

PROGRAM
For
Government & Media
Perception & Reality Conference
Oct. 26, 2006

Location: [GW University's Cafritz Conference Center](#)

8 a.m.: Registration/Exhibits Open

Continental Breakfast
[Continental Ballroom & 3rd Floor Lobby](#)

9 a.m.: Welcome: **Kathy Newcomer**, Director, School of Public Policy and Public Administration, George Washington University

Keynote Speaker: Karen Hughes, Under Secretary, Public Diplomacy and Public Affairs, U.S. Department of State

Moderator: Carol Harvey, President, Harveydirect; Consultant, U.S. Office of Personnel Management, Retired

Location: [Grand Ballroom](#)

10 – 10:30 a.m.: Nutrition Break/Exhibits

10:30 – 11:45 a.m.: General Session: Interactive Panel of Reporters and Government Communicators to discuss media methods and trends.

Roxanne Russell, Assistant Professor, School for Media and Public Affairs, George Washington University

Jill Olmsted, Associate Professor, Broadcast Journalism, School of Communication, American University

Richard Wolf, Correspondent, USA Today

Richard Mills, Director of Communications, Department of Commerce

Amy Morris, Executive Editor and Acting Programming Director, WFED Radio, sister station of WTOP

Pablo Sanchez, Producer, Univision

Moderator: Dann Stuart, Public Affairs Specialist, Farm Service Agency, U.S. Department of Agriculture

Location: [Grand Ballroom](#)

11:45 a.m.: **Capstone Speaker:** Deborah Howell, Ombudsman, The Washington Post

Location: [Grand Ballroom](#)

12:15 p.m. General Session: Media Intelligence for Government Communicators
Windsor Tanner, Regional Director, Video Monitoring Service
Jonathan Simon, Director, Business Development, VMS

12:30 p.m. – 1:15 p.m. Lunch/Exhibits
[Location: Continental Ballroom & 3rd Floor Lobby](#)

1:15 – 3:30 p.m. – Break Out Sessions, with break from 2:15 – 2:30 p.m.:

Two Hour Sessions:

Whiz-Bang Communications Tools: Leveling the Playing Field for People with Disabilities
Bruce McFarlane, Director, USDA Target Center
Annette Paz, Assistive Technology Specialist, USDA Target Center
Paul Singleton, Deaf Technology Specialist, DOD Computer Accommodations Program
Don Barrett, Assistive Technology Specialist, U.S. Department of Education
Moderator: Denise Decker, Program Analyst, Natural Resources Conservation Service, U.S. Department of Agriculture
[Location: Third Floor Amphitheater](#)

Getting Buy-in with Your Boss, Other Agencies and the Public: A Primer on Persuasive Presentations
Larry Tracy, author, *“The Shortcut to Persuasive Presentations”*
Moderator: Pat Wood, Director of Communications, Federal Consulting Group, U.S. Department of Treasury
[Location: Grand Ballroom](#)

Crisis Communication: Preparation, Execution and Recovery
Judy Tenney, Lead, NASA Strategy and Performance Team & Instructor, University of Maryland, Department of Communication
[Location: Room 307](#)

1:15 – 2:15 p.m. – One Hour Sessions

An Epidemic of Understanding: How Plain Language Is Making a Difference in the Lives of Citizens, the Work of Business, and Accomplishments for Federal Agencies
Thom Haller, Executive Director, Center for Plain Language
[Location: Room 308](#)

Showing Mission Achievement through Website Performance Measures: How to Simplify the Task and Help Web Managers Comply with Federal Regulations
Diane Milleville, Mathematical Statistician, Internal Revenue Service
[Location: Room 309](#)

Internal Communication Consulting for Business Results
Jeffery Brooke, ABC, Director, Employee Communications, U.S. Government Printing Office

[Location: Room 310](#)

Building Good Media Relations: Tips & Advice from the Pros who Know How

Kara Flynn, Director of Communications, the Pew Initiative on Food and Biotechnology

Jerry Hagstrom, Reporter, Congress Daily/National Journal

Christopher Doering, Agricultural Reporter, Reuters

Moderator: Marci Hilt, Communications Coordinator, USDA's Office of Communications

[Location: Room 405](#)

Beyond Mainstream Media: How to Successfully Reach Key Ethnic Markets

Tina Jo Valentin, Executive Vice President, Comunicad and MAPA Communications, Inc.

Lon G. Walls, President and CEO, Walls Communications

Chiling Tong, Associate Director for Legislation, Education and Intergovernmental Affairs, Minority Business Development Agency, Dept. of Commerce

Moderator: Raul Cisneros, Deputy Chief of Staff, U.S. Small Business Administration

[Location: Rooms 413-414](#)

Communications Skills for the 21st Century

W. Dees Stallings, Ph.D., Adjunct Faculty Member, Graduate School, USDA

[Location: Room 301](#)

How to Be a Hero to Your Agency When It Comes to Measuring Results

Angela Jeffrey, APR, Vice President, Editorial Research and Member, IPR Commission on PR Measurement & Evaluation

[Location: Room 302](#)

2:15 – 2:30 p.m. Nutrition Break/Exhibits

2:30 – 3:30 p.m. One Hour Sessions

New Media: How Blogs, Podcasts and other Technological Advances Will Change Government Communications

Major Bret Wilson, Chief Technology Officer, Army Game Project

Chris Heidelberg, Producer and Public Affairs Specialist, Social Security Administration; PhD candidate specializing in Edutainment and Convergence

Steve Fleckenstein, Senior Manager, Deloitte Consulting (Internet Strategy)

Sean Carton, Author and Chief Strategy Officer, idfive (Web Technology and Marketing Consulting)

Moderator: Regina Downing, Public Affairs Specialist, Social Security Administration

[Location: Room 308](#)

Principles of Plain Language

Pat Boyd, Regulatory Analyst, Federal Aviation Administration

Location: [Room 302](#)

Crisis Communications: The Next Katrina

Nicol Andrews, Deputy Director, USDA's Office of Communications

Lara Jakes Jordan, AP Homeland Security Reporter

Moderator: Marci Hilt, Communications Coordinator, U.S. Department of Agriculture's Office of Communications

Location: [Room 405](#)

Serving Up Science for Mass Consumption: The Secrets of Successful Scientific and Technical Communications

Lily Whiteman, freelance science writer, Federal Times columnist, and Treasury Department writer.

Location: [Room 309](#)

The New Battleground in Government Communications: Shaping Relationships and Opinions in the Digital Age.

Alan Minton, Director, The Track Center for Marketing Public Programs - www.marketingpublicprograms.org

David Ehrlich, President, The Track Group - www.trackg.com

Location: [Room 310](#)

The 5 P's of Successful PSA Campaigns

Bill Goodwill, CEO, Goodwill Communications

Moderator: David Starck, External Communications Advisor, U.S. Department of Treasury, Bureau of the Public Debt

Location: [Rooms 413-414](#)

Building Communications into Your Agency's Continuity of Operations Plan and Working with First Responders

James Onder, Media Consultant

Location: [Room 301](#)

3:30 – 4 p.m.: **Nutrition Break/Exhibits**

3:45 p.m. **Prize Drawings – Must be Present to Win**

Location: [Exhibit Area](#)

4 p.m. Conference Closes