

## REGISTRATION AND APPLICATION

The CTPAA Public Affairs Institute, an intensive, 3-day program of public affairs strategy and management, will be held November 14 – 16 in Washington, DC. You'll learn how to create effective messages, use the Internet as an advocacy tool, perform competitive analysis for issue management, lobby more effectively, and raise and spend money in the most effective way in the campaign arena. The tuition fee of \$3,000 includes housing, meals, books, and evening activities.

Applications for the program will be accepted beginning August 1, 2005 and admissions will be limited to 25 individuals. Successful candidates will be notified in mid-October 2005. Following notification of acceptance, you will be billed for the program tuition. In addition to the information requested below, please provide a description of approximately 300 words that focuses on your career goals as well as a current resume.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Experience: Years in current position \_\_\_\_\_ Years in cable \_\_\_\_\_

**fax to CTPAA at 202-955-1134; email [sjones@ctpaa.org](mailto:sjones@ctpaa.org); or mail to P.O. Box 33697, Washington DC 20033-0697**

# PROGRAM **outline**

## DAY ONE **MONDAY-NOVEMBER 14**

### STRATEGIC MANAGEMENT OF PUBLIC AFFAIRS ISSUES

- ☉ A comprehensive overview of the government relations arena looking especially at functional elements as applied at all levels of governance
- ☉ Demonstrate the critical nexus between success in the political and business arenas
- ☉ Establishing a framework for analyzing public policy conflict
- ☉ Practical skills building through hands-on team sessions

### STRATEGIC COMMUNITY RELATIONS AND GRASSROOTS POLITICS IN THE LOCAL ARENA

- ☉ Grassroots programs as an essential key of community relations for business
- ☉ The role of grassroots in the broader arenas of community relations, public affairs and corporate strategy
- ☉ Fundamental knowledge and skills to construct and execute a grassroots program
- ☉ Developing a grassroots plan using a real world case

## DAY TWO **TUESDAY-NOVEMBER 15**

### POLITICAL MONEY

- ☉ How political contributions fit into the overall business and political strategy of a company
- ☉ Developing a basic appreciation of how to set-up and run a political action committee
- ☉ Demonstrate how advocacy organizations use political money to gain a competitive edge

### STRATEGIC CRISIS MANAGEMENT

- ☉ Introducing the concept of strategic crisis management
- ☉ Translating existing crisis management programs and contingencies into usable strategic tools
- ☉ Strategic crisis management via a practical analysis of an existing crisis management plan

## DAY THREE **WEDNESDAY-NOVEMBER 16**

### USING THE INTERNET AS AN EFFECTIVE ADVOCACY TOOL

- ☉ The Internet as an advocacy tool
- ☉ Utilizing elements of micro-targeting as an advocacy tool
- ☉ Demonstrating practical applications of Internet advocacy using a case study approach

### COMPETITOR ANALYSIS AND THE MANAGEMENT OF PUBLIC POLICY PROGRAMS: THE ISSUE OF INDECENCY ON TV

- ☉ Competitor analysis is a valuable discipline in the public affairs arena
- ☉ Using and tapping into publicly available data to perform competitor analysis in the issue arena
- ☉ Practical application of competitor analysis using the indecency issue as applied to cable television

CABLE TELEVISION PUBLIC AFFAIRS ASSOCIATION *and*  
THE GEORGE WASHINGTON UNIVERSITY  
GRADUATE SCHOOL OF  
POLITICAL MANAGEMENT  
*present...*

# CTPAA

P U B L I C A F F A I R S I N S T I T U T E

# CTPAA PUBLIC AFFAIRS INSTITUTE

A PROGRAM IN EXECUTIVE EDUCATION  
FOR CABLE TELECOMMUNICATIONS PROFESSIONALS IN PUBLIC AFFAIRS

EXCELLENCE IN PUBLIC AFFAIRS MANAGEMENT CREATES A COMPETITIVE  
ADVANTAGE FOR YOUR COMPANY AND YOU.

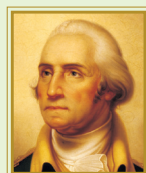
THIS PROGRAM GIVES YOU THAT EDGE.

THE PUBLIC AFFAIRS INSTITUTE WILL BE HELD  
NOVEMBER 14 – 16  
AT THE WATERGATE HOTEL  
2650 VIRGINIA AVENUE, N.W., WASHINGTON, DC

*Change is constant in today's public affairs environment and continuous learning is critical to the growth and long-range success of public affairs executives in the cable industry.*



*This program of executive education is specifically designed for CTPAA and delivered by The George Washington University Graduate School of Political Management (GSPM), the world's foremost graduate program of political management. The GSPM is recognized as the "West Point of the Political Wars," having trained public affairs professionals for over 15 years in all aspects of the discipline.*



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON DC

## PROGRAM FOCUS

THIS INTENSIVE, THREE-DAY PROGRAM WILL EXTEND YOUR VIEWS ON ISSUE MANAGEMENT, MESSAGE DEVELOPMENT AND DELIVERY – AND DEEPEN YOUR STRATEGIC APPRECIATION FOR THE OVERALL ROLE PUBLIC AFFAIRS CAN PLAY WITHIN YOUR COMPANY.

*"To say that I would recommend this program is a gross understatement. I would emphatically do so."*

*Steve Schorr  
Vice President, Public and Government Affairs  
Cox Communications Las Vegas*

*"The Institute addressed a wide range of high-level public affairs topics... I expect it will become a very sought after program and a crowning representation of CTPAA to the industry."*

*Mark Harrad  
Senior Vice President, Corporate Communication  
Time Warner Cable*

*"I can't emphasize how much I was able to gain....and apply to real issues that we face day-to-day at our company."*

*Sol Doten  
Vice President, Affiliate Sales & Marketing  
Fox Cable Networks*

## WHO SHOULD ATTEND?

EXECUTIVES AT THE TOP OF THEIR COMPANY'S PUBLIC AFFAIRS OPERATIONS, AND EXECUTIVES ON THE RISE. THE INSTITUTE IS DESIGNED TO OFFER YOU AND YOUR COMPANY A MORE MEANINGFUL PERSPECTIVE OF THE MAJOR FUNCTIONAL AREAS OF PUBLIC AFFAIRS MANAGEMENT AND AN APPRECIATION OF A LEADER'S ROLE IN GUIDING THOSE ACTIVITIES.

CANDIDATES FOR ADMISSION SHOULD MEET THE FOLLOWING QUALIFICATIONS:

PROVEN MATURITY AND DESIRE TO BE INTELLECTUALLY CHALLENGED  
BY ADVANCED LEVEL INSTRUCTION

A COMMITMENT TO INTENSIVE STUDY

A WILLINGNESS TO ENGAGE IN INTERACTIVE DISCUSSION THAT CONTRIBUTES  
TO THE GROUP'S ADVANCEMENT