

# Adventures in Communications

**Free  
Training!**

*A day-and-a-half workshop designed for electric cooperative communicators in Florida and presented in your state*

Looking for a chance to improve your communications skills and network with your fellow cooperative communicators in Florida? How about for **free**? Join the Florida Currents communicators and their magazine publisher, Ruralite Services, for a day and a half of training with certified cooperative communicators and other communications professionals.

Sessions will cover the following topics:

- ▶ An introduction to photographing winning moments
- ▶ Charting an effective communications strategy
- ▶ Developing a positive relationship with the media
- ▶ Taking your photography to the next level
- ▶ Putting the social in your utility's communications
- ▶ A roundtable of industry issues, communications challenges and other topics

**\*\*\* Bonus:** Send in printed material in advance of the training session and receive a written evaluation and suggestions for making your communications product even more effective.

***June 5-6, 2012***

***Peace River Electric Cooperative  
Wauchula, Florida***

***Utilities currently participating in Florida Currents:***

*Escambia River Electric Cooperative  
Glades Electric Cooperative*

*Florida Keys Electric Cooperative  
Gulf Coast Electric Cooperative  
Peace River Electric Cooperative*

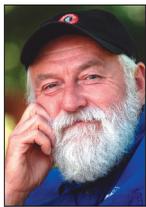
Thank you to Peace River Electric Cooperative for hosting the training!

## Meet the Presenters



### **Claudia Shea, media relations**

Claudia is an Emmy Award-winning journalist with more than two decades of experience. She worked as a television news anchor and reporter with the CBS and Fox affiliates in the greater West Palm Beach metro area, earning an Emmy for a 30-minute documentary, "Among the Dolphins," that she wrote, co-produced and reported. She has won numerous Associated Press awards, including one for an inside look at the lives of Guatemalan migrant workers in South Florida. Claudia reported on the earthquake in Haiti, hurricanes in South Florida and major political elections. She has interviewed President George H.W. Bush, Jesse Jackson and Donald Trump. Claudia now works on a freelance basis for print, Internet and on-camera productions. She began contributing to Florida Currents when the magazine launched in November 2011. Claudia attended the University of Colorado, where she earned a bachelor's in journalism.



### **David LaBelle, photography**

David is an award-winning photographer and a gifted teacher. Seven of his former students are Pulitzer Prize-winning photojournalists. The internationally renowned teacher, author and lecturer conducts photojournalism seminars across the globe and writes a monthly column for Ruralite. David began his photojournalism career as a weekend sports shooter and lab technician while in high school. He has worked for 20 newspapers and magazines in nine states during his 40-year career. He teaches photojournalism at Kent State University, and taught at Western Kentucky University and the University of Kentucky. At 19, David was the youngest photographer ever to win the National Press Photographers Association Region 10 Photographer of the Year. He received the Photographic Society of America's 2002 International Understanding Through Photography Award for "outstanding contribution to international understanding through lecturing, teaching and publications." Past recipients include Ansel Adams.



### **Brenda Somes, communications planning**

Brenda, a certified cooperative communicator, is marketing and member services coordinator for Ruralite Services. Before arriving at Ruralite in 2007, she spent nearly 13 years as the communications specialist for Clay Electric Cooperative—a utility of more than 160,000 customers in north Florida. Brenda brings a utility perspective to her work, which includes graphic design, photography, communications planning, marketing, radio and television. Brenda is responsible for many of Ruralite's special projects—some developed for magazine and other media use, and others as innovative as glow-in-the-dark outage notification stickers. Outside of work, Brenda keeps busy with renovation of a 1940s house that is the subject of a blog. She serves on the board of a local art gallery, and enjoys gardening and singing. Past pursuits include competitive ice figure skating and scuba diving when she lived in Florida.



### **Jennifer Taylor, social media**

Jennifer is supervisor of communications for Seminole Electric Cooperative. Prior to joining Seminole in February 2012, Jennifer worked at the National Rural Electric Cooperative Association as an environmental policy specialist, communicating regulatory and legislative issues with NRECA cooperative members. She also worked in NRECA's communications department creating monthly member content for electric cooperatives as part of the Straight Talk team. Jennifer was a contributing writer for North Carolina's statewide publication, Carolina Country magazine. She began her cooperative career in 2002 at Cape Hatteras Electric Cooperative as the marketing and communications specialist. Jennifer attended the University of North Carolina at Chapel Hill, where she earned a bachelor's in English. She also has a master's in nonfiction writing from Johns Hopkins University.

## Schedule of Events

### **Tuesday, June 5**

- 8:30 a.m.**—Registration opens
- 8:45 a.m.**—Introductions
- 9 a.m. to 11 a.m.**—An introduction to photographing winning moments
- 11 a.m. to 11:15 a.m.**—Break
- 11:15 a.m. to 12:15 p.m.**—Charting an effective communications strategy
- 12:15 p.m. to 1:30 p.m.**—Lunch (catered)
- 1:30 p.m. to 2:45 p.m.**—Developing a positive relationship with the media
- 3 p.m. to 4:30 p.m.**—Taking your photography skills to the next level
- 4:30 p.m. to 5:30 p.m.**—Break
- 5:30 p.m. to 8 p.m.**—Barbecue and social time

### **Wednesday, June 6**

- 6 a.m. to 7:45 a.m.**—Photo shoot (optional field opportunity with David)
- 9 a.m. to 10:30 a.m.**—Putting the social in your utility's communications
- 10:30 a.m. to 10:45 a.m.**—Break
- 11 a.m. to Noon**—Roundtable, Q&A
- Noon to 1 p.m.**—Lunch (catered), training wrap-up and iPad drawing

## To Register:

Please complete and return the registration form by May 1. For workshop-related questions, contact Nell McCauley at (853) 767-4606 or [Nell.McCauley@preco.coop](mailto:Nell.McCauley@preco.coop).

**One attendee  
will win an iPad!  
Other prize drawings**

## Lodging Recommendation:

**Best Western Heritage Inn and Suites**  
2727 US Highway 17 N US  
Bowling Green, FL 33834-5124  
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