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Public Affairs Workshop
October 31, 2009
 0900-1700 hrs
 Workshop Fee \$10

Dan McClure Auditorium
Sarasota/Bradenton Airport
 5900 Auditorium Ln
Sarasota, Florida

Directions

Hosted by Group Five Public Affairs
 Capt. Jeff Carlson, Project Officer

This is a great opportunity to increase skills and network with other PAOs in a relaxed and professional environment. This event is being held IAW CAPR 190-1 which requires training for PAOs on an annual basis. The training provided by the event will help to increase the effectiveness of the CAP public affairs program and will assist members in progress leading to the technician, senior, and master level of proficiency in the Public Affairs specialty track.

The facility chosen for the workshop is designed as a meeting place for the Airport Authority Board of Directors and is equipped with wireless internet service and a full suite of audio-visual equipment. It has easy access, is secure, comfortably appointed, and well-maintained which makes for an ideal learning environment.

We have managed to assemble a 'dream team' of public affairs experts for the event. The distinguished panel of facilitators include;

Southeast Region Director of Public Affairs, Maj. Steven Solomon
 Florida Wing Director of Marketing and Public Relations, Capt. Grant Meadows
 Editor of Florida Wing's newsletter *Wingspan*, 2Lt. David Bellis
 President/CEO NetWeave Social Networking, 2Lt. Kevin McNulty, CAP.

The focus of topic discussions and workshop activities will include:

- Success through developing an effective public affairs plan of action.
- Creating better photographs for news stories.
- Working with the media like a pro.
- Developing quality news releases the media can't resist
- Opportunities for success using social media.

Just one of these topic sessions would be well worth the and travel time and workshop fee. This event is scheduled to feature six topic sessions lead by experts in their field. This is a terrific value for both new and experienced public affairs officers, an opportunity you don't want to miss.

Participants will receive material to take away from the workshop and begin implementing these seeds for success back at their home CAP unit. The workshop will include a photography session and participant are encouraged to bring a digital camera to use in the activity.

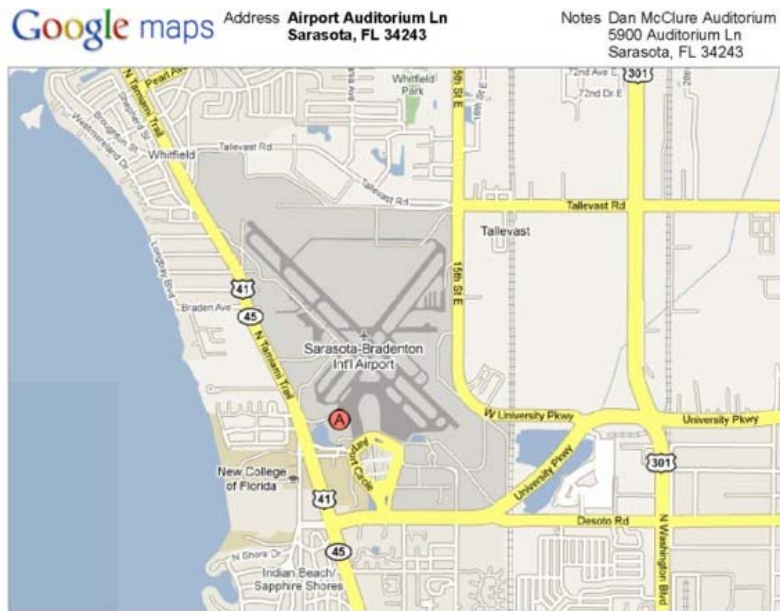
Tentative Schedule:

0800 - Doors open
 0830 - Check-in
 0900 - 1200 Morning Sessions
 1200 - 1300 Lunch Break
 1300 - 1700 Afternoon Sessions
 1700 - End of Workshop

Registration is first come, first serve and is limited to 30 persons. The workshop is open any CAP member, or cadet officers (with commander's approval). Priority is given to Group Five members and members assigned as Public Affairs Officers at the Squadron, Group, or Wing level. Don't delay, send your registration form today. (Checks payable to: FLWG CAP Unit 370)

Uniform of the day: Class B (AF Style or CAP Distinctive)

For more information contact: Capt. Jeff Carlson, jcarlson@flwg.us / (941)228 4254



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