



Society for  
Technical  
Communication



<http://www.stcfdc.org>



**Seminar Leader:**  
**"Blogger Bob" Burns**

[www.tsa.gov/blog](http://www.tsa.gov/blog)

The TSA blog was launched in 2008 with the intent of demystifying airport security processes and debunking myths by providing simple, non-bureaucratic explanations of why TSA does what it does to keep the traveling public safe. Curtis "Bob" Burns, best known as "Blogger Bob," is the manager and the primary voice of the blog, and he is supported by other TSA employees who also contribute with posts and responses to comments. Since its inception, the blog has provided a forum for open and transparent discussion between TSA and the public on a wide range of topics including the "why" behind security procedures, information on new policies, and myth busting of media and blog stories. Since its launch, the blog has received over 1 million hits.

**Fees\*: TBD**

**\*FREE WritersUA  
conference registration  
to one lucky winner!**

## SAVE THE DATE!

### "Engaging Your Target Audience Using Social Media" & Competition Awards Celebration

**Saturday, March 13, 2010**

11:30 a.m. - 2:30 p.m.

**Washington Marriott at Metro Center**  
775 12th St NW  
Washington, DC 20005  
202-737-2200

- |                         |   |
|-------------------------|---|
| 11:30 a.m. - 11:55 a.m. | Check-in & display of competition entries   |
| 12:00 p.m. - 12:45 p.m. | Lunch   |
| 12:45 p.m. - 1:00 p.m.  | Opening remarks   |
| 1:00 p.m. - 1:45 p.m.   | <b>Seminar:</b> <i>Engaging Your Target Audience Using Social Media</i><br><br>Curtis "Blogger Bob" Burns, TSA Office of Strategic Communications & Public Affairs  |
|                         | <b>What You Will Learn</b>  |
|                         | <ul style="list-style-type: none"> <li>• How the TSA used social media to improve communication and debunk myths</li> <li>• Best practices for implementation of a social media strategy</li> <li>• How social media can support an organization's mission and assist in decision-making</li> </ul> |
| 1:50 p.m. - 2:05 p.m.   | Competitions introduction & Best of Show presentations  |
| 2:05 p.m. - 2:30 p.m.   | Competition awards  |

**Registration details posted after January 15 at**  
[http://www.stcfdc.org/events\\_calendar.shtml](http://www.stcfdc.org/events_calendar.shtml)