

Media Relations for Public Affairs Professionals

This course is designed to help newer public or government affairs professionals. Our media training explores essential skills to help maximize your message in the Washington media environment. Instruction includes hands-on exercises, an overview of key media players, basic message development, and effective press release and media kit preparation.

Students then put everything together to form a powerful communications plan involving both the Internet and traditional message distribution. Students also gain a core understanding of basic crisis communication planning.

Leadership Competencies emphasized in this course:

Creativity and Innovation • External Awareness • Flexibility
Strategic Thinking • Political Savvy • Written Communication
Interpersonal Skills • Technology Management • Partnering

Agenda

- 8:30 How the Media Works and How to Work the Media
- 10:15 Break
- 10:30 Developing Your Basic Message
- 12:00 Networking Lunch
- 1:00 How to Develop an Effective Press Release and a Complete Media Kit
- 2:15 Break
- 2:30 Putting the Pieces Together for a Communications Plan
- 4:30 Complete Evaluations; Course Concludes

Time and Date

8:30 am to 4:30 pm

- May 4, 2010

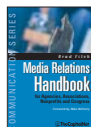
See web site for course location in Washington, DC.

Registration Fee: \$495

To register, fax or mail completed registration form on inside back cover, or online.



Approved for .7 CEU credits
from George Mason University.



Course materials include the Training Edition of the *Media Relations Handbook for Agencies, Associations, Nonprofits and Congress*, by Brad Fitch.

Rave Reviews

"One of the best seminars I have attended. Enough information to give head start in preparing the agency's strategic plan."

"An outstanding day of instruction. Useful in every facet of my job."

Public Affairs Specialist, USDA

"Great speakers, excellent materials."

Media Relations Manager, national association

"Excellent, very practical."

"This opened my eyes to new ways to attracting media attention that I will actively pursue."

Program Coordinator, national association

Related Training:

- Advanced Media Relations
- Writing for Government and Business: Critical Thinking and Writing
- Effective Executive Briefings
- Preparing and Delivering Congressional Testimony
- Public Affairs and the Internet: Advanced Techniques and Strategies
- Speechwriting: Preparing Speeches and Oral Presentations
- Crisis Communications Training

Course URL and secure online registration:

thecapitol.net/mr101.htm or MediaRelations101.com

703-739-3790
www.thecapitol.net

EXPRESS REGISTRATION AND ORDER FORM

Please make photocopies for additional registrations and orders.

**Course, Publication,
or Audio Course on CD**

Item Code (if any) Quantity Price Each Price

Course, Publication, or Audio Course on CD	Item Code (if any)	Quantity	Price Each	Price

Submission of course registration indicates your acceptance of our Payment, Cancellation, Substitution, and Transfer policy, pages 63-64, and at www.AboutCancel.com. Audio Courses are sold with a limited license: TCNLicense.com

Order Total \$

Shipping and handling* \$

(U.S. (includes APO/FPO) only: 8% of Order Total, \$10 minimum)

Subtotal \$

5% tax for VA shipping address* \$

(If claiming Virginia non-taxable status, we must have a copy of your Virginia tax exempt certificate on file.)

* Shipping and handling and VA sales tax on Publications and Audio Courses on CD only.

Total \$

On-Site Training: Please send me information about custom on-site training for my organization.

NAME _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____ EMAIL _____

Method of payment

(Registration and any applicable administrative fees must be paid in full to attend a course.)

- Check** Make checks payable to: The Capitol.Net, Inc.
 Credit Card VISA MasterCard AMEX Discover
 (The charge will appear from TheCapitol.Net.)

YES Add me to your email course announcement list.
(I can unsubscribe at any time.)

NO Do not add me to your email list announcing upcoming programs.

(If both boxes are unchecked, we treat it as a NO. We do NOT rent, sell or share our email list with outside parties. You will be sent an email message to confirm that you want to be part of the list.)

NAME EXACTLY AS IT APPEARS ON CREDIT CARD _____

CARD NUMBER _____ EXP DATE _____ SECURITY CODE _____

AUTHORIZATION SIGNATURE _____

BILLING CONTACT AND ADDRESS IF DIFFERENT THAN ABOVE _____

BILLING EMAIL _____



FEIN/TIN: 54-1917701
SAN: 853-0513

Questions: **703-739-3790**

Fax: **703-739-1195**

Mail: **PO Box 25706**

Alexandria, VA 22313-5706

Secure online ordering
and registration:

www.TheCapitol.Net [web pdf](#)