



**National Association of
Government Communicators**

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| NEWS RELEASE |

Government Officials Gather in Oak Brook for Program Highlighted by Nationally Recognized Communications Experts

April 19, 2007 (Falls Church, Va.) – Government officials from around the country are converging on Oak Brook, Ill., April 23-26, 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 Richard Laermer, co-author *Punk Marketing* and CEO of RLM Public Relations; Joan Detz, author of *Can You Say a Few Words?* and *It's Not What You Say, It's How You Say It*; and John H. White, staff photographer for Chicago Sun Times and professor at Columbia College.

Laermer's presentation is based upon the top-selling book, *Punk Marketing: Branding of a Revolution*. The book is the practical guide to connecting with consumers in an ever-changing world in which technologies such as TiVo, YouTube, MySpace, Bebo, Helio, blogs, podcasts and the like are putting power firmly in the hands of the consumer. His presentation will provide guidance to anyone trying to make sense of tremendous changes that occur daily as lines between commerce, content and consumer continue to blur.

"Joan Detz has gone a long way toward taking the mystery out of writing and giving an effective speech. For this I will find it hard to forgive her," state former N.Y. Governor Mario Cuomo. Detz will conduct a session providing practical speechwriting advice.

Chicago's own John White is a Pulitzer Prize photographer and will present to the general audience his inspiring "Keep in Flight."

Complete program details are available online at www.nagconline.org. Speaker presentations are open to the press. Contact Chad Nelson, communications assistant, 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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