how you need to change
- The mindset of, and tips for dealing with reporters
- Deadlines and lead time
- Getting the media interested in your organization and your story
- Different approaches for pitching to TV, print, and radio reporters
- What the media can do for you
- Characteristics of organizations that effectively use the media

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded July 17, 2007 ISBN 10: 1-58733-066-0  
Total run time: 82 minutes Includes seminar materials. \$47

## How to Lobby the Executive Branch and Independent Agencies

Convenience Learning from


Learning Audio Course on CD  
MP3

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

Capitol Learning Audio Course on CD  
MP3

### How to Organize a Capitol Hill Day: Planning, Budgeting, and Communicating with Congressional Offices

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

Audio CD format plays in all CD/DVD drives and all CD players.  
Recorded April 26, 2005 Total run time: 77 minutes  
ISBN 10: 1-58733-016-4 Includes seminar materials. \$47

### How to Work the Hill Like a Pro: Top Lobbying Strategies, Compliance, and Formulating a Legislative Action Plan

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

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded February 26, 2007 ISBN 10: 1-58733-063-6  
Total run time: 107 minutes Includes seminar materials. \$47

### The Lobbying and Ethics Reform Bill—Honest Leadership and Open Government Act of 2007

Our Washington expert gives you an overview of the recently passed lobbying & ethics reform bill, the "Honest Leadership and Open Government Act of 2007" and analyzes how it will affect your lobbying efforts on the Hill. Topics covered include:

- Gifts, meals, drinks
- Privately funded travel
- Requirements of lobbyists
- Post-employment ("Revolving Door") restrictions
- Reporting requirements
- New bundling rules
- Earmarks

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded October 24, 2007 ISBN 10: 1-58733-051-2  
Total run time: 59 minutes Includes seminar materials. \$47

### Lobbying for Foreign Agents and Foreign Principals

As a foreign agent or a foreign principal, are you aware of the extensive disclosure requirements on your lobbying activities as well as restriction on campaign contributions and payment for gifts and travel for federal officials? This audio course highlights the Foreign Agents Registration Act (FARA), the Lobbying Disclosure Act (LDA), the Federal Elections Campaign Act, and the Rules of the U.S. House of Representatives for the 110th Congress. Our faculty also offer lobbying tips and strategies.

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded October 23, 2007 ISBN 10: 1587330709  
Total run time: 60 minutes Includes seminar materials. \$47

### How to Lobby the Executive Branch and Independent Agencies

Would you like a crash course on how to best lobby the executive branch and independent agencies? What are the regulations, in place and proposed, of which you must be aware? This audio course discusses the following topics and offers many invaluable tips:

- Executive Branch gift rules
- The Executive Branch Reform Act of 2007 (H.R. 984)
- How to develop a strategic plan, identify champions, and utilize Congressional contacts
- How to "get your foot in the door"

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded September 25, 2007 ISBN 10: 1587330687  
Total run time: 81 minutes Includes seminar materials. \$47

## Making the Most of a Site Visit with a Member of Congress: Tips on Preparing, Conducting, and Following Up a Site Visit

Getting the attention of your Member of Congress to focus on your issue is more and more difficult. Competing interests, busy schedules, and overburdened staffs are among the hurdles you face. A cost-effective way to reach your Member is to have them visit your environment for a site visit.

- The value of a site visit
- Find out the most appropriate way to invite a member
- How to prepare for the visit—details, details, details
- Conducting the visit
- Following up the visit to seal its success

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded May 4, 2006 ISBN 10: 1-58733-039-3  
Total run time: 46 minutes Includes seminar materials. \$47

## Maximizing the Internet for the Public Affairs Professional

This audio course gives you an overview of how to use the Internet to communicate effectively in public affairs (and couldn't learn just by Googling).

- The Evolving Internet
- Email: The Basic Tool
- Databases: The Basic Asset
- The New Agenda-Setters
- Creating Content
- Retrofitting Your Organization
- The Digital-Age Attitude

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded October 10, 2006 ISBN 10: 1-58733-062-8  
Total run time: 97 minutes Includes seminar materials. \$47

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

As a media relations professional, you operate in a very competitive environment. Have you examined your organization's communications strategies to see if you are maximizing your resources? During this audio course, our experienced faculty discuss:

- Targeting the right audience
- Educating your internal audience
- Capitalizing on your web strategy
- Going beyond "cute" when crafting an informative press release
- Using tracking, monitoring, and evaluating to build on your success

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded September 6, 2007 ISBN 10: 1-58733-067-9  
Total run time: 70 minutes Includes seminar 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

Audio CD format plays in all CD/DVD drives and all CD players.  
Recorded August 16, 2005 ISBN 10: 1-58733-022-9  
Total run time: 75 minutes Includes seminar materials. \$47

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

As the communications professional in your organization, how can you get out good news? In this audio course, we discuss how to

- Overcome internal challenges
- Influence policy and policy makers
- Effectively use your website
- Build a "positive crisis" mentality within your organization

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded September 28, 2006 ISBN 10: 1-58733-046-6  
Total run time: 65 minutes Includes seminar materials. \$47

## Media Relations for the Newbie

This audio course assists the new public or government affairs professional learn how local, state and national media work, and how to work the media. Topics include:

- Tips for dealing with reporters
- What the media can do for you
- Getting the media interested in your organization
- Deadlines and lead time
- Different approaches to pitching to television, print, and radio reporters

Audio CD format plays in all CD/DVD drives and all CD players.  
Recorded May 5, 2005 ISBN 10: 1-58733-017-2  
Total run time: 68 minutes Includes seminar materials. \$47

## PACs in a Nutshell: Political Action Committee Basics

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 Dollars

MP3 format plays in all CD/DVD drives and many CD players.  
Recorded October 24, 2007 ISBN 10: 1587330695  
Total run time: 81 minutes Includes seminar materials. \$47

## PACs in a Nutshell:

Political Action Committee Basics

## Public Affairs Primer for Nonprofits and Associations:

Formulating Strategies and Influencing Congressional Action

Capitol Learning Audio Course on CD MP3

Learning Audio Course on CD MP3

## Preparing for Congressional Oversight and Investigation: A "How-To" for Agency Officials and Members of the Private Sector

Members of the 110th Congress are conducting vigorous oversight and investigations. As an agency official or member of the private sector, you need to be prepared. This audio course discusses:

- What you can expect from a congressional investigation
- How you can develop a strategic response plan
- Actions you can take
- Strategies for oversight hearing preparation

MP3 format plays in all CD/DVD drives and many CD players.

Recorded March 1, 2007 ISBN 10: 1-58733-064-4

Total run time: 80 minutes Includes seminar materials. \$47

## Press Conferences and Media Interviews for Scientists and Engineers

- When to hold a press conference—is there news?
- Who's on stage?
- Press conference checklist
- Preparation tips
- Follow-up strategy
- Steps for media interview preparation—with the reporter—with your office
- Developing the message; staying on point; and going on the offensive
- Developing positive interview answering skills
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- Committee Documents: Calendars, Prints, Markups, Reports
- Leadership Documents and Legislative Advisories: House Calendar, Resolutions from the House Rules Committee, Senate Calendar of Business, Senate Executive Calendar, Senate Unanimous Consent Agreements, Whip Notices, Congressional Record

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- Scheduling, rules committee, the amendment process, and floor action
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