

2012 Registration Form

Communicating in the 21st Century

Please print the information requested. You may copy this form as needed.

Nickname or Badge Name

Name

Position/Title

Municipality and County

Address

City State Zip Code

Daytime Telephone No. Fax

*Evening Telephone No.

E-mail

Accessibility & Other Needs

Is Registrant a Municipal Official? Yes No

*For contact regarding course cancellations that may occur after business hours.

Course Locations:

Please be sure to mark the session you wish to attend.

- March 29 / Cumberland County
- April 4 / Lehigh County
- May 17 / Chester County
- May 23 / Centre County

Registration Fee:

(includes tuition, materials and refreshments)

- \$50
- \$75 (includes 3 UCC credits)

Register Online at www.palocalgovtraining.org
or send registration and fee
(checks made payable to PSATS) to:

Pennsylvania State Association
of Township Supervisors
4855 Woodland Drive
Enola, PA 17025

Dates & Locations

If you need directions to any of the locations, please visit the facility's Web site or call the facility at the telephone number listed below.

March 29, 2012

CUMBERLAND COUNTY

PSATS Educational Center
4855 Woodland Drive
Enola, PA 17025
717-763-0930
www.psatsmeetingcenter.com

April 4, 2012

LEHIGH COUNTY

Four Points by Sheraton Hotel & Suites Allentown
Airport
3400 Airport Road
Allentown, PA 18109
610-266-1000
www.fourpoints.com/Allentown

May 17, 2012

CHESTER COUNTY

Days Hotel & Conference Center
943 S. High Street
West Chester, PA 19382
610-692-1900
www.westchesterpa.com

May 23, 2012

CENTRE COUNTY

Toftrees Resort and Conference Center
One Country Club Lane
State College, PA 16803
814-234-8000
www.toftrees.com

PA LOCAL GOVERNMENT TRAINING PARTNERSHIP

County Commissioners Association of Pennsylvania
Pennsylvania League of Cities and Municipalities
Pennsylvania Municipal Authorities Association
Pennsylvania State Association of Boroughs
Pennsylvania State Association of Township Commissioners
Pennsylvania State Association of Township Supervisors

This program is presented in cooperation with the Governor's Center for Local Government Services with funds from the annual appropriation from the General Assembly to the Department of Community and Economic Development. Trainees are admitted without regard to race, color, age, sex, religion, political affiliation, national origin or disability.

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PA LOCAL GOVERNMENT TRAINING PARTNERSHIP

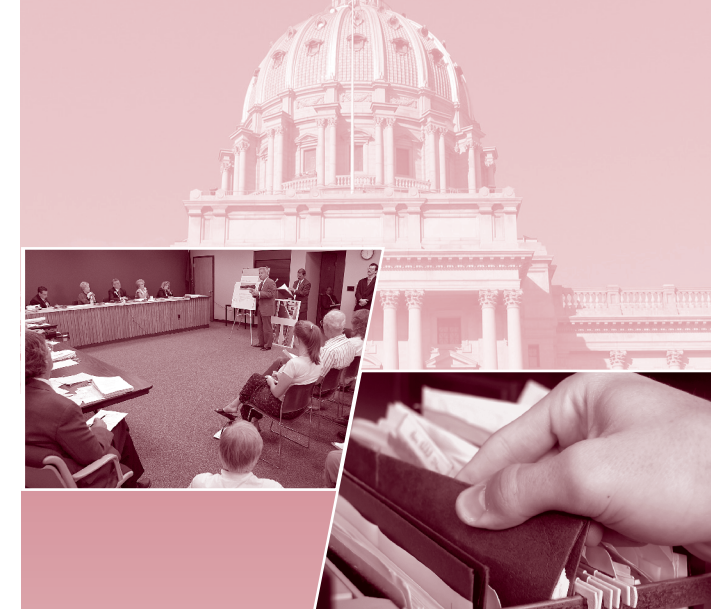
4855 Woodland Drive
Enola, PA 17025

RETURN SERVICE REQUESTED

Governor's Center for Local Government Services

TRAINING PROGRAM

Local Government Administration Series



Communicating in the 21st Century

March – May 2012

**This workshop has been
approved for UCC credits**

pennsylvania 
DEPARTMENT OF COMMUNITY
& ECONOMIC DEVELOPMENT

Communicating in the 21st Century

The advent of social media and online communications has dramatically changed how municipal officials communicate with their varied stakeholders. Many local elected officials shy away from the use of the new social media tools out of fear or ignorance of their operations. This three-hour session will take the mystique out of 'new media', and provide valuable insight and tips into how to effectively use these new 'channels' to benefit your constituencies. Learn how to set up a Facebook or Wikipedia page, discover the importance of 'usability' in your website design, and understand how mass emails can save you time and money in communicating with your residents. The session also includes a review of some of the Best Practices currently in use by municipalities across the country.

All attendees will have the opportunity to place follow-up phone calls with the instructor to provide personalized assistance with their social media program!

Instructors Biography

Randy King is a Senior Communications Instructor Associate with the Harrisburg-based firm of Triad Strategies, one of the largest strategic communications and government relations firms in Pennsylvania's Capital City. Randy specializes in municipal and emergency agency communications and has worked with such clients as Verizon, National Popular Vote, Direct Energy, Capital Area Tax Collection Agency and a host of others.

Prior to joining Triad in 2007, Randy served as the Director of Communications for the City of Harrisburg in the administration of former mayor Steve Reed, for whom he also served as Press Secretary. Randy has particular expertise in emergency management operations, and is a seasoned Public Information Officer and trainer for the National Incident Management System (NIMS) and the Incident Command System (ICS). He is a graduate of the U.S. Army War College's intensive terrorism training program, and has thousands of hours of boots-on-the-ground experience at emergency scenes, ranging from hurricanes and blizzards to prison riots, crime scenes,

hazmat incidents and Ground Zero. During his tenure with the city of Harrisburg, Randy developed the Harrisburg Broadcast Network, a municipally-run conglomerate of two cable access television stations, one of the first-ever municipally-run internet radio stations, and varied online communications channels such as web and blog sites. He was a featured presenter at the National Association of Towns and Townships 2011 national convention in Washington D.C.

Who Should Attend

"*Communicating in the 21st Century*" is primarily oriented to the local elected or appointed municipal official and/or top-level staff who wish to communicate more effectively and affordably with their varied constituents and stakeholders. Township supervisors, managers and secretaries charged with providing information to the general public or news media will especially benefit from this session. This is an entry-level class with no

Schedule

- 12:30 p.m. Registration
- 1:00 p.m. Program Begins
- 4:00 p.m. Adjourn

Outline

- Social Media Today – The Revolution in Communications
- Traditional Media versus Social Media
- Your Website – the Foundation for Social Media
- The Most Important Social Media Channels for Municipal Officials
- How to Set-up a Facebook Page
- How to Set-up a Blogsite
- How to Establish a Twitter account
- Don't Forget About Wikipedia
- Integrating Social Media into Township Communications
- Social Media and Emergency Management
- Social Media Best Practices

prior communications experience, whether in 'traditional' or 'new media' formats, necessary for registration. Seasoned officials who have communications experience will also benefit from this class by learning about new communications practices and strategies.

The session will provide in-depth overviews of the most important social media channels and current Best Practices in municipal communications.

Registration Information

The registration fee for this workshop is \$50 per person, which includes tuition, materials, and break.

The workshop cost is \$75 for those wanting UCC credits.

To register, complete the form and return it to the Pennsylvania State Association of Township Supervisors (PSATS). Please be sure to indicate which session you plan to attend. Registration checks should be made payable to PSATS and mailed along with the registration form to:

PSATS
4855 Woodland Drive • Enola, PA 17025
Fax: (717) 763-9732

You may also register online at www.palocalgovtraining.org. Registrations will be accepted on a first-come, first-served basis. Please register at least two weeks prior to the session. Because material is shipped to the training facility before the session, we cannot guarantee that your name will appear on the registration list if you register within three days of the session. To verify registration or for more information, please call (717) 763-0930. For information on additional courses, please visit our training calendar at www.palocalgovtraining.org.

Walk-in Registrations

Pre-registration is strongly recommended. Walk-ins are accepted on a space-available basis. Please note there are times when a session is cancelled or rescheduled. Registered attendees will be notified of schedule changes prior to the session. Call (717) 763-0930 or visit www.palocalgovtraining.org prior to the session to verify the correct date, time and location. Substitutions are permitted without notice.

Cancellation/No-Show Policy

Cancellations must be received in writing by faxing to 717-763-9732 or sending an email to cancellations@psats.org. Refunds will be determined by the date of the fax or email. A cancellation received less than 10 business days of the session you are registered for, is subject to a \$20 processing fee for refunds. Those who cancel within 2 business days of the session date or do not attend, forfeit the full registration fee and if unpaid, will be invoiced.

Accessibility & Other Needs

All sessions will be held at ADA-accessible locations. Please use the "accessibility needs" line to indicate alternate format, sign language requirements, or any other needs you might have.

Inclement Weather

In the event of inclement weather, please verify that the session is taking place by calling PSATS at (717) 763-0930. If calling outside of normal business hours, enter extension 166. Session cancellations are updated by 7:00 a.m. on the day of a course.