



# The NAGC Communicator

National Association of Government Communicators

May 2010

## 50% Membership Discount offer for Military continues!

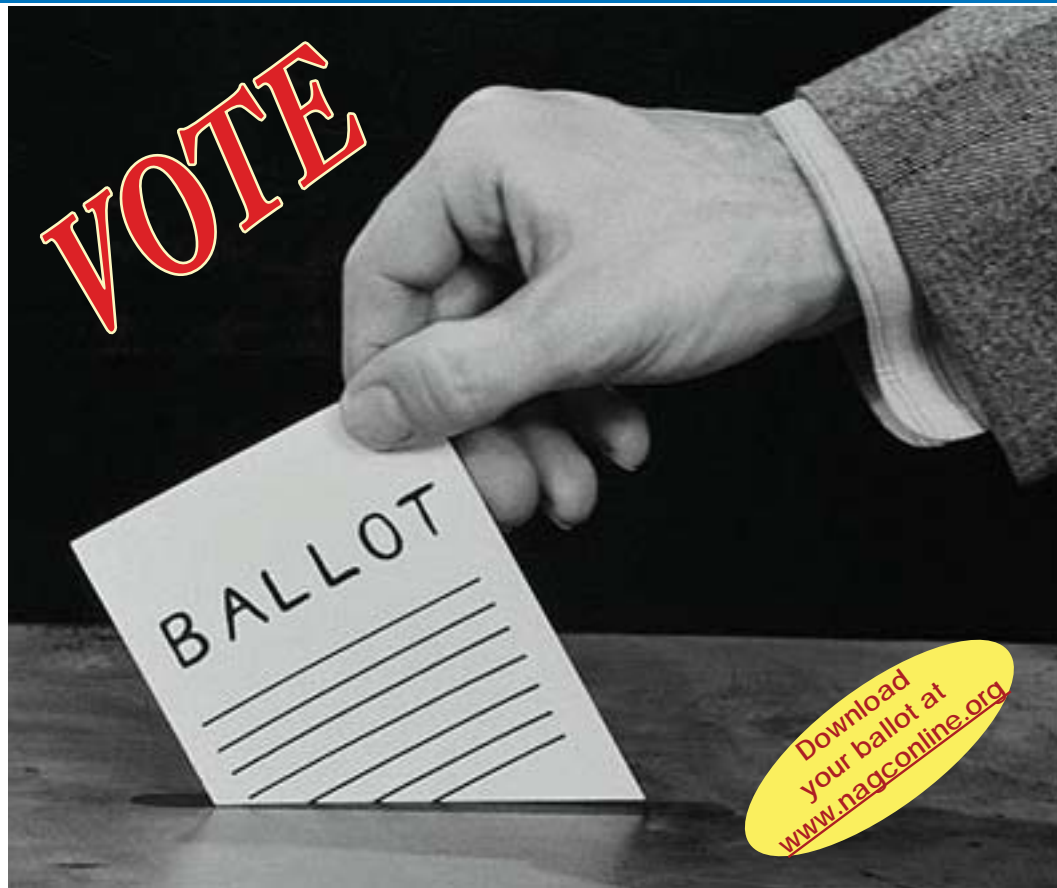
To honor the service of our military, NAGC is offering a 50% discount on annual membership to active duty military and reservists. Visit [www.nagconline.org](http://www.nagconline.org) for more details.

## In this issue...

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# It's time to elect 3 new members to the NAGC Board of Directors

Who will you select as our new:

**President-Elect      Competitions Director**  
**Membership & Volunteer Director**

## Meet the Candidates, pages 4 & 5

## President's Perspective



George Selby  
NAGC President

# A bittersweet message

**T**his is a bittersweet *President's Perspective* that I now write to you. It is the last message I'll be sending you as NAGC president. My term in office is coming to a close in May, at the 2010 NAGC Communications School in Bethesda, MD.

I remember first joining NAGC back in 1980 as a result of my agency's submitting an entry into the Blue Pencil-Gold Screen Competition. It was a great first experience. A promotional publication that I had written won second place in that category, but you wouldn't have known it from the look on my face when I got the award letter. I probably looked like I had won the Virginia State Lottery! What a feeling as a "newbie" to government communications. It solidified my own thinking that this was where I was meant to be, and this was indeed the work I was meant to do.

The other outcome was that NAGC impressed me as a dedicated group of professionals with whom I had a lot in common. They were serious about their work and mission, knew who their true "boss" was (the American people), and were determined to improve the reputation of their profession and the way business was conducted. In short, it was the kind of association to which I wanted to belong.

With the exception of a single period where I worked outside of government, I've been a member ever since. Then, around 1995, I was offered the chance to become a Regional Director and member of the Board of Directors, filling in the remaining months of a term for a Director who was unable to complete her term in office. It afforded me the opportunity to get involved in the inner workings of the association, and the good fortune to get to know the other board members and regional directors at the time.

This experience only reinforced my good feelings about NAGC, that this was an organization where one could make a difference; where one's opinion meant something; where one's voice was heard; and where people worked together for positive change and growth, within and without NAGC.

I got to know some great people on a personal and professional level – the dynamic and "President-for-Life" Gaye Farris; the steady force known as Dave Matustik; and my own mentor, Gene Rose – people who sought no glory other than to stabilize and strengthen the NAGC name, enhance the skills and abilities of its membership through networking opportunities and meaningful programs, and create a sort of "farm system" of peers and mentors to ensure the development of a leadership core for the NAGC of tomorrow. The most recent outgrowth of that is the "NextGenComm committee," spearheaded by GenXers Josh Folk, Allison Eckhardt and Mike Odle (with the unwavering support of Jennifer Lohr, incoming NAGC president, and Glen Thomas, Board Member).

Lest I offend anyone, I must thank at least a few other individuals by name for having made my term in office, a great learning experience to be sure, that much richer for having worked so closely with them.

My thanks go to past and present members of the NAGC Board of Directors including:

Jill Wiggins, Pam Cowley, Ginny Narsete, John Verrico, Maria Vanderkolk, Maria Carolina Rozas, Carrie Moritomo, Glen Thomas, Karen Leniart, Laura Kirkpatrick, and Jennifer Lohr.

I must also acknowledge the phenomenal contribution of our partner and management company, ASMI, Inc., led by Beth Armstrong, NAGC's executive director, and her eminently capable staff, including Michelle Savoie, Dawn Shiley, Mary Ackelson, Debbie Vincent, Kristina Wise, Karen Thompson, Barbara Tyerar, and Hui-Ling Liang, their work behind the scenes made the work of the Board of Directors that much more "civilized," allowing us to focus on true Board work and strategic planning.

See *Bittersweet*, page 3

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

Contact Editor John Verrico at [johnverrico@verizon.net](mailto:johnverrico@verizon.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:

# Training our Replacements

One thing they taught us as Chief Petty Officers in the Navy was that we needed to constantly look over our shoulder to see who is behind us. This is not out of fear or distrust, but to make sure that there is someone coming up who will be capable to take our place when we move on.

Those of us who have been around for a while need to take responsibility for helping the new talent to develop into the next generation of government communicators. (Stay tuned on the development of an NAGC mentorship program in the near future.) Don't let their inexperience fool you, the Millennials entering the workforce today are smart. Certainly smarter than I was at that age. They just haven't had the chance to apply their smarts yet.

No, it isn't skills that they necessarily need to learn from us, but perhaps some ethics and philosophies. If I had to narrow my advice to today's young professionals to just a few things, I would tell them:

- 1) Ask questions. It doesn't make you look dumb. What makes you look dumb is when you don't ask and then something goes wrong.
- 2) Be a critical thinker. Figure out how things work and try to understand cause and effect. This way, when no one is around to ask, you can figure it out yourself.
- 3) Find out what you didn't learn in school. You need to read more, talk more and know more.
- 4) Respect the status quo, but also challenge it. There are always newer, better ways to do things, but understand that sometimes there are good reasons for doing things the old way.
- 5) Be honest with yourself and others at all times. Do the right thing even when no one is watching.
- 6) Take initiative and responsibility for your own career. Seek opportunities for continued professional development.
- 7) Become a leader. We may be in charge now, but we won't be here forever. You need to learn to take over when we're gone. But don't be in too much of a hurry to get rid of us, either.
- 8) Most importantly, have fun. Life is too short to not enjoy what you are doing. ■



*John Verrico  
NAGC Director of  
Communications*

*John Verrico is a veteran communications professional of nearly 30 years, and is also a leadership trainer and motivational speaker. He retired from the Navy Reserve in 2005 as a master Chief Journalist.*

## Bittersweet

*Continued from page 2*

My special thanks also go to Harry "Buzz" Buzzerd, founder of ASMI, Inc. for his foresight and belief in NAGC's future. It is an exciting time to be part of NAGC.

To those of you who are long-time members of NAGC but have not yet taken an active volunteer role in running the association, I urge you to at least think about it. You will not be disappointed. You may be a bit pressed for time, but the payback is incredible. The personal growth you will experience is not to be missed.

In my case, and among other things, the greater the role I took, the more organized I got! The more responsibilities I took on, the more I got accomplished. I polished my writing skills, did some public speaking, agreed to an occasional interview, and consulted with government communicators from other countries whom I otherwise would not have met.

Although I am stepping down as president, I will continue to work for the association and membership as Immediate Past President, and will do whatever I can to support Jennifer Lohr and her goals as incoming president. Jennifer brings a lot "to the table" and I know she will position NAGC for smart growth as NAGC moves into the next decade.

Finally, if you have not yet registered for the 2010 NAGC Communications School, it is not too late to do so. Just go to the NAGC Website, [www.nagconline.org](http://www.nagconline.org), download and complete the registration form, and fax it back to NAGC headquarters. The theme of this year's meeting is, "Transparency and Technology: Advancing Government Communications." Our keynote speaker is Janine Driver, also known as "the Lyin' Tamer." A regular on The Today Show, Janine is worth the price of admission alone!

If you have any questions about the registration process, please call NAGC headquarters at (703) 538-1787. Don't miss out on this once-a-year networking opportunity.

If you have already registered, I hope you will attend the President's Reception during the conference, and allow me to have the pleasure of meeting you face to face.

My best wishes to you all. ■

# MEET THE CANDIDATES

for the office of

## President-elect



### Carrie B. Moritomo

*Public Information Officer,  
State of New Mexico, Albuquerque, NM*

As NAGC President-Elect, Carrie would like to continue the steady growth of both membership and the financial stability of the organization. Carrie has served on the board of directors of NAGC since 2003. She has been the Professional Development Director for two terms and served as the annual Communications School Chairperson. Her leadership has streamlined the planning and execution of the annual conference.

Carrie has been a government communicator for more than ten years at both at the state and local level. She is employed by the State of New Mexico as the Public Information Officer for the Department of Workforce Solutions and serves as the director of all internal and external communications for the department. Job responsibilities include communicating and messaging for all employees, serving as the spokesperson, managing special projects, and serving on the employee training and curriculum team. As the PIO for the New Mexico Department of Homeland Security and Emergency Management, she created and implemented the new department logo, website, and a statewide bi-lingual public awareness campaign on emergency preparedness, which received the 2008 2nd place NAGC Blue Pencil/Gold Screen Award for Promotional Campaigns.

### John S. Verrico

*Spokesman, Science & Technology  
Department of Homeland Security,  
Washington, DC*



John tells us it has been a great honor to have served as NAGC's Communications Director for two terms, but there are many more benefits he'd like to implement for NAGC's members. As your President-Elect, he would be able to apply more than 29 years of professional experience as a public affairs officer for state and federal agencies to develop partnerships that can further benefit NAGC and our members. His background in media, community and internal relations is supplemented by experience as a professional trainer in communications and leadership. John is a retired Navy Reserve Master Chief Journalist and has received multiple awards for professional excellence. John says that his affiliation with NAGC has been the most rewarding experience of his career.

for the office of

## Competitions Director



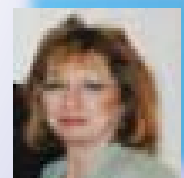
### Maria VanderKolk

*Assistant City Manager,  
Public Information Officer,  
City of Arvada, CO*

Maria VanderKolk is an Assistant City Manager and Public Information Officer for the City of Arvada, Colorado. She has been with Arvada for 14 years. Prior to Arvada, she served as an elected County Supervisor in Ventura County, California, and has also worked in the private sector as a marketing and communications professional. She holds a bachelor of arts in political science, a bachelor of science in business marketing, and a masters in public administration. Maria has been an active member of NAGC for 12 years and a member of the Board of Directors for four years. She has served as the Competitions Director for the Blue Pencil and Gold Screen Awards in 2009 and 2010.

### Kathleen Zona

*Community & Media Relations Office,  
NASA Glenn Research Ctr., Cleveland, OH*



Kathleen has been a member of NAGC since 2005, entering the annual competitions and participating in the awards event and communication school. She has been on the NAGC BP/GS Awards Committee since its inception in July 2007. As a member of that committee she participated on the "Submitting an Award-Winning Entry" telecons for the last 3 years, and was a judge in a variety of categories. She has submitted and won awards in NAGC's annual competition.

Most of Kathleen's government career has involved communicating NASA's research through community outreach and educational programs. Her present position is the editor/manager for the public portal web site for NASA Glenn Research Center in Cleveland, Ohio. This position offers a great opportunity to provide new ways to communicate the latest on NASA's mission and how it affects our everyday lives.

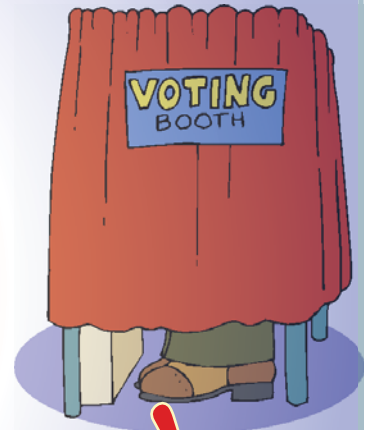
for the office of  
**Membership & Volunteer Director**

**Laura Kirkpatrick**  
*Public Information Officer*  
*County of Monmouth, NJ*



After attending her first NAGC conference five years ago, Laura jumped in, got involved with the awards committee and hasn't looked back. Laura says that NAGC members inspired her to get her Masters in Corporate and Public Communication from Monmouth University. Now, she wants to continue to use her 20 years of communication experience and training to build NAGC's membership and strengthen connections between members. She believes that maximizing member involvement on committees and connecting members via their interests will direct the future of this great organization. Laura tells us that joining NAGC and taking an active role in its success is among the best professional decisions she has made. Laura has served as the Membership Director for the last two years.

**Hurry!  
 Polls  
 close  
 May 7!**



Download  
 your ballot at  
[www.nagconline.org](http://www.nagconline.org)

## NAGC is now on GovLoop!

What is GovLoop, you ask? GovLoop is a rapidly expanding social network specifically developed to provide the government community—federal, state and local—with a space where they can:


- Discuss solutions to government problems
- Collaborate with peers
- Research the latest trends
- Find and contribute best practices

Join NAGC on GovLoop today and become part of the expanding government community of more than 26,000. Simply go to [www.GovLoop.com](http://www.GovLoop.com), become a member, then join the NAGC group. Take a look around, you may find other groups you can tap into or share your experience and expertise with. You might even find a local government group you didn't know existed! Use the NAGC group to network with other government communicators who share the same challenges and successes!



**Also, connect with NAGC on:**



Meet NAGC


# MEMBER SPOTLIGHT

## Josh Folk



Jennifer Lohr  
NAGC President-Elect

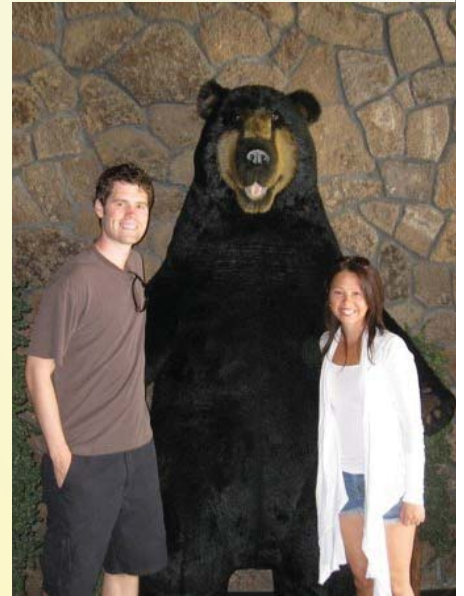
**J**oshua Folk joined the National Association of Government Communicators shortly after attending the 2007 NAGC Communications School as the representative of Online Video Service (OVS), an exhibitor at the school. The following year, he was approached about putting together the video of winners shown at the Blue Pencil and Gold Screen Awards in Albuquerque. Since then, he has produced the video for the 2009 BPGS Awards and been a strong supporter of NAGC.

Josh moved from Seattle to Washington, D.C., in January 2010, and immediately asked how he could better support NAGC and become more involved. NAGC needed help in attracting the 'millennial generation' of government communicators. NAGC's leadership was excited to hear that this was something Josh had been thinking about and saw a need for. He immediately set out forming a committee and developing plan to recruit young communications professionals. Within 6 weeks, he recruited two committee members and had an advisor, Glen Thomas. Thanks to Josh's enthusiasm and leadership, the committee has written goals, a marketing plan, is planning its first event for May 11th in Washington, D.C., and will hold a special event for Next Generation Communicators, NextGenComm, during the 2010 Communications School.

*Editor's note: Read Allison Eckhardt's article on page 7 to find out more about NextGenComm.*

After graduating from the University of Washington with a B.A. in business, Josh immediately went to work for Cintas where, at the age of 22, he had the opportunity to lead the promotion of their new line of services. From there, he went on to work for the Seattle Sonics, until they were sold and moved to Oklahoma City. Josh interned with Online Video Service while in college and recalling his intern experience turned to them, when the Sonics left Seattle. At Online Video Service, he works with government and non-profit communicators to reach stakeholders using video, webcasting and, most recently, interactive video. His understanding of how webcasting can increase the level of transparency within an organization is allowing him to quickly become an expert on the new Open Government Directive.

Josh is an avid runner and reader, but since his move to Washington, DC, most of his time has been networking and getting to know the city and its people...an experience he recommends for everyone entering government communications. ■



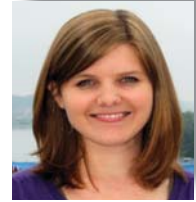
*Our members are what set NAGC apart from other communicator organizations. During nearly a decade as an active NAGC member, I have been fortunate to see, first hand, the immense talents and contributions of the richly diverse NAGC members.*

Introducing:

# NexGenComm

{Next Generation Communicators}

**A**s communicators, we know that fresh ideas are important to keep an organization alive. We also know new blood is needed to keep the heart of that organization pumping. I am excited to introduce the Next Generation Communicators, or NextGenComm, to provide some of that new blood for NAGC. This new caucus within NAGC was born out of the idea that we need to cultivate a relationship between up and coming communicators and NAGC professionals.



Allison Eckhardt  
NexGenComm



When I started my federal career a little over a year ago, I noticed a surprising lack of younger, dedicated individuals. Of those I did meet, many did not want a long government career. After questioning some of my peers, it became apparent that they didn't see the benefit of professional organizations. So when I was approached by Josh Folk to join NAGC and help start NextGenComm, I saw a great opportunity to introduce my generation to a great organization. NextGenComm will highlight the benefits of a professional organization like NAGC, while grooming the future leaders of government communications.

NextGenComm will focus on the 'millennial generation' and will provide specialized attention to these fledgling practitioners. It will highlight the networking opportunities, career guidance and exploration of professional development that is available within NAGC.

Our first event as NextGenComm is a mixer May 11 to introduce the concept to the Washington DC region and get interest flowing. Also, look for us at the 2010 Communications School. We will be gathering interested individuals to talk about NextGenComm over dinner after the President's Welcome Reception.

If you are interested in uniting the next generation of communicators or know of someone who might be, please email [nextgencomm@nagconline.com](mailto:nextgencomm@nagconline.com). We would love to hear from you! ■

Allison Eckhardt is a public affairs specialist with the National Institute of Food and Agriculture in the U. S. Department of Agriculture.



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**NexGenComm Mixer**

**Tuesday, May 11; 6:30-8:30pm**

**Limited RSVP: <http://bit.ly/dfdRoh>**



## Facebook and Twitter for Government:

# A Public Affairs Survey by NAGC and OhMyGov!



**Mark Malseed**  
Executive Editor,  
OhMyGov!  
& NAGC  
member

*Mark Malseed is executive editor and co-founder of [OhMyGov.com](http://OhMyGov.com), an Official 2010 Webby Honoree.*

**W**hat can a government agency or elected official truly accomplish with a social media presence? For many communicators looking to convince a skeptical boss, this is the \$64,000 Question – which, incidentally equals more than \$500,000 in today's dollars when indexed for inflation. Ouch.

Public affairs officials with great aspirations for launching Facebook pages and Twitter accounts have told me they face two major hurdles in getting a social media campaign started. The first is – and this won't come as any surprise – resistance from above. While the TV version of this resistance might be a surly boss dismissing social media with a flick of the wrist and a "Don't waste my time," the reality is that most social platforms are so new that reliable ROI metrics are not available. The boss, in other words, may have a point: when budgets and schedules are pinched, devoting resources to getting a Facebook page up and running can be hard to justify.

The other hurdle we hear about from folks starting up social media efforts is the steep learning curve for mastering the component technologies. It's not that Facebook or Twitter requires a semester's worth of night classes to get going. It's that the demands of our day jobs don't leave much time for tinkering. And tinkering, those with the time to do it will tell you, can make the difference between a so-so social media effort and a runaway success.

No one wants to make a string of rookie mistakes before figuring out what kind of posts really engage your Facebook fans, for example, or how much tweeting is too much. You want to learn the essentials, skip the fluff, and do it all by 5 p.m. today. After all, that primary election or budget hearing is just around the corner. There are countless Web sites (sorry, AP, I meant "websites") run by self-appointed social marketing experts that promise the world: 10 Essential Twitter This, or 5 Must-Have Facebook That, but few understand the particular constraints that a government communicator faces. I say constraints, but it's okay if you read it "shackles."

As we started hearing the same questions and frustrations over and over at OhMyGov, we said it's time to do something about it! Actually, we said "Hey, isn't it time for lunch?", but once back at the office, we sat down to compile a short survey to gather some data about how government communicators approach the social media behemoths.

The 10 questions in our survey are intended to gain some insight into how (and whether) your Agency or Elected Official has a presence established on Facebook and Twitter. With NAGC's help, we are looking to circulate this as widely as possible, gather the data, and later this summer issue a report that will be freely accessible to members. Attendees of the NAGC Communications School in May will have a chance to fill out the survey on (gasp!) paper, but you can fill out the 5-minute survey online TODAY! Just visit the itty-bitty Bit.ly link here: <http://bit.ly/djACea> which takes you to a one-page online form.

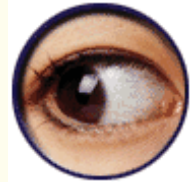
Questions cover when you first began using Facebook and Twitter at your Agency, what the best pieces of advice you received have been, and what advice you'd share with fellow gov communicators for making the most of these social media platforms. We're all in this together, hoping to improve government through better outreach. I hope you'll take a few minutes to share your experiences for this research report. If you have any questions, don't hesitate to contact me at mark.malseed@ohmygov.com. ■



Exposing Government's Wonders & Blunders

# NAGC COMMUNICATIONS SCHOOL SNEAK PEEK!

***“Shaken, Not Stirred: A Recipe for Work-Life Balance”***  
**Tuesday, May 18, 1:15-2:15pm**



## *Finding Balance in Work & Life*

**I**n today’s society, we have a tendency to overcommit ourselves. We take on a lot of responsibilities, make a lot of promises, and feel guilty when we can not fulfill those promises. Unless we are independently wealthy, we have jobs that eat up huge amounts of our time and energy, leaving us too pooped to enjoy what few hours we can carve out for family, friends and ourselves.

Surveys conducted in the past couple of years indicate that the most significant sources of stress in our lives are our jobs and our finances. This can have significant impact on our relationships and our health. As a matter of fact, more than two-thirds of all doctor’s office visits in the United States are for stress-related ailments, according to the American Association of Family Physicians. Stress costs the national economy more than \$300 Billion a year in lost productivity.

This is difficult enough for most people to deal with, and there are some added challenges when you work in the extremely demanding communications-related career fields, especially in government organizations. Spokespersons, speechwriters and photographers may find themselves on call 24/7 and possibly even traveling several times a month, making it even more difficult to find a balance between personal and professional life.

The important thing is first to understand that there is a difference between the two. For example, an “emergency” at home means someone is heading to the hospital. An “emergency” at work means someone missed a meeting. When put in perspective like that, we can begin to see what things we find to be more important. Perhaps it is spending quality time with family and friends, a passionate hobby, or just having some plain and simple down time by yourself. It is up

to each of us to define what our own priorities are, then live our lives to make sure those things don’t get bypassed.

I heard a story about a CEO who worked 90 hours a week. When asked why he worked so hard, he said he needed the money. When asked why he needed so much money, he said he had three ex-wives, and the alimony cost him a fortune. When asked why he had three exes, he said it was because none of them understood how hard he had to work.

We should never let ourselves get like this unhappy man. Never lose sight of what is important. Sometimes, we are so busy trying to make a living to support the family, that we forget about the family we are working so hard for in the first place.

You remember that parable “all work and no play?” Well, it’s true. Don’t postpone happiness. Too often we tell ourselves, “I’ll be happy when I ...” You fill in the blank: get that promotion, get past this project, retire, get a new car, get a new house, whatever. By the time you get to this milestone, whatever it may be, something else is liable to come up and you’ll have a new reason to postpone.

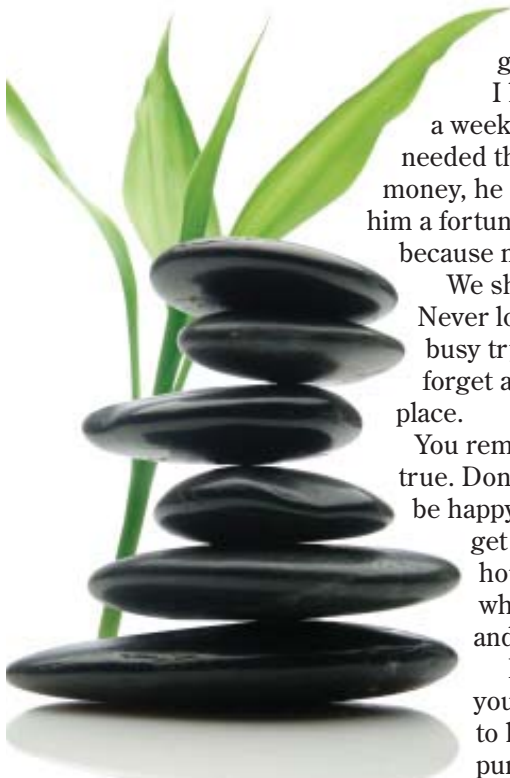
Don’t wait. Be happy now. Find that sweet spot where you are in life right now and be happy in it. Take time out to have fun, delve into your passionate hobby, or even pursue a dream.

When you achieve balance in your life—in your perspective on life—anything is possible. ■



*John Verrico*  
 NAGC Director of  
 Communications

*Learn more on  
 Tuesday, May 18,  
 1:15-2:15 pm  
 at the  
 NAGC 2010  
 Communications  
 School, Hyatt  
 Regency  
 Bethesda, in  
 John’s break-out  
 session about  
 reducing stress,  
 keeping yourself  
 motivated,  
 practicing  
 delegation,  
 learning how to  
 say “no” and  
 finding time to  
 rejuvenate.*





# NAGC STAFF SPOTLIGHT

*NAGC's Board of Directors consists of a group of volunteers who otherwise have full-time jobs as professional government communicators. Someone has to take care of the day-to-day operations and handle all of the negotiations and contracting for our annual conference and other key functions. For the past several years, NAGC has been working with the professional staff at Association & Society Management International, Inc. (ASMI). They do a fabulous job of taking care of the business end of the Association. This feature will highlight the personal side of one of these excellent professionals.*



**Jennifer Lohr**  
NAGC President-Elect

## Debbie Vincent

**NAGC Member Services Coordinator**

**D**ebbie Vincent is the one who e-mails and calls members to remind them to renew their membership, maintains the membership roster, and informs callers of the many benefits of NAGC membership. Last year, she worked with the NAGC Board to organize a phone campaign to all members whose membership had lapsed. This effort alone retained dozens of members who had forgotten or simply not gotten around to sending in their renewal. She is constantly on the lookout for new and efficient ways to contact and recruit new members. If you know of "Just One" person who would be interested in joining NAGC, have them talk with Debbie, you will still get credit for their membership.

Prior to joining ASMI in 1999, Debbie worked as an executive assistant, office manager, and in finance office capacities for Metropolitan Washington area consulting companies. She completed two years at Northern Virginia Community College, majoring in business administration.

Debbie's husband of 14 years, David, comes from a long line of brick masons, and in 2003 Debbie and David started their own masonry business. That business and working at ASMI keep her busy, but Debbie says, "My kids are my life!" She is very proud of her three talented children. Corinne, 15, is a JV cheerleader and plays the flute in her high school concert band. Claudia, almost 13, is a talented artist – drawing and oil painting – plays the cello in her school's concert orchestra, and is an air rifle marksman who will soon be competing for the National Rifle Association. David "Dominic" is only 5 and "he's already almost as tall as me!" says the petite Debbie, who checks in at about 4'11". It looks like Dominic is going to take after his father, who is a towering 6'5"!

Even though her devotion to her family takes up much of her free time, she has found time to pursue some activities she enjoys; reading, cooking and writing. "I am considering taking a course in magazine article writing this fall," she said. "I've started writing a few short books, but with my busy schedule, I have yet to finish one." ■



**Association & Society Management International, Inc.**

[www.nagconline.org](http://www.nagconline.org)



# 2010 Communications School

May 17–19, 2010  Hyatt Regency Bethesda  Washington, DC

*An outstanding,  
cost-effective  
training event held  
specifically for  
government  
communicators.*






**Transparency  
and Technology**  
Advancing Government  
Communications

## WHO SHOULD ATTEND

Federal, state, and local government communicators including contractors who direct and facilitate government communications—editors, writers, graphic artists, webmasters, video professionals, broadcasters, photographers, information specialists, and agency spokespersons.

## 2010 FEATURED SPEAKERS AND TOPICS

-  **Janine Driver** – Body language expert, The Lyin’ Tamer
-  **Lowell Briggs** – “Where Have All the Cronkite’s Gone—What Journalists Are Taught Today”
-  **Leslie O’Flahavan** – “Web-Return On Investment”

**DON'T MISS THE  
GOVERNMENT  
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**May 18–19, 2010**

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