



National Association of Government Communicators

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| NEWS RELEASE |

Government Officials Gather in Albuquerque

Ambassador Karen Hughes Leads List of Prominent Communicators Participating

April 22, 2008 (Falls Church, Va.) – Government officials from around the country are converging on Albuquerque, N.M., April 28-May 1, 2008, to learn from experts in the fields of communications. The National Association of Government Communicators (NAGC) Communications School is the only event of its kind providing invaluable networking opportunities and practical educational sessions to help government communicators increase their skills.

Headliners include Karen Hughes, former Undersecretary of State for public diplomacy and public affairs with the rank of ambassador and former director of communications for President George W. Bush; Barbara Cochran, president, Radio-Television News Directors Association and the Radio and Television News Directors Foundation; Steve Crescenzo, senior editor and columnist for both *The Ragan Report* and *The Journal of Employee Communication Management*, and a columnist and contributing writer for *Corporate Writer and Editor*, and Hal Gordon, former White House speechwriter who has written for Gen. Colin Powell and some of America's top corporate executives.

Hughes' presentation, "Communications Challenges from the White House to the World," will explore how to approach an assignment at the State Department to change the perception of the Middle East about America and Americans – and vice versa. Also, in this election year, Hughes will share experiences as President Bush's chief spokesperson during his campaigns for Governor and President, as well as the challenges a spokesperson faces in the White House.

In his session, "The Future of Messaging in a Social Media Revolution," Crescenzo will help government communicators learn how to use blogs, podcasts, and other social media tools to help their organizations disseminate their messages.

The 2008 NAGC Communications School is being held at the Albuquerque Marriott on Louisiana Boulevard. Complete program details are available online at www.nagconline.org. Speaker presentations are open to the press. Contact Melissa Trumbull, program manager, for more information or to indicate press presence at particular sessions.

The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons.

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