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Events: Core and advanced media training courses, Washington, DC, May 5 and 6, 2009

### **How to Become a Washington Media Rockstar: Generating Consistent Positive Press in a Tight Market With Its Own Rules**

ALEXANDRIA, VA – April 2, 2009-TheCapitol.Net: News coverage in the Washington media can make or break public policy initiatives, lobbyists, and even the careers of politicians—and it's different from news coverage in other markets. This training can help you be successful in this critical arena.

**Media Relations for Public Affairs Professionals:** How to develop a message, press release, media kit, and communications plan to attract Washington beat journalists. Tuesday, May 5, 2009, 8:30 a.m. to 4:30 p.m., at the DC Bar Conference Center.

**<http://www.thecapitol.net/PublicPrograms/mediaI.html>**

- Build your comprehensive strategic communications plan from scratch
- Learn the fundamentals of creating media-sexy news releases, press kits, and other materials
- Get a handle on crisis communication—*before* you need it

**Advanced Media Relations**, for those with *at least three years* experience: Best practices for developing creative pitches, preparing for interviews, and developing media strategies that advance your organization's public policy objectives. Wednesday, May 6, 2009, 8:30 a.m. to 4:30 p.m., at the Goethe-Institut. **<http://www.thecapitol.net/PublicPrograms/mediaII.html>**

- Learn and implement advanced Internet and offline strategies that bring you more coverage
- Shape your media spokespeople and key leaders to be effective, on-message, and welcomed by the press—to be neither a "media mouse" nor a "media hog"
- Leverage the Freedom Of Information Act (FOIA) to ensure better coverage

The seminars are organized by TheCapitol.Net, the exclusive provider of Congressional Quarterly Executive Conferences. All faculty for both programs are subject matter experts on media, with at least 10 years experience.

Each program is approved for .7 CEU credits from George Mason University. Fee includes all course materials, two breakfasts, and two networking lunches. To preserve the small-group, hands-on atmosphere, seating is limited. To register, learn more, get the address and directions, or view the complete agenda, please visit the URLs listed with each course or call TheCapitol.Net directly at 703-739-3790.

Based in Alexandria, VA, TheCapitol.Net offers non-partisan media, legislative, budget and advocacy training and information for thousands of government and business leaders each year.

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<http://www.businesswire.com/news/home/20090402006063/en>