

PAPERS Online Program Event
Taming the Beast: What You Need to Know About the Press

PAPERS is pleased to announce its second educational offering of the PAPERS Online Program. We hope you'll consider participating in this free educational online presentation Wednesday, February 29th.

Taming the Beast: What You Need to Know About the Press
Speaker – Susan Marden, FPPTA Public Relations Consultant
February 29th, 2012 – 10:30AM

In this online presentation, public relations consultant Susan Marden will provide you with a look inside the workings of the media. Does the press hate public employees? Is there really a vast right-wing conspiracy? What happened to liberal bias? How do we get some equal time? Plus, what you need to know about press etiquette.

This PAPERS Online Program session will be worth 1 (one) CPPT credit with successful completion of a PAPERS CPPT Exam.

While the PAPERS Online Program is designed to accumulate credits for those participating in the CPPT program; the online sessions is available for the *entire* PAPERS membership. The membership is encouraged to attend this free educational offering whether you're currently enrolled in the CPPT program or not.

The purpose of the PAPERS Online program is two-fold. First, the online program is designed to be a convenient way for the PAPERS membership to continue its educational experience. From the comfort of your desk, participants will be able to keep up to date with industry trends, news, and valuable information.

Secondly, the online program is designed to supplement CPPT participants' efforts in acquiring course credits towards their certification. Certification must be completed in a three year timeframe and the online program offers participants an opportunity to make up credits from missed conferences or just to further their progress towards certification.

For more information about the PAPERS CPPT Program or to register please visit www.pa-pers.org.

The online sessions are **free** for CPPT participants as well as the general PAPERS membership.

To register for the February 29th online session please visit:

<http://www.publicpensionsonline.com/PAPERSOnlineRegistration.html>