



Media Skills for Professional Planners & Redevelopment Administrators

AGENDA
November 5, 2010

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| 9:00 | Registration |
| 9:30 – 9:45 | Welcome
Leigh Scrabis , SWFL Regional Representative, FRA
Ken Heatherington , Section Chair, APA-Florida Promised Lands Section |
| 9:45 – 11:00 | Working Effectively with Today's Media
Rick Oppenheim , APR, CPRC, CEO/Senior Counselor, RB Oppenheim Associates |
| 11:00 – 11:10 | Break |
| 11:10 – 12:00 | Engaging & Managing Effective Public Involvement
Rick Oppenheim , APR, CPRC, CEO/Senior Counselor, RB Oppenheim Associates |
| 12:00 – 12:45 | Lunch |
| 12:45 – 2:30 | Practical Skills for Working with the Media, Public, and Advocacy Groups
Moderator: Rick Oppenheim , APR, CPRC, CEO/Senior Counselor, RB Oppenheim
Panelists:

Jennifer Berg , Communications Director, Lee County Economic Development Office; Teri Hansen, APR , President, Priority Marketing; Vicki Moreland , Public Affairs Director, Lee County Port Authority; Karen Ryan , APR, CPRC, Public Relations Manager, Lee County Electric Cooperative; and Heidi Taulman , Executive Director, Lee BIA Builders Care |
| 2:30 | Closing & Thanks
Leigh Scrabis , SWFL Regional Representative, FRA
Ken Heatherington , Section Chair, APA-Florida Promised Lands Section |