



The NAGC Communicator

National Association of Government Communicators

April 2009

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 To honor the service of our military, NAGC is offering a 50% discount on annual membership to active duty military and reservists. Visit www.nacgonline.org for more details.



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WHO WILL WIN THE COVETED BLUE PENCIL & GOLD SCREEN AWARDS?

IT COULD BE YOU!



Find out at the annual Blue Pencil & Gold Screen Awards Banquet, Wednesday, April 23, 7:00-9:00pm, at the NAGC Communications School, International Plaza Resort in Orlando, Florida.



George Selby
NAGC President

President's Perspective

Orlando, here I come!

I am very excited about this year's Communications School with the theme – The Magic of Marketing and Media! I started out in government as a marketer of goods and services produced by the Federal Government. That was – *ahem* – a few years ago. What an education! What excitement! Marketing was my proverbial 'cup of tea' occupationally, and marketing for the Feds was simply my idea of Splenda (no groans, please).

Franklin Roosevelt was asked while President, if he had a chance to pick a different career, what field would he choose? FDR's response was "Advertising," which just happens to incorporate marketing. He noted what an awesome ability it is to be able to convince people all over the country to purchase goods through words and pictures – advertising/marketing.

The fact that I happened to be marketing goods and services designed to help my fellow Americans appealed to the social scientist in me, and from Day-One it was a happy melding of commerce and conscience.

My first position was with the National Audiovisual Center, the main repository and sales agency for 16mm films, slide-tape kits, videotapes, and other media formats. The topics and titles seemed endless (about 30,000 titles that had been catalogued). What a blast! I got to watch them, evaluate them for both production quality and marketability, and then see if my marketing plan and brochure/letter copy were effective. It was a great way to start a career.

So, there it is. Marketing is my "thing."
Always was and always will be. In Orlando, I

look forward to learning the latest marketing techniques and how to apply them in a government, not-for-profit setting. Topics run the gamut from how to create a sound marketing plan, to preparing for communications during a crisis, to measuring the success – or not – of your marketing outreach. Taught by experts in their respective fields, it's your chance to learn from the best while networking with your colleagues.



The NAGC Communicator is published quarterly to keep members apprised of special activities in the organization. Your comments, story ideas and information are always welcome.

Contact Editor John Verrico at jverrico@comcast.net.

Always visit the NAGC Web site at www.nagconline.org for the most current and up-to-date information.

The Science of Communications

What are they thinking?

What actually happens in someone's mind when they have to evacuate a burning building, are told to shelter in place while authorities check out a suspicious package, or hear rumor of a dangerous chemical or biological agent release? What triggers the 'fight or flight' response? Whom do they listen to in an emergency situation? How do they react in a true crisis? This workshop will bring researchers and practitioners together to discuss the science behind how people react to communications in high risk and crisis situations.

The U.S. Department of Homeland Security's Science and Technology Directorate has supported studies at universities, laboratories and industry to examine how people react to worrisome messages, news and in crisis situations.

The National Association of Government Communicators, with technical support from DHS, is once again offering this popular full-day workshop, to focus on the science behind people's reactions and how communicators can evaluate the effectiveness of what they say and how they say it in crisis situations.

Emergency managers, public affairs officers from all levels of government, first responders, members of the media, scientists, and other professionals in the field should not miss this workshop.

Agenda:

- Panel discussions from researchers & communications practitioners
- Case studies
- Risk & crisis communications group exercises
- Discussion of next steps – what research is still needed? How should researchers & practitioners work together?

Key Speakers:

- Amanda Ripley, *Time* magazine reporter and author of *The Unthinkable: Who Survives When Disaster Strikes – and Why*.
- Tim L. Tinker, DrPH, MPH, leader of Booz Allen Hamilton's Center for Risk and Crisis Communication
- Michael Dunaway, Program Manager, Community Preparedness & Resilience, Human Factors Division, Science & Technology Directorate, U.S. Department of Homeland Security
- Jim Stanton, President, Stanton Associates, Vancouver, BC
- Michael Odle, Regional Public Affairs Officer, Bureau of Reclamation, Great Plains Region, U.S. Department of the Interior
- And others

This workshop is being held in conjunction with the Homeland Security Science & Technology Stakeholder's Conference and workshop attendees will also receive free exhibit hall passes to that event.



John Verrico
NAGC Director of
Communications

BACK IN DC!
By popular demand:

"The Science of
Communications"
Workshop

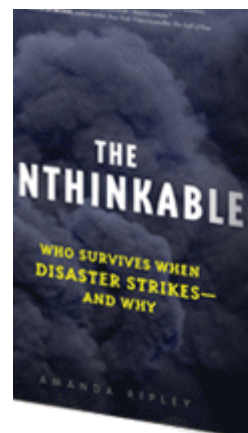
Monday
May 18, 2009
Reagan
International
Conference Center,
Washington, DC

Register at:

www.nagconline.org

Featured Speaker:

Amanda Ripley, a longtime TIME Magazine contributor, has traveled the world studying disasters, natural and manmade. Her book, *The Unthinkable: Who Survives When Disaster Strikes — and Why*, is the first mass-market book to explain how the brain works in disasters — and how we can learn to do better. Meet Amanda at the Science of Communications Workshop, Monday, May 18, 2009, at the Reagan International Conference Center, Washington, DC.



Meet NAGC**MEMBER
SPOTLIGHT***Juliette Rizzo*

Jennifer Callahan
NAGC President-Elect

The first time I met Juliette Rizzo, was at the 2008 Communications School in Albuquerque. I had no idea from that brief introduction what an accomplished person she is—that is, until I began looking for our first “Spotlight” feature. As I learned more about Juliette, I realized that she was very appropriate to be the first NAGC member in the “Spotlight.”

Juliette is currently working full-time as the Director of Exhibits, Events Planning and Agency-Wide Outreach for the Office of Communication and Outreach, U.S. Department of Education, while also secondarily detailed to the National Transportation Safety Board, where she is completing an assessment of internal and external communications strategies for the agency under the managing director.

As if this wasn't enough, Juliette uses her public relations background to raise awareness of arthritis and its impact on 45 million Americans by serving as the volunteer National Public Relations Chair for the Arthritis Walk, an \$11 million property involving nearly 300 events nationwide and more than 80,000 participants. In this role, she mentors more than 200 volunteer public relations chairs in more than 40 national markets via workshops and monthly conference calls. She recently worked with the Arthritis Foundation and Edelman, the leading independent global PR firm, to help co-create and plan the launch of the foundation's “Let's Move Together” national awareness campaign.

Juliette's private sector experience and awards include serving as Public Relations Director for Pierce, DeDittus & Galyean Advertising, receiving the Texas Public Relations Association's “Best of Texas” Award, selection as a national spokesperson, Ms. Wheelchair America 2005, recognition by Washington Women in Public Relations as one of the three finalists for the 2007 Washington Public Relations Woman of the Year award, serving her second governor-appointed term on the Maryland Commission on Disabilities, and recognized as one of Maryland's Top 100 women for 2008.

Damon Brooks Associates, the leading speakers bureau representing people with disabilities, recently listed Juliette as “one of the forerunners on women's health and disability advocacy.” She has been in publications and on radio and television around the world, including Woman's World Magazine, the CBS Early Show, The Today Show, the Discovery Health Channel and NPR.

Juliette holds a Masters of Journalism, from the University of North Texas and a Bachelor of Science degree in journalism from Texas A&M University.

Are you out of breath yet? With all this, she recently found time to help with PR and media planning for the first-ever sold out Disability Power and Pride Inaugural Ball held on Sunday, January 18, 2009, at the National Press Club in Washington, DC.

It would be impossible to list all of her accomplishments in this small space. The “Spotlight” can only provide a glimpse of Juliette, and I hope you will get to know her better at the NAGC



Our members are what set NAGC apart from other communicator organizations. During nearly a decade as an active NAGC member, I have been fortunate to see, first hand, the immense talents and contributions of the rich diversity NAGC members.

Commentary:

It simply is the way it is!

A colleague of mine was discussing a recent article in the NY Times, "Is Social Networking Killing You?" and it encouraged me to writing this piece. So here it is.

I will admit that social networking can be a time-user (not time-waster) depending on your personality type. I find it exciting to see what other people are up to. I don't try to keep up with all the details and typically I just scan the latest things going on. But it's always interesting to learn more about the people you know, want to know, and know already but want to know more. There's the argument that what is happening, by moving to social networking over face to face interaction, is not really interacting socially. But I believe the term "social" needs to be redefined for today's age. Being social is no longer just an activity between a person, or groups of people in the physical world as it's traditionally known. It's ANY interaction including those online.

The biggest thing I've noticed, which I don't believe people realize, is that being more social online actually allows you to be social with a tighter group of people in your offline world. Personally, it's allowed me to be more selective of whom I spend my personal, limited, physical time with. In the past, as I would meet new people, I'd have to be cognizant of calling them or emailing them "just to say hi." I would have to make sure I occasionally went out with them so they knew I "still thought about them" or "still cared." Doing that took a lot of my personal time. I'm not saying that I didn't enjoy spending time with those people, but in an age where we're already hard-pressed for time...the personal time we do have is very precious.

Now, with social networking, I've actually been able to move those occasional meet ups, phone calls, emails, etc from the "offline" world into the socially networked world. I also have my colleagues, close personal friends, and family in that world. Nowadays, my close, offline relationships are with those people that I feel deserve my personal time that I would otherwise be spending doing something else. It's improved those close relationships. They're stronger than they ever were. And now that I'm socially networked those occasional friendships have also improved as a result. I no longer have to remember to call person "X" and person "Y" before they leave for their trip to say "good-bye." I don't have to worry about forgetting person "X's" birthday or anniversary. The social networking tools push that information to me on a daily basis and I can respond if I choose. Now, I spend my offline life growing my personal relationships with family and close friends and grow my online life with everyone else. I also interact more, and with more people, than I ever have before...yet I don't feel stressed or worried about contacting them all the time. Now, it just comes naturally (or virtually). It simply is the way it is.

So, let it be known, that if I want to start spending time you in my offline, physical world then you are very worthy of what limited personal time I have and I'm choosing to share that with you. For those that are not in that category, don't feel bad...there's very few people in it. I simply don't have the time.



Scott Horvath
U.S. Geologic Survey

Scott Horvath is a public affairs specialist, Web developer and podcast producer for the U.S. Geologic Survey, U.S. Department of the Interior.

NAGC & Social Media

Join conversations, share experiences, seek information, and post messages to a wide group of communications professionals! Network with NAGC on Linked-In, Facebook, and now Twitter*.



****Follow our tweets live from the NAGC Communications School!***

NAGC COMMUNICATIONS SCHOOL SNEAK PREVIEW

You Have the Right to Remain Silent

How to Use the New Body Language to Get What You Want!



Janine Driver
The Lyin' Tamer

Do you strive to be more persuasive? Make more money? Possess the knowledge, skills and abilities to break down barriers to colossal success, while avoiding the pitfalls of communication failure?

In the first seven seconds of meeting someone, they have already formulated their first impressions of you. First impressions are key and if you haven't made a positive one, you'll need to do a lot of work to correct it. The success of an interview, negotiation, sale, and counseling session often depends on how well you have developed a rapport with the other person. Now you can explore the meaning of body language and learn one of the most important parts of person-to-person communication: the ability to maintain rapport and control through your actions and words.

"You Have the Right to Remain Silent" is a course designed to familiarize you with current innovative principles and practical applications of rapport building. This will enable you to boost your success, sales, and clientele! You will also learn the three phases of communication to master any subject or task. These cutting-edge strategies used successfully by our expert and thousands of others including recruiters, sales personnel, sole proprietors, public speakers and teachers will help you gain the rapport advantage and revolutionize your success!

Here are some interesting tips:

Eye contact: Professional eye contact should remain within the upside-down triangle area of our face (from the left eyebrow to the bridge of the nose and back to the right eyebrow and across). Never look at the other person's mouth as this is considered a sexual gesture. Avoid staring at the other person's forehead as you will give the impression you are looking down on them.

Always make sure your belly button faces the person you are meeting.

Gesturing with an open palm facing up indicates truthfulness and sincerity. When you have nothing to hide you show your palm, such as when we take an oath. Hitler's palm-down salute was clearly a symbol of supremacy and domination.

Be sure to keep all gestures within the frame of your body or you may be sending a message of being wild and out-of-control.

These tips and more can be found by taking the FREE 5-minute Body Language Do's and Don'ts mini course at www.lyintamer.com, but there will be much more in-depth coverage of this topic at the NAGC Communications School in Orlando.

Come away with nine killer rapport-building strategies. Examine speech patterns, voice tones, word choices, and verbal and non-verbal cues to strengthen your persuasion skills. Observe, examine, and identify how people process information, and practice using their preferred language (visual, auditory, kinesthetic) to influence their attitudes, beliefs, values, and behavior. Use eye accessing and language cues to gain the competitive edge during interviews, negotiations, and counselling. Practice five mirroring techniques to reinforce your ideas, and persuade and influence others.

Janine Driver, has been dubbed the "Lyin' Tamer" because she knows when people are lying! Janine's background is as fascinating as the subject matter she teaches. By day, she spent more than a decade as an award-winning Federal Law Enforcement Officer for the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF), training 30,000+ cops, lawyers and judges in the fine art of separating fact from fiction. By night, she thrilled audiences as a stand up comic who shared the stage with Chris Rock, Robin Williams and Ray Romano.

Today, Janine teaches her recently de-classified body language strategies to thousands of businesses around the globe! Her motto: "If I can teach cops to get the bad guys to confess, then I can teach YOU to easily get the people in your life to say 'YES!'"



Don't miss the chance to see Janine Driver in person! She will be the closing keynote speaker for the NAGC 2009 Communications School. Friday, April 24, 2009 2:45-4:45pm at the International Plaza Resort in Orlando, FL.

NAGC COMMUNICATIONS SCHOOL SNEAK PREVIEW

Building Strong Media Relations

Taking partnerships to the extreme

Who wants to have CNN calling a couple of times a week? Or the Washington Post beating on your door? Have you had that happen? What have you done wrong?

Many of you are probably looking at this as a negative thing? But we are public affairs people. We should want this to happen – and often.

Do you run and hide from the local “fish wrapper” express? What about trade journals? Do you treat them any differently than you do the big guns, such as major networks?

As government communicators, we usually are eager to talk to a trade journal that has a small specialized readership, but not to national networks who could possibly carry our story internationally. Why?

Now for those of the other mind – the ones that say, “if it’s not MSNBC, it’s not worth doing!” I ask you the same question. Why not give the same attention to the local college radio station or a blogger that you do to national press? I don’t know about you, but I get just as excited getting local or specialized coverage as I am with a spot on the networks.

Consider the audience. They may have a small subscriber base, but those subscribers strongly believe the content. These stories can make people passionate. People subscribe to trade journals and specialty magazines because they are interested in the topics and trust the editors to provide them with accurate information. So who is to say which media are important and which are not.

So here is secret #1 to strengthening your media relations: ALL MEDIA THINK THEY ARE IMPORTANT – AND THEY ARE!

Armed with that knowledge, you can fortify your relationships by treating media equally and also treating each of them special. This includes the new media. Professional bloggers should be an important part of your media relations efforts.

There are major changes going on in the media industry right now. Major media companies, such as Gannett Press, have shut down. Specialized media staffs, such as science and health writers, are being down-sized or shifted to general assignments. Smaller media staffs are forced to produce more stories, which means they have limited time to devote to getting *smart* on your issues. This actually presents us with an opportunity to reach out and help these overworked journalists find worthwhile stories.

Reporter: “I’ve been tasked with writing from this angle. Please give me some ammunition I can use to counter this perspective and prove my editor wrong.”

When there is no on-going crisis, schedule regular casual meetings with media. Blogger roundtables and ‘pen & pad’ sessions do wonders with turning general assignment reporters

into your new beat reporter. This does require some effort, but the result will be well worth it.

Building a strong relationship based on mutual trust and you will go far to ensuring continuous fair and balanced coverage of your agency’s stories. Wouldn’t it be nice if a reporter called you before writing a negative story about your agency? And not just for a quote to hang you on. I mean a real heads-up and a **real** opportunity to debunk or soften the bad news.

“I’ve been tasked with writing from this angle. Please give me some ammunition I can use to counter this perspective and prove my editor wrong.” Yes, I have actually had reporters ask this! I’ve even received apologies from reporters when our efforts didn’t work.

Learn how on Friday, April 24, in my media relations break-out session at the NAGC Communications School in Orlando, FL.



John Verrico
NAGC Director of
Communications

Catch the rest of
John Verrico's
media relations tips
on Friday, April 24,
2009, 1:15-2:15pm,
at
the NAGC 2009
Communications
School,
International Plaza
Resort, Orlando, FL.

John Verrico is the media spokesman for the U.S. Department of Homeland Security's Science & Technology Directorate. He has more than 28 years experience in public affairs, primarily for federal and state government agencies, working extensively in media, community and employee relations. John is a retired Navy Master Chief Journalist, a professional trainer on communications and leadership, and was recently reelected to the Board of Directors for the National Association of Government Communicators as Communications Director.

National Association of Government Communicators 2009 NAGC Communications School

April 22-24, 2009 ■ Orlando, FL ■ International Plaza

TRAINING SCHEDULE

TUESDAY, APRIL 21

NAGC Board of Directors Meeting

1:00-5:00 pm
17th Floor Hospitality Lounge

	WEDNESDAY, APRIL 22	THURSDAY, APRIL 23	FRIDAY, APRIL 24
7:00 AM	Onsite Registration Open 7:00 am-5:00 pm Coral A&B	Onsite Registration Open 7:00 am-5:00 pm Coral A&B Breakfast 7:30-8:30 am Atlantic	
8:00 AM	Pre-Conference Workshop Option 8:00 am-5:00 pm (full day) Caribbean C Social Marketing Plan in One Day by <i>Jim Mintz</i> , director, Center of Excellence for Public Sector Marketing	Opening Ceremony 8:30-9:00 am Arctic Welcome <i>George Selby</i> , NAGC President Welcome <i>Buddy Dyer</i> , City of Orlando Mayor	Networking Breakfast 8:00-9:00 am Atlantic Seating by Federal, State and Local level
9:00 AM	Pre-Conference Workshop Option 8:00 am-noon (half-day) Caribbean B Plain Language in Practice: Writing for the Web by <i>Leslie O'Flahavan</i> , partner, E-WRITE	Opening Keynote Speaker 9:00-10:00 am Arctic Changing Mass Behavior by <i>Peter Mitchell</i> , chairman & chief creative officer, Salter-Mitchell / Marketing for Change	Plenary Session 9:00-10:00 am Arctic Media Monitoring by <i>Dr. David Michaelson</i> , President, Echo Research
10:00 AM		Government Communications Expo and Blue Pencil & Gold Screen Awards Display Open 10:00 am-7:00 pm Indian Pacific AM Break 10:00-10:30 am Indian Pacific	Government Communications Expo and Blue Pencil & Gold Screen Awards Display Open 10:00 am-2:45 pm Indian Pacific AM Break—Exhibit Hall 10:00-10:30 am Indian Pacific
10:30 AM		Breakout Session Option 10:30-11:30 am Mediterranean A-C How to Submit a Winning Blue Pencil & Gold Screen Entry Panelists: <i>Maria VanderKolk</i> , NAGC Competitions Director; <i>Susan Sims</i> , Past Award Winner and Judge; <i>Marisa L. Brown</i> , Past Award Winner and Judge; <i>Anistacia Barber</i> , Past Award Winner and Judge.	Breakout Session Option 10:30-11:30 am Mediterranean A-C Challenging Madison Avenue by <i>Nancy Ritter</i> , writer/editor, National Institute of Justice, Office of Justice Programs, U.S. Department of Justice

	WEDNESDAY, APRIL 22	THURSDAY, APRIL 23	FRIDAY, APRIL 24
10:30 AM (cont'd)	<p>Pre-Conference Workshop Options (continued)</p>	<p>Breakout Session Option 10:30-11:30 am Arctic Shock Heard Around the World by <i>Joseph Hice</i>, APR, associate vice president, Marketing & Public Relations, The University of Florida</p> <p>Breakout Session Option 10:30-11:30 am Caribbean A-C Integrated Marketing: A Holistic Approach to Government Communications by <i>Jim Mintz</i>, director of the Centre of Excellence for Public Sector Marketing</p>	<p>Breakout Session Option 10:30-11:30 am Caribbean A-C Taking your Web site 2.0 by <i>CJ Lucke</i>, Community Services Coordinator, Port of San Diego and <i>Glenn Batuyong</i>, Sr. Web Developer, Port of San Diego</p> <p>Breakout Session Option 10:30-11:30 am Arctic Government TV in the Digital Age by <i>Bill Suchy</i>, M.Ed., General Manager, Orange TV & Vision TV and <i>Michael P. Seif</i>, Operations Manager, Orange TV & Vision TV</p>
11:30 AM		<p>Annual Business Meeting Lunch with Keynote Address 11:30 am-1:00 pm Atlantic Social Media and the Changing Role of the Public by <i>R. Craig Lefebvre, PhD</i>, Research Professor, George Washington University School of Public Health and Health Services</p>	<p>Keynote Address Luncheon 11:30 am-1:00 pm Atlantic Discovering Hollywood: A Cost-Effective Resource by <i>William "Bill" Anthony</i>, Special Advisor, Entertainment Media, U.S. Customs and Border Protection</p>
1:00 PM	<p>Pre-Conference Workshop Option 1:00-5:00 pm (half-day) Caribbean B Media Training Vital for Solid Communications by <i>Dr. Joseph V. Trahan III</i>, APR, Fellow, PRSA president, CEO/media trainer, Trahan & Associates, chair-PRSA Educator's Academy, faculty advisor, Georgia State University PRSSA Chapter</p> <p>Pre-Conference Workshop Option 1:00-5:00 pm (half-day) Caribbean A Social Science of Effective Communications for Public Reaction by <i>Dennis Mileti, Ph.D.</i>, Professor Emeritus, University of Colorado at Boulder</p>	<p>Breakout Session Option 1:15-2:15 pm Caribbean A-C How to Write FAQs That Help Customers Help Themselves by <i>Leslie O'Flahavan</i>, partner, E-WRITE</p> <p>Breakout Session Option 1:15-2:15 pm Arctic How to Podcast When Short on Staff and Money by <i>Dave Hebert</i>, writer/editor, US Geological Survey and <i>Scott Horvath</i>, web developer, US Geological Survey</p>	<p>Breakout Session Option 1:15-2:15 pm Mediterranean A-C Behavior Based Research by <i>Michael Dabadie</i>, Senior Advisor, Strat@comm and Managing Director, Promise</p> <p>Breakout Session Option 1:15-2:15 pm Caribbean A-C Building Strong Media Relations by <i>John Verrico</i>, spokesman, Science & Technology Directorate, Department of Homeland Security</p> <p>Breakout Session Option 1:15-2:15 pm Arctic Using Webcasting to Get Ahead of the Curve by <i>Tim Treanor</i>, Chairman & Chief Executive Officer, Online Video Services</p>

National Association of Government Communicators ■ 2009 NAGC Communications School

	WEDNESDAY, APRIL 22	THURSDAY, APRIL 23	FRIDAY, APRIL 24
1:15 PM		<p>Breakout Session Option 1:15-2:15 pm Mediterranean A-C Using a Targeted, Diverse Campaign by <i>Ellen Dougherty</i>, public affairs officer for the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) and <i>Sue Dillion</i>, associate director, Public Relations, Osborn & Barr (St. Louis)</p>	
2:15 PM		<p>PM Break 2:15-2:45 pm Indian Pacific</p>	<p>PM Break—Exhibit Hall 2:15-2:45 pm Indian Pacific</p>
2:45 PM		<p>Breakout Session Option 2:45-3:45 pm Caribbean A-C Speechwriting Advanced: How to Write Career-Boosting Speeches by <i>Joan Detz</i>, author of <i>How To Write & Give A Speech</i> and speechwriting/coaching consultant</p> <p>Breakout Session Option 2:45-3:45 pm Arctic The Odd Couple: Media & PR by <i>Glen Thomas</i>, supervisor, Communications & Public Relations Memphis Light, Gas & Water</p>	<p>Closing Keynote Speaker 2:45-4:45 pm Arctic You Have the Right to Remain Silent by <i>Janine Driver</i>, President, Lyin' Tamer Education, LLC and Body Language Expert and contributor for NBC's <i>Today Show</i>. Dubbed the "Lyin' Tamer" because...she knows when people are lying!</p>
4:00 PM		<p>Closing General Session 4:00-5:00 pm Arctic</p>	
4:45 PM		<p>For Transparency's Sake by <i>Kevin Cate</i>, an Emmy®, Silver Anvil®, Telly®, and Addy® award winning communicator</p>	<p>Closing Ceremony 4:45-5:00 pm Arctic Closing Address <i>George Selby</i>, NAGC President Scholarship Foundation Raffle Prize Drawings</p>
5:00 PM		<p>President Reception—Exhibit Hall 5:00-7:00 pm Indian Pacific <i>George Selby</i>, NAGC President, welcomes all attendees to the 2009 Communications School. Come enjoy the sounds of RYTHMTRAIL, steel drum entertainment!</p>	
6:00 PM	<p>Blue Pencil & Gold Screen Awards Reception 6:00 pm-7:00 pm Okeechobee Patio</p>		
7:00 PM	<p>Blue Pencil & Gold Screen Awards Banquet 7:00 pm-9:00 pm Ontario</p>		

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