

**MEDIA TRAINING WORKSHOP**  
**104th National Convention**  
**Charlotte, N.C.**  
**Monday, Aug. 28**  
**Charlotte Convention Center, Room 212, Sections A-B, Meeting Level**

*(Note: All times are Eastern. Schedule subject to change.)*

**8:30 a.m.:** Welcome remarks

**8:45 a.m.:** Create Be the One bracelets to support the Legion's suicide prevention initiative  
*(presented by Cory Brockmann, Department of Oregon commander)*

**9:30 a.m.:** Create QR codes for recruiting new members or fundraising efforts  
*(presented by Holly Lewis, Department of Ohio, National Media & Communications council member)*

**10 a.m.:** Download and use the VA PTSD Coach app *(presented by John Kirby, commander of Post 14 in Southlake, Texas)*

**10:30 a.m.:** Capture award-winning photos with any camera *(presented by Edward Lewis, Department of Florida historian)*

**11 a.m. to 1 p.m.:** Break for awards luncheon.

**1 p.m.:** How to get advertisers in print and web media *(presented by Timothy Engstrom, Department of Minnesota director of communications)*

**1:30 p.m.:** Tips to asking the best interview questions *(presented by Matt Grills, American Legion Magazine managing editor)*

**2 p.m. Newsletters, part 1:** Best practices for designing a newsletter *(presented by Media & Communication Commission Chairman Dave Wallace)*

**2:30 p.m.:** Newsletters, part 2: How to increase newsletter open rates *(presented by Jason Reed, digital media manager for the Marketing Division)*

**3 p.m.:** How to start a podcast *(presented by Patrick and Cathy Fegan, founders of Paddy's Got Your 6 podcast)*

**3:30 p.m.:** Questions and answers

**4 p.m.:** Close