



The National Association of
Government Communicators

To The Point

January 2010

Make 2010 a *Turning Point* for You

By George Selby, NAGC President

Dear Communicator:

Are you at a crossroads in your career? Is your work not challenging enough? Are you ready to move up to bigger and better things?

If you're looking for a new direction... yearn for real opportunities... and aspire to leadership in your chosen field... I'm writing directly to you – NAGC member or not – to help you make 2010 the year you take control of your future and put yourself on the path to success.

Success is truly up to you, *if* you are prepared. You must decide the steps to take that will lead to true professional achievement, and then take those steps. No one can do this for you.

As president of NAGC, I can *unequivocally* state – based on my own experience -- that by combining the following three action steps, you will take a *major leap forward* in personal and professional accomplishment, skills development, networking, and career building.

Here are three simple actions you can take that will pay long-term dividends.

1. Join or renew your membership in the National Association of Government Communicators. Membership in NAGC is not merely a credential on a resume. It is an opportunity for you to join a group of highly motivated peers who view their professional work, not merely as a job, but as a privilege.

You value the opportunity to serve your fellow citizens, delivering on the promise of a government “of the people, by the people, and for the people.” But, delivering on this promise takes effective, clear communication *between* the government and the people.

You are that link. You are the voice of government. You are the future.

Are you ready for that awesome responsibility?

By joining NAGC, you will have the chance to help shape communications policy, set public information standards, apply what you have learned in your work, and then build on that knowledge base.

Today, we face a tough job market, where having the requisite degrees and diplomas by themselves will no longer guarantee a job offer. But, bring a potential employer in-depth real-world experience with your advanced formal education and you will, at minimum, be “a contender.”

Joining NAGC will help you accomplish your goals by offering you a variety of *challenging, exciting, and meaningful* volunteer opportunities that will provide you with skills applicable to virtually every paid managerial and supervisory position.

Learn the art of negotiating with vendors... *plan* educational programs from concept to delivery... *coordinate* not just a single exhibit, but a hall full of exhibits... *build* partnerships and coalitions with other national organizations... *develop and monitor* contracts... *meet* with your counterparts from around the world... *market* the association using the latest technology... or *raise funds* for a worthwhile cause. These real-world experiences cost real dollars, affect hundreds of government communicators, and enable you to state without exaggeration, “Yes, I did that!”

The point is: the opportunity is there. Join NAGC.

2. NAGC member or not, you can still gain notoriety among your peers, colleagues, and your supervisors by having your work recognized in a juried competition.

Find out how your published materials measure up by submitting your best work into the **2010 NAGC Blue Pencil-Gold Screen Awards** competition. Submitted by staff at all levels of government, your work will be up against the “best of the best” communications vehicles, including brochures... press releases... magazine articles... promotional literature... statistical reports... PSAs... audio and video programming... and of course information released via the Internet. There are more than 50 categories to choose from.

Winning a Blue Pencil or Gold Screen Award is clear recognition from professionals across the country that your work has achieved an *exemplary level of quality* that clearly has gotten your agency’s message across to your constituents in the most effective manner.

As in the case of membership, noting that you are an NAGC Blue Pencil or Gold Screen Award winner is more than a mere line item on your resume. These awards are the most prestigious awards given specifically for outstanding government communications by any organization anywhere.

Please note that the deadline for submissions to the 2010 competition is January 8, 2010. For entry forms and information on how to submit your work, go to the NAGC Web site, www.nagconline.org.

3. The lifeblood of communication starts with the written or spoken word. People learn, take action, change behavior, modify their thinking, or one way or another respond to what you write and say.

At NAGC, we are always looking to share our knowledge and experience with fellow members. You can too, by publishing professional level articles in the *NAGC Communicator*, our quarterly online publication that reaches more than 625 NAGC communicators. Or, post your presentation in the “Members Only Resources” section on NAGC’s Web site, www.nagonline.org.

Whether it is a case study, interview, style manual, or statistical report, NAGC members want to read them, learn from them, and adapt them for their own needs. You can help your peers avoid having to “reinvent the wheel.”

And, I can promise you that when someone who needs your expertise reads your information and advice, you will hear from that grateful reader.

Now, *that* is something to put on your resume.

For more information about the benefits of NAGC membership or the NAGC Blue Pencil-Gold Screen Awards visit our Web site at www.nagconline.org.

If you would like to speak with me directly, please call me at 301-763-4461.

Make 2010 a turning point for you!

Sincerely,



George Selby, NAGC President

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