



# The NAGC Communicator

National Association of Government Communicators

Autumn 2009

## SPECIAL MEMBER BENEFIT ISSUE

### In this issue...

- ◆What does NAGC membership mean to me?  
Commentary: Back to the basics
- ◆Member Spotlight: Kathryn Stokes
- ◆Blue Pencil Gold Screen Awards Call for Entries
- ◆NAGC 2010 Communications School
- ◆Getting involved
- ◆Much more!

### 50% Membership Discount for Military

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](http://www.nacgonline.org) for more details.



NAGC  
201 Park Washington Court  
Falls Church, VA 22046  
Tel: 703-538-1787  
Fax: 703-241-5603

### Blue Pencil/Gold Screen Awards Call for entries

## Don't let your amazing work go unrecognized!

by Maria VanderKolk, NAGC Competitions Director



**A**s government communicators, we are called upon to deliver critical, yet often technical, information to a sometimes cynical audience with limited budgets. Instead of marketing the latest delicious hamburger, we market the food pyramid. Rather than promoting a skiing vacation in Aspen, we promote ways of reducing congestion on the roads to get there. While some companies explain the latest earnings to their stockholders, we explain how we are spending our stockholders' hard-earned tax money.

It's a tough job. And we do it really, really well! So let's celebrate the important work of government communicators by recognizing our peers through the 2010 NAGC Blue Pencil & Gold Screen (BPGS) Awards competition.



Thinking about the 2010 BPGS awards is probably at the bottom of your lengthy "to-do" list. But before you know it, the holiday season will be upon us and you'll be scrambling to put your applications together. In particular, you don't want to miss the opportunity to save some money in this tight economy; get your applications in by the December 4 early bird deadline!

I am especially excited to announce a new category called

See Awards, page 11

## Have you renewed your NAGC membership yet?

NAGC: Good communications... Good government ©

## President's Perspective

# Behind the Scenes Benefits



George Selby  
NAGC President

### Terrific support from the ASMI Team

**N**AGC is a volunteer-run organization. Your president, vice-president, and all the other board members are unpaid, contributing their time, effort, and expertise to making the NAGC experience valuable for its members.

But, behind every successful volunteer board is a paid management staff that goes to great lengths to bring the vision and direction of your board to fruition. Association and Society Management International (ASMI) is just such an organization. Of course, any company is only as good as its individual employees. That is exactly where ASMI excels.

Its staff is comprised of enthusiastic, creative individuals such as Dawn M. Shiley-Danzeisen, ASMI's Marketing & Communications Director, who has been with the firm since 2001. Dawn was instrumental in helping move NAGC onto firmer financial footing by moving our former print publications to electronic formats. This quickly and dramatically cut costs on both printing and postage, not to mention aligning our marketing to the way today's communicators expect: via the Internet.

Coupled with board efforts to utilize social media like Twitter, Facebook, and LinkedIn, this up-to-date, cost-effective approach has allowed us to offer better programming at our annual Communications School, provide timely updates to the online membership directory, and maximize sequential promotional efforts that would otherwise be too costly to undertake.



Whenever a vacuum is created by the departure of a valued member of most well-run organizations, there is always someone who steps up to fill that void. Such is the case with NAGC Program Manager Michelle Savoie who has taken on many more duties since the departure of Melissa Trumbull. She had been administering the Blue Pencil-Gold Screen Awards Competition, providing most of the support for the Board/governance duties, and now is the primary ASMI staff person on the Conference Committee. I have no doubt she will play a major role in the successful outcome of the 2010 NAGC Communications School in May. In actuality, if you attended the 2009 NAGC Communications School banquet, you have already enjoyed some of the fruits of Michelle's experience and education. I am

referring to the outstanding menu selection NAGC members enjoyed during the banquet. Michelle earned her Professional Culinary Arts and Professional Pastry Arts Certifications from L'Academie de Cuisine. She also operated her own catering firm for 13 years and worked at the Ritz Carlton Hotel as a pastry chef. When it comes to food preparation (I've tasted her divine desserts) and menu selection, you would be hard pressed to find someone more suited for the tasks. Michelle also holds a BA in Anthropology/Archaeology, from the University of Arizona, is a dissertation away from earning her PhD in Social Anthropology, and has work experience with the federal government, nonprofits, and academia. I've worked fairly closely with Michelle over the last year-and-a-half, and have found her a pleasure to work with, and a true professional in every way. Both ASMI and NAGC are fortunate to have Michelle on the team.

NAGC's Executive Director, Beth Armstrong, has been



See ASMI, page 3

*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](mailto:jverrico@comcast.net).

Always visit the NAGC Web site at [www.nagconline.org](http://www.nagconline.org) for the most current and up-to-date information.

**Commentary:****Back to the basics**

**O**ver the years, with the advancement in electronic communications and now the proliferation of social or collaborative media, it has gotten very easy to sit at our desks. Somewhere along the line we may have lost some of our most basic of skills – actual human interaction. Years ago, I used to have to get up from my desk and walk around the building to find people I needed to speak to. If I called them on the telephone, it was only to confirm that they were in the office and set a time to meet if it wasn't immediately convenient right at that moment. Nowadays, I occasionally catch myself sending email or a Google chat message to the person in the next office! The lack of exercise may very well be contributing to my weight gain in recent years.

I remember the days when I would actually converse with a reporter on the phone, instead of sending a text statement. I even seem to recall – now don't be shocked – stopping into the local newspaper office for a cup of coffee with the editor. That was how we built rapport with the press.

I recently attended a luncheon of the U.S. Navy Public Affairs Alumni Association (with the awkward acronym of USNPAAA). The room was full of grey-haired, senior public affairs officers – some still serving in the Navy Reserve, but most long retired. Among them were some of the pioneers of Navy public affairs, including Rear Adm. Bill Thompson - the Navy's first Chief of Information in the early 1970s, and Rear Adm. Jim Finkelstein, who was the CHINFO when I first joined the Navy back in 1981. The guest speaker at the luncheon was the current CHINFO, Rear Adm. Denny Moynihan – easily one of the youngest in the room.

Moynihan noted that he was humbled by being in the presence of the forefathers of our profession and reflected on how he wants to return the community back to the basic skills we were originally taught. Top of the list is writing skills, which he believes have suffered in the age of electronic communication. Just because we write emails all day long, doesn't mean we know how to write. "We need to get back to calling reporters with stories. "We've been living a little on our heels, being reactive," Moynihan said. "I think we should get back up on the balls of our feet and be proactive."

Government communicators do basically three things: media, internal communications, and community relations. In working with the media, the best we can hope for is a balanced story so we sort of break even. Internal communications is important but it is a captive audience. Community relations is the area where we can get the biggest pay-off for our efforts. But you can't do community relations from behind your desk. It takes good, old-fashioned, face-to-face, human-to-human, palm-to-palm interaction.

*John Verrico is the spokesman for the U.S. Department of Homeland Security's Science & Technology Directorate. He is considering purchasing an uncomfortable chair so he won't be tempted to sit at his desk very often.*



*John Verrico  
NAGC Director of  
Communications*

**ASMI**

*Continued from page 2*

Vice President of the ASMI Professional Organization division for many years and was recently named President of ASMI. She also serves as chief executive of two other nonprofit groups. Although she has several acronyms following her name in her official bio, this kind of first-hand experience and managerial expertise cannot be purchased or learned in a classroom, and has led Beth to become one of my most valued advisors as NAGC President. On numerous occasions, when I've needed a "reality check" and an honest opinion on a burning issue facing NAGC, I've never hesitated to contact Beth for her clear, on-target advice. Through her calm demeanor and behind the scenes leadership, Beth assures that our limited resources are wisely spent as in the case of our vastly improved web site; helps flesh out and prioritize new NAGC initiatives and improvements to member benefits; and even does double duty as Recording Secretary at most board meetings.

Since the NAGC Board of Directors hired ASMI as your management company, I have come to know the ASMI family but only mentioned three members here. Each has unique specialties and experiences, and daily contributes to NAGC's continuing success. Get to know them if you can, meet them in person if you are in the D.C. area or are attending an NAGC event, or contact them if you have ideas you would like to share. I know they would love to hear from you.

# What does NAGC membership mean to me?

See what other members say about their NAGC experience.



**T**o find the answer to this question we asked several NAGC members to tell us what it meant to them. What we found was that membership had its tangible benefits, but more important were the intangible benefits of networking and interacting with colleagues. Think about your own membership; why did you join, why do you continue to be a member of the NAGC network? Renewing your membership is easy, just complete the online renewal at [NAGCOnline.org](http://NAGCOnline.org). Don't forget to talk with your colleagues and friends about NAGC membership, be sure to have them put your name on the "Referred by" line of their application form! You could be this year's "Just One" winner!



*I remember my colleagues telling me a driving vacation would never be the same once I worked for the department of transportation. They were right.*

*Were the stripes on the edge of the road in Illinois as wide as ours? How come our directional signs were different? The bridge in Baton Rouge makes our brand new Mark Twain Memorial Bridge crossing the Mississippi River look small! My favorite, though, was in Kentucky. Before a work zone along one of the interstates in Kentucky, a changeable message board read "Leave racin' to the horses....slow down." This particularly tickled my fancy because racing is my passion - although for me it is running in charity marathons along trails and, yes, highways.*

*As you can tell, this was a rather educational trip for me. It wasn't just that we traveled east for the first time. It was the opportunity to see and learn about highways and bridge in other states. My family was sick to death of me pointing out all the things ON the highway!*

*This is why NAGC membership is beneficial. My core business might be highways and bridges, but my core function is communication, and through my membership, I can learn from an entire country of professional communicators. I've been fortunate enough to serve in both health care and manufacturing environments prior to my stint in transportation.*

*Those experiences helped land me a terrific job with the state DOT. Since I am now immersed in the field of transportation, it's refreshing to hear about projects from communicators in other government roles. After volunteering as a judge for the Blue Pencil/Gold Screen awards, I became hooked on NAGC because I took away, borrowed...okay...downright STOLE...a lot of ideas from excellent communication projects entered into the competition.*

*Attending the communications school last year in Orlando for the first time also was a learning experience. I learned I wanted to be a bigger part of the next communications school, because I was so impressed with the caliber of the folks who were running the show. I also learned I would prefer to live in Florida.*

*Communications experts don't become experts by staying in their boxes or only attending conferences that relate to their core businesses. They become experts because of their diverse experiences. Whether you are my colleague in transportation, a homeland security public information officer, or involved in local government, you WILL learn something by becoming involved in the NAGC.*

*Marisa L. Brown, MBC  
Community Relations Manager  
Hannibal, MO*

See Membership, page 5

## Membership

Continued from page 4



With many government communicators wearing many hats and much of the time performing as the one-man show, it is comforting to know a network exists through NAGC for support, as well as strategy.

For many years, I visited the NAGC Web page as an outsider peering into a world I wanted to be a part of but did not think possible without the support or funding for this type of professional development in my public service position. Through the blessing of a government senior leadership program, I finally found my way to NAGC through a leadership development plan, which included professional development by way of communicating with individuals in like positions across the federal government and gathering best practices for my agency.

Excited to join NAGC's ranks, I squeezed all the information, relationships and networking opportunities I could out of my incredible visit to New Mexico's Communications School with all of you. I came away with many new friends, colleagues and opportunities to give back through serving on last year's Communications School Planning Committee.

Engaged as a member, I continue to tap this energetic and resourceful network in all my communications endeavors, both professionally and personally. Serving in a public relations capacity in the planning of a very successful first-ever inaugural ball for people with disabilities, I reached out to NAGC's membership in a request for proposals to promote the event. What a treat to see the timely response generated by eager and skilled members.

To be associated with NAGC is a highlight of my career, and I know the benefits will continue as my involvement deepens.

Juliette Rizzo  
Director, Exhibits and Agency-Wide Outreach  
Washington, DC



I have been active in the National Association of Government Communicators as well as a related organization, the Minnesota Association of Government Communicators, since the mid-1990s. I'm able to attend local workshops through MAGC and attend national events through NAGC. The programs and information at the workshops and NAGC's annual Communications School is outstanding. Because we are all in the same profession, the sessions are tailored to our needs and interests, which means they are relevant to our day-to-day duties. Just as important and enjoyable are the networking opportunities at the events. I've been to six of the Communications Schools and have always connected with people from all branches and levels of government. This has been a valuable experience for me.

Stew Thornley  
Health Educator  
St. Paul, MN

## Find the help you need

# NAGC's Networking Resources

**N**eed help implementing that new communication plan, leveraging social media, or writing a continuity of operations (COOP) plan? You may be surprised at the variety of helpful resources NAGC has to offer! Here are some examples. We are sure you will find something that will meet that special need:







- NAGC Discussion List – tap into the knowledge and talents of NAGC's more than 600 members, receive immediate feedback (All NAGC members are registered users of the discussion list, but you may ask to have your name removed.)
- Social Media – Join conversations, share experiences, seek information, and post messages to a wide group of communications professionals!
  - Twitter – follow NAGC's activities in real time (You must join Twitter before you can start following NAGC's group.)
  - Facebook, LinkedIn, GovLoop – join discussions and add to your professional network through these NAGC communities (You must join these social networking sites before you can participate in the NAGC groups.)
- NAGC Web site
  - Home page — see the latest happenings in NAGC and government communications, plus tap into NAGC's other resources
  - Resources page — discover products on various topics related to government communications
  - NAGC Membership List — locate members in your area
  - Blue Pencil and Gold Screen Award Winners — learn what it takes to excel
  - NAGC Communicator — peruse and share articles on timely topics, pick up useful tips, read about other members' experiences, and more.

Make the most of your membership!

## CHINFO sends message to Navy PAOs about social media



**Dennis Moynihan**  
Rear Admiral, USN  
Chief of Information

*In late September 2009, Rear Adm. Dennis Moynihan, the Navy's top public affairs officer, sent this message about using social media to the Navy/Marine Corps public affairs team. It provides a powerful reminder to all government communicators about professionalism and responsibility as we use these tools more and more, professionally and personally.*

**T**here is no doubt social media has changed profoundly our world as communicators. Professionally, many of us have taken advantage of its exponential power to communicate command messages to the many target audiences, and on a personal level, we are using social media to communicate with our friends, families, and co-workers in a very positive manner.

Bottom line: Its a powerful means to communicate, and we must use it.

That said, recent inappropriate postings and interactions in some social media circles have led me to send this note to you. While the ability to communicate through social media may blur the line between our professional and personal lives, the one thing we must remember is that our role as official spokespersons does not end once we leave the office, or while communicating in social media channels.

As professional communicators for the United States Navy, our leaders have placed an inherent amount of trust in us. In all of our dealings, both personal and professional, we must know our audiences and what we are communicating. Interaction is good, but we must respect each other, remember the chain of command, and never forget that communications in social media channels are "on-the-record," whether you like it or not.

I'm all for being proactive, especially when it comes to using social media to communicate. The evolving nature of communications, where the microphone is always on and we have no control where anything ends up, requires us to consider our audiences and our messages, both intended and, perhaps, unintended.

*"... and never forget that communications in social media channels are 'on-the-record,' whether you like it or not."*

Meet NAGC**MEMBER  
SPOTLIGHT***Kathryn Stokes*

**K**athryn Stokes is another talented NAGC member that I have known since she joined in 2007, when she replaced one of the group members with the Mississippi Department of Employment Security. New member Kathryn immediately became involved serving as a Blue Pencil and Gold Screen judge for three categories. Kathryn then spoke at the Albuquerque, New Mexico Communications School as part of the Blue Pencil and Gold Screen panel, where she talked about her judging experience. She has also been a very active member of the Planning Committee for 2 years. While in Orlando with the 2009 Communications School, Kathryn was also working on communications and logistics with the Host Organizational Committee planning the annual national conference for the National Association of Unemployment Insurance Appellate Boards. Her duties included researching Mississippi, in particular, Memphis for items of interest to attendees at the conference. Planning a trip to Memphis? Talk with Kathryn before you go, she can point you to all the best restaurants and places of interest. She might even know another town that you should visit on your trip.



Kathryn worked in the telecommunications field for 15 years before working briefly as a contractor training Transportation Safety Administration (TSA) baggage screeners. She then took a temporary position at the Mississippi Department of Employment Security working on their Continuity of Operations Plan. When the Public Relations Manager resigned abruptly 18 months later, Kathryn was encouraged to apply and was ultimately hired as the Public Relations Manager. Kathryn has an AA degree from Jacinto College and a B.S. in Speech Communication from the University of Southern Mississippi.

Kathryn is an active member and supporter of Toastmasters International. She is currently the Vice President of Public Relations for Echelon Toastmasters and the Past president. She deserves much of the credit for organizing and promoting the Echelon chapter, which was chartered a year ago. She holds a Competent Communications Certificate and is a charter member of the Central Mississippi Advanced Toastmasters club.

Kathryn is also an author who has written four books: two mystery/suspense; one romance; and one instructional, teaching small to medium businesses how to write a Continuity of Operations Plan. She took on this task after working with businesses in the aftermath of hurricane Katrina. She learned that 70% of the small businesses will never recover from the devastation. Much of this failure is due to a lack of planning for such a disaster as Katrina. Her goal is to give small businesses the basic guidance they need to be prepared to continue operating in the face of disaster.

When Kathryn isn't working, volunteering or writing, she spends time with her Jack Russell, Parson or traveling. She is a firm believer in "Have passport will travel." When you see her at the next Communications School, ask her where she has been lately.



*Jennifer Callahan*  
NAGC President-Elect

*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.*

***A mysterious bag of money, a shady cab driver, and a hair-raising ride through Chicago, make for...***

# ***'An interesting evening!'***



**Karen Leniart**  
NAGC Marketing  
Director

*Certainly much of today's news is dominated by tragedy and sadness, but every once in awhile, a story slips through that warms the heart and restores our faith in the basic goodness of human beings. This summer, one of NAGC's members—and former Board member—Ginny Narsete was the subject of just such a story, and we wanted our membership to hear about her amazing adventure.*

**L**ate one June evening, after a long day of meetings and work at the Environmental Protection Agency (EPA) in Chicago, Ginny Narsete hailed a cab to take her to the train station. When she got in the cab, she noticed a bag with the logo of a local Mexican restaurant and asked the driver if it was his bag. He said no, and she told him she would toss it away when she got out. But when she picked it up, it felt heavy, so she looked inside. To her surprise, she found that the bag contained a bank deposit slip and two bundles of money totaling \$5,000.

Ginny told the driver what she had found and asked him to take her to the police station so she could turn the money in. The cab driver, however, insisted that the money should be left at a cab stand. He began to act strangely and drive around aimlessly, all the while insisting that the money be left at his cab stand. Ginny wanted to put it in official hands, so she called her husband and told him about her predicament, and as an insurance policy, she gave him the cab number and driver's name. Her husband threatened to call 911 if the driver didn't take her to the police station, but still, the driver continued to drive around, running up the fare and refusing to stop the cab.

Finally, after more threats to call 911 and many more miles of driving, the driver did take her to the police station. The fare the driver had run up was much more than Ginny had in her wallet, so she gave him all the money she had, a \$20 bill, and he disappeared into the night. The police quickly determined that the La Bamba restaurant manager had inadvertently left the cash in the cab and notified the restaurant. This was the payroll for his employees—and he was grateful to get the money back. Were it not for Ginny's insistence that the money be turned over to the police, the restaurant employees could not have been paid.

"There are good people in this world," said Ramiro Aguas, co-owner of the La Bamba restaurant chain. "It was very nice of her to bring that money back."

To thank Ginny, Mr. Aguas gave her coupons for free meals at his restaurants, and in true generous Ginny fashion, she gave them all to a local food bank to distribute to the homeless. The restaurant manager also contacted the EPA Headquarters in Washington to express his thanks for Ginny's good deed. The word eventually made its way to Administrator Lisa Jackson, who personally recognized Ginny with a plaque inscribed, "The Administrator's Citation for Distinguished Public Service for Integrity."

Ginny's story of impeccable integrity and persistence in the face of potential danger appeared on local Chicago radio stations and in local newspapers. "The police ended up driving me to the train station," Ginny said. "It was an interesting evening."

Ginny, your friends at NAGC are very proud of you!



**Former NAGC Board member, Virginia "Ginny" Narsete has a little excitement in Chicago.**



# 2010 NAGC Communications School

## coming to Washington DC



### Transparency and Technology

#### Advancing Government Communications

by Krista S. Myer  
Communications Manager  
Missouri State Employees'  
Retirement System

**T**he National Association of Government Communicators (NAGC) will host its next Communications School in May 2010. If previous Schools are any indication, this is an event you don't want to miss!

The NAGC's Communications School is an event where communications professionals from all levels of government have gathered for over 30 years to advance their knowledge and understanding of communicating in a government setting, networking and promoting the interests of government communicators and open and effective government communications.

This event keeps growing and getting better, and this year is no exception. This year's theme is "Transparency and Technology: Advancing Government Communications." As usual, NAGC is on the cutting edge of topic trends and is poised to offer training on some of the hottest topics for today's communicators! NAGC members enjoy the benefit of discounted registration fees!

As one of NAGC's signature events, the Communications School is sure to offer something for everyone interested in advancing government communications to the next level. The 2010 School will present an interesting mix of new technologies that aid in advancing the role of government communications with a nod to the journalists of our past. The event will also be peppered with sessions on graphic design, communications case studies, speechwriting, producing e-newsletters, and even a session on work-life balance.

The long list of interesting topics for this year's School includes:

- ☒ Keynote Speaker Janine Driver
- ☒ Journalists yesterday and today
- ☒ Twitter for the masses
- ☒ Creating the necessary infrastructure to go digital

*See School, page 10*



*Back by popular demand! Body language expert and comedian Janine Driver will be a keynote speaker at the 2010 NAGC Communications School in May.*

# School

*Continued from page 9*

- ☒ Communicating a massive event
- ☒ Harnessing the power of social media
- ☒ Testifying before congress
- ☒ Maintaining a work-life balance
- ☒ And much more!

The School will be in session at the [Hyatt Regency Bethesda](#) in Bethesda, MD, May 17 – 19, 2010. Sitting directly above the Bethesda Metro subway station, the hotel is just minutes from downtown D.C. You can tour the nation's capital, national monuments and Georgetown. Also located nearby are the National Zoo, the National Institute of Health, and American University.

The annual Blue Pencil & Gold Screen Awards ceremony and banquet will be held on May 17. Enter your best work in this national competition that recognizes superior government communications products and those who produce them. Read about the Call for Entries into this prestigious competition in this issue. Winning entries will be displayed during the Communications School, offering participants the chance to see the high quality work their colleagues are doing. NAGC members receive the benefit of discounted entry fees!

Make plans now to attend the 2010 NAGC Communications School - "Transparency and Technology: Advancing Government Communications."

## Special offer for Communications School attendees

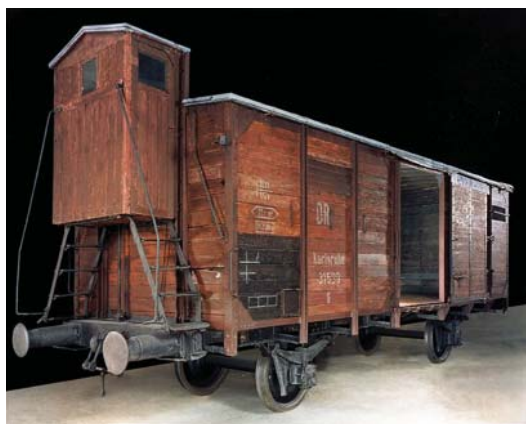
# Visit the Holocaust Museum

**T**he United States Holocaust Memorial Museum is America's national institution for the documentation, study, and interpretation of Holocaust history, and this country's memorial to the millions of people murdered during the Holocaust.

The Museum's primary mission is to advance and disseminate knowledge about this unprecedented tragedy; to preserve the memory of those who suffered; and to encourage its visitors to reflect upon the moral and spiritual questions raised by the events of the Holocaust as well as their own responsibilities as citizens of a democracy.

The Museum welcomes participants of the 2010 Communications School to:

- Make a group reservation to visit our Permanent Exhibition, The Holocaust. The exhibit spans three floors and presents a narrative history using more than 900 artifacts, 70 video monitors, and four theaters that include historic film footage and eyewitness testimonies.
- Visit our groundbreaking special exhibition, State of Deception: the Power of Nazi Propaganda. This exhibition reveals, through rare posters, photographs, artifacts and film, how the Nazi Party used modern techniques as well as new technologies and carefully crafted messages to sway millions with its vision for a new Germany. The legacy of this era continues today, influencing debates about hate speech and the dangers of propaganda in democratic societies, as well as efforts to prevent and punish the crime of genocide. Participate in activities with Museum staff, specially focused for students and teachers of journalism.



- Learn about the architecture of the Museum with our interactive cart program, "What Makes This Building Talk?"
  - Explore additional Museum exhibitions and installations, including:
    - o Remember the Children: Daniel's Story
    - o A Dangerous Lie: The Protocols of the Elders of Zion
    - o From Memory to Action: Meeting the Challenge of Genocide
- To make special arrangements during your visit, please contact JoAnna Wasserman at 202.314.0304 or [jwasserman@ushmm.org](mailto:jwasserman@ushmm.org).

This railcar is just one of more than 900 artifacts on display in the three-story permanent exhibition at the United States Holocaust Memorial Museum in Washington, DC.



## Awards

*Continued from page 1*

“Best in Show.” The first place winners in each category will be judged by the NAGC Board of Directors. The Board will select one top winner, to be recognized along with all other winners at the May 17 awards ceremony in Bethesda, Maryland.

Finally, I hope you'll consider being a BPGS judge. This is a fun and informative way to get involved in the National Association of Government Communicators, and a great

opportunity to get cutting edge ideas from other jurisdictions. If you are interested in being a judge, please contact me at 720-898-7507 or maria-v@arvada.org; or Michelle Savoie at 703-538-1787 ext. 1786 or savoie@nagconline.org. Good luck!

*Enter the BPGS awards by December 4, 2009 to take advantage of the early bird discount, but at least by the final deadline of January 8, 2010. Visit [www.nagconline.org](http://www.nagconline.org) for details.*

## Award Categories

### BLUE PENCIL

#### Publications

External Magazine  
Internal Magazine  
External Newsletter  
Internal Newsletter  
Article

Feature Article  
Science Writing

Soft/Hard Cover Book 50+pp  
Soft/Hard Cover Book 21-49 pp

Brochures/Booklet

Annual Report

Technical or Statistical Report

Special Purpose Publication

Individual Map

Most Improved Publication

Writer's Portfolio

Individual Document Editing

Graphic Design

Graphic Design Portfolio

#### Media Relations

News Release

#### Media Event

Individual Speechwriting

#### Photography

Color or B&W Photography

Visual Communications

Logo

#### Special Purpose Product

Posters

Calendar

Display

#### Special Communications

Shoestring Budget

Conference Materials

Promotional Campaigns

### GOLD SCREEN

Video, Multimedia

Public Service Announcement

Public Affairs or Education Program

Public Relations

News Program

Internal Communications

Instructional/Training/Webinar

#### Documentary

Event Videos

Special Purpose Communications

#### Internet

Website I – informational

Website II – interactive

Web Feature Article

Web Article

#### Electronic Publication

Webcast/Flash Program

E-Newsletter

#### Audio Productions

Audio Public Service Announcement/

Program

Podcast

### COMBINED BLUE PENCIL/GOLD SCREEN

Branding

**\*\*\*NEW CATEGORY\*\*\***

### BEST IN SHOW

## Oops! We left someone out!

Last issue, your editor inadvertently left out the last three categories of the Blue Pencil Award winners. With humblest apologies, we acknowledge them here. These are just the First Place winners. To see the complete list of winners and more photos, visit [www.nagconline.org](http://www.nagconline.org)



Category 29, Shoestring Budget  
City Clerk's Holiday Party - City of Milwaukee  
\* Tina Klose, Julie E. Ferris

Category 30, Conference Materials  
SWAAG 2008 Conference Materials  
Office of the Attorney General-State of Texas  
\* Greg Abbott, Kathy Ingram

Category 31, Promotional Campaigns  
"Grandma's Stash"  
Drug Enforcement Administration, NJ Division  
\* Gerard McAleer, Douglas Collier, Joseph Miele, Angelo Valente





## *Want to get more involved?*

Interested in becoming more involved with NAGC? There are a myriad of opportunities to get involved in important and rewarding work that help to build the association and provide extraordinary benefits for our fellow members. Here are just some examples. Each of these committees would appreciate your expertise and skills.

### **Membership Development Committee**

Volunteers are needed to help spread the word about NAGC and build membership. All aspects of membership development are open to your talents and interests. You could develop targeted prospective member lists; run a direct mail campaign; staff an NAGC recruitment booth at conferences/exhibits; be an “NAGC Ambassador” by co-hosting or attending recruiting-related events; write copy and work with brochure

designers; or follow-up with prospective members in person, by e-mail, or by phone.

### **Blue Pencil & Gold Screen Awards Committee**

Join this committee to help to enhance NAGC’s prestigious awards program honoring government communicators. The BPGS Awards committee requires a year long commitment and once-a-month conference call. You will help to review and revamp the process and the policies for the competition, including defining award categories and judging standards. This committee also focuses on recruiting judges and entrants. Your attendance at the annual NAGC Communications School is not required but is helpful. Committee members in attendance will help set up the banquet and recognition ceremony.

### **Communications School Committee *[FILLED for the 2010 SCHOOL]***

This committee plans and implements the largest and most important annual event hosted by our association – the NAGC Communications School – from the conference program to entertainment, from speakers to special events. The Communications School Committee encompasses the following subcommittees that include committee members who work on specific tasks: General Session and Keynote Address Presenters; Breakout Session Presenters; Pre-conference Training Workshops; Special Events and Fundraising.

*NOTE: This is a closed committee and requires a commitment to attending monthly conference calls. All positions have been filled for the 2010 Communications School. If you are interested in being part of the Communications School Committee for 2011, please send your resume and complete contact information to NAGC Program Manager Michelle Savoie, [savoie@nagconline.org](mailto:savoie@nagconline.org).*

### **Professional Development Committee**

Interested in developing webinars and training workshops or other special educational events? The committee will select the topics and presenters for webinars, workshops (non-Communications School) and other educational events conducted by NAGC.

### **Web Site Committee**

NAGC needs a cadre of folks to regularly visit the Web site to ensure it is useful and timely. The Committee works with the Board to determine a regular schedule of enhancements and prioritize new online features to maintain the online portal to the association.

### **Marketing Committee**

NAGC needs marketing savvy gurus to help promote the association and whet the appetites of potential exhibitors and members. Develop and implement a marketing plan including advertising activity; internet, email and direct mail campaigns; promotions; exhibits; publicity; public relations; and other special events.

Unless otherwise noted, the only requirements to be part of an NAGC committee are current NAGC Membership and the ability to attend committee meetings as determined by the committee chair (typically quarterly or monthly conference calls). If you are interested in joining a committee or other volunteer opportunities, please complete the volunteer form located at: [www.nagconline.org/AboutNAGC/documents/NAGCMemberParticipationForm050809.doc](http://www.nagconline.org/AboutNAGC/documents/NAGCMemberParticipationForm050809.doc). If you have any questions or concerns, contact NAGC headquarters, 703.538.1787 or [info@nagconline.org](mailto:info@nagconline.org).

# *Who will be the next Communicator of the Year?*

## A call for nominees

**N**ominations are now open for the National Association of Government Communicators' most prestigious award: "Communicator of the Year."

Each year NAGC seeks your help in finding a government communicator who has helped instill public trust by effectively presenting accurate, timely and meaningful information. Thinking back over 2009, who do you believe has been the most effective in delivering a government organization's message? We encourage you to nominate that person as NAGC's Communicator of the Year.

The winner of the 2009 Communicator of the Year award will be presented the award at NAGC's Communications School in Washington, D.C., in May, and will join a long line of honorees. Past winners include:

- David Walker, former Comptroller General of the United States, for sounding the warning about government finances
- Max Mayfield, National Hurricane Center director
- Sidney Coffee, Director of America's WETLAND Campaign, for work warning about potential hurricane damage around the Gulf Coast
- Charles Moose, Montgomery County Police Chief, for his calm presence during the sniper investigation in Maryland
- Steve Davis, spokesperson for the Jefferson County Sheriff's Department, during the Columbine High School tragedy

The following is the eligibility criteria for nominating an individual for the Communicator of the Year award:

- The individual must have communicated the message for a government entity during the 2009 calendar year. The nomination may be centered around one project or for a body of work during the year.
- The individual must have generated substantive media coverage for his or her government entity.
- The individual must have been in compliance with the NAGC Code of Ethics in performing government duties with truth, accuracy, fairness, responsibility and accountability to the public.
- The individual may be an NAGC member or non-member. (NAGC national board members are ineligible.)

The deadline for us to receive your nomination is December 31, 2009. Nominations must include:

- A copy of the official NAGC form, with appropriate contact information supplied of the nominee and the nominator;
- A summary, of up to three pages, of the nominee's work history, education and other background. Copies of resumes are acceptable;
- A summary explanation of the reason for the nomination (maximum of 1,000 words);
- Supplemental material including news articles that provide information about the individual's accomplishments during the calendar year.

All nominations should be submitted to Gene Rose, NAGC immediate past president, at [gene.rose@ncsl.org](mailto:gene.rose@ncsl.org) or mailed to Gene Rose, National Conference of State Legislatures, 7700 E First Place, Denver, CO 80230.

To obtain an application and learn more about the Communicator of the Year award, visit <http://www.nagconline.org/Awards/Communicator.asp>.



**Gene Rose**  
*NAGC Immediate  
Past President*



## Win a trip to the 2010 Communications School!

Membership renewal = 1 entry  
Each referral = 1 entry

*Be sure referrals include your name  
in the "Referred by" block of the application.*

# JOIN US IN WASHINGTON, DC MAY 17-19, 2010 FOR THE 2010 NAGC COMMUNICATIONS SCHOOL!



**Transparency  
and Technology**  
Advancing Government  
Communications

NAGC: Good communications... Good government ©

### ***NAGC values your feedback***

NAGC wants your input so that we can continue to incorporate your thoughts into the organization's benefits and membership services. Please access our winter 2009 survey at the following link and let us know how NAGC can better serve you: <http://bit.ly/4Z7bF1>