



2016 George Mason University
Student/Industry Communication Forum

An annual event sponsored by The Insight Committee of
the Department of Communication

POLITICAL & POLICY COMMUNICATION FORUM:

IMPACT, ETHICS, AND THE ART OF PERSUASION

TUESDAY, OCTOBER 25

9:30 A.M. – 12:45 P.M.

DEWBERRY HALL, JOHNSON CENTER

#MASONCOMMFORUM16

PURPOSE

The language of politics has grown ever coarser. Candidates who shout the loudest often attract the most attention, while truth and accuracy of facts in political rhetoric now seem stretched to their breaking point. Are today's candidates forced to play into this unfortunate state of affairs – or are they driving it?

In this new reality, what will be the responsibilities and opportunities for the next generation of public affairs, media and advocacy professionals? As the people who will be writing the speeches, producing the campaign ads, and reporting on the candidates, Mason Communication students will be called on to shape and lead our nation's political discourse. And beyond communication, all Mason students have something at stake, as well as roles to play as citizens and voters.

SCHEDULE OF EVENTS

9:30AM	WELCOME & INTRODUCTIONS ÁNGEL CABRERA, President, George Mason University DEBORAH BOEHM-DAVIS, Dean, College of Humanities and Social Sciences S. DAVID WU, Provost & Executive Vice President, George Mason University
9:40AM	OPENING KEYNOTE ADDRESS MARTIN O'MALLEY, Former Governor of Maryland, Democrat
10:00AM – 11:00AM	PANEL DISCUSSION MODERATOR – MICHAEL SHEAR, White House Correspondent, New York Times TORIE CLARKE, Senior Vice President of Global Corporate Affairs, SAP LINDA QIU, Staff Writer, PolitiFact EMILY VRAGA, Ph.D. Political Communication Scholar, George Mason Univ. ARZU TUNÇATA TARIMCILAR, Board of Directors, GAMA Holding
11:15AM	CLOSING KEYNOTE ADDRESS MARK MCKINNON, No Labels Co-Founder, Co-Creator of Showtime's <i>The Circus</i>
11:45AM – 12:45PM	SPEED MENTORING ROUNDTABLE MODERATOR – ANGIE GOFF, Anchor & Reporter, NBC4 Panelists and other communications professionals rotate among student tables, sharing opinions and answering questions on a one-on-one basis.
12:45PM	ADJOURN

KEYNOTE ADDRESS



OPENING KEYNOTE

MARTIN O'MALLEY

FORMER GOVERNOR OF MARYLAND, DEMOCRAT

Martin O'Malley has been a fixture of Maryland politics since the 1990s. His career includes time as Baltimore City Councilor and Mayor, and two terms as Governor of Maryland. O'Malley created a city budget surplus with lowered property taxes and was one of the first to recognize the importance of utilizing technology in the public sector. He adopted CitiStat the statistics-based tracking system that won Harvard's "Innovations in American Government" award, which he then took state wide in 2007. As governor, O'Malley made strides on protecting the Chesapeake Bay and doubled Maryland's renewable energy portfolio. He has prioritized women's rights in the state and implemented common sense gun control, in addition to fighting for the legalization of same-sex marriage. His efforts on immigration reform included making undocumented immigrants and their children eligible for in-state college tuition. These achievements earned O'Malley "Best Young Mayor in the Country" by Esquire and landed him on Business Week's "new stars" of the Democratic Party along with Senator Mark Warner and President Obama. During his second term as governor he was elected chairman of the Democratic Governors Association, under his leadership fundraising exceeded \$20 million, building the resources to aid Democratic candidates during the 2012 election cycle. O'Malley entered the race for the 2016 Democratic presidential nomination and endorsed Hillary Clinton this past June.



CLOSING KEYNOTE

MARK MCKINNON

NO LABELS CO-FOUNDER, CO-CREATOR OF SHOWTIME'S *THE CIRCUS*

As a political advisor and reform advocate, Mark McKinnon has served as chief media advisor to five successful presidential primary and general election campaigns. He is the co-creator of Showtime's "The Circus: Inside the Greatest Political Show on Earth" and co-founder of No Labels, an organization focused on bipartisanship and political problem solving. He has worked for Democrats, including former Texas State Senator Lloyd Doggett in 1984, and Republican candidates such as former President George W. Bush and Senator John McCain. He is now an award-winning media producer and communications strategist and has counseled numerous political and Fortune 500 corporate clients throughout his career.

SPEAKERS, PANELISTS & MENTORS

PANEL MODERATOR



MICHAEL SHEAR

WHITE HOUSE CORRESPONDENT, NEW YORK TIMES

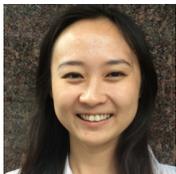
Michael Shear has covered the White House since President Obama took office, first for the Washington Post and, since 2013, for the New York Times. Shear also covered the 2012 presidential campaign for the Times and was the Post's lead reporter on the Republican side of the 2008 race. Shear spent five years covering Virginia politics, including Governor George Allen's "maccaca" moment, and was a metro reporter at the Post for a decade. An alumnus of Claremont McKenna College, he graduated in 1990 with a bachelor's degree in government and journalism. Shear received his M.A. in public policy from Harvard University in 1992.



TORIE CLARKE

SENIOR VICE PRESIDENT OF GLOBAL AFFAIRS, SAP

As senior vice president of global corporate affairs, Torie Clarke presents SAP as an innovative corporation to influential audiences on select and relevant topics. SAP is a German multinational software corporation that makes enterprise software to manage business operations and customer relations. Prior to SAP, she was a senior adviser to Comcast NBCUniversal, ran the office of Hill & Knowlton in Washington, D.C., was vice president of the National Cable Television Association, and was press secretary to Senator John McCain. Clarke served during three administrations as assistant Secretary of Defense. She has served on the Senior Advisory Committee of Harvard's Institute of Politics.



LINDA QIU

STAFF WRITER, POLITIFACT

As a staff writer at PolitiFact based in Washington, D.C., Qiu researches and writes about the factual accuracy of statements made by national political figures. Prior to joining PolitiFact, she worked for National Geographic reporting on environment news and compiled multimedia galleries, listicles, blog posts and captions. Qiu was a news editor at the Chicago Maroon for three years where she edited and fact-checked articles. She has also appeared on BayNews9 and Orlando News13 to discuss findings from PolitiFact.



EMILY K. VRAGA

PH.D. POLITICAL COMMUNICATION SCHOLAR, GEORGE MASON UNIVERSITY

Dr. Emily Vraga joined the faculty of George Mason University's Department of Communication in 2012 as an assistant professor. She has taught undergraduate and graduate courses in research methods, mass communication, and political communication. Prior to working at Mason, she was a postdoctoral research instructor in the School of Media and Public Affairs at George Washington University. Her background includes extensive research in how individual predispositions and motivations influence the processing of media content, particularly in the evolving digital environment. Dr. Vraga's work has investigated a wide range of new media outlets including political blogs and social media networks such as Facebook, YouTube, and Twitter. She is the department's political communication minor director, and teaches graduate courses in research methodologies and use of social media.

SPEAKERS, PANELISTS & MENTORS



ARZU TUNÇATA TARIMCILAR

BOARD OF DIRECTORS, GAMA HOLDING

Arzu Tunçata Tarımcılar is a shareholder and board member of GAMA Holding, one of Turkey's leading conglomerates, which develops infrastructure and industrial plants within and outside of Turkey. She also serves on the Corporate Governance and Social Responsibility Committees of the company. Before moving to Turkey in 2015, Tarımcılar lived in the U.S. and spent most of her professional life in public relations and international communications. She served as Vice President at the Washington, D.C., offices of Hill & Knowlton and Fleishman Hillard, and was in charge of the firm's PR activities on behalf of the Republic of Turkey. While at Hill & Knowlton, she played a key role in establishing its joint venture public affairs company in Ankara, Turkey. In 1998, she founded and became the managing partner of Impact, LLC, a communications firm based in Washington, D.C., and continued to represent foreign governments and business groups.

SPEED MENTORING MODERATOR



ANGIE GOFF

ANCHOR AND REPORTER, NBC4

George Mason alumnus, Angie Goff has been reporting the news in DC for almost a decade. She is also a TODAY Show contributor and writes about family matters for Northern Virginia Magazine. As an anchor at NBC4 Washington, D.C., she loves engaging her audience on and off the air. Tens of thousands join her every week during her Facebook LIVE sessions. Angie enjoys sharing interesting stories and events around town on her blog "Oh My Goff." When she is not working or taking part in community events, Goff is likely to be found planning the next little adventure with her kids Adora and Bob.



CHRIS BREWSTER

SPECIAL COUNSEL, STROOCK, STROOCK, & LAVAN LLP

Chris Brewster is a former Assistant Attorney General of Missouri, legislative and committee counsel to U.S. Senator John C. Danforth (R-MO), and Associate Director for Marketing Practices in the Federal Trade Commission's Bureau of Consumer Protection. He helped draft the Ethics in Government Act, which implemented a series of post-Watergate reforms and created the Office of Special Counsel. He has represented numerous clients before Congress and government agencies, both in lobbying campaigns and in defense of Congressional investigations. At the FTC, he helped structure numerous public service campaigns in support of FTC consumer education projects.



CAROLYN CUPPERNULL

DIRECTOR OF SALES AND BUSINESS DEVELOPMENT, XTAR, LLC

Cuppernull is a communications professional with experience in government relations, public affairs, public relations, business development, and legal marketing. She works for XTAR, a commercial satellite operator specializing in providing X-band communications services exclusively to the U.S. and Allied governments worldwide in support of military, diplomatic, and security communications requirements, as a Director of Sales and Business Development.

SPEAKERS, PANELISTS & MENTORS



CHRIS COLFORD

COMMUNICATIONS OFFICER, EXTERNAL & CORPORATE RELATIONS, THE WORLD BANK

Chris is a speechwriter at The World Bank and the editor of its "Private Sector Development" blog. He was previously a consultant at Hill & Knowlton Public Affairs Worldwide and a senior editor at McKinsey & Company. He served as a speechwriter in the Clinton Administration and in the Obama Administration, focusing on financial-sector regulation. Chris earned a bachelor's degree from Duke University and a master's degree from Harvard University, studying History and Literature.



PATRICK FN'PIERE

FOUNDER & PRESIDENT, THE PUBLIC MANAGEMENT GROUP

Patrick Fn'Piere is an international development and public policy executive with over 25 years of experience in strategic planning, policy development and implementation, and communication coordination. Prior to forming PMG, Fn'Piere was an advisor to the U.S. Agency for International Development and Democracy International, where he restructured the office of the president in Liberia, facilitated the start-up of the office of the prime minister in Zimbabwe, and coordinated elections in Pakistan and Afghanistan. Fn'Piere has served as the director of the Inter-America & Pacific Region of the United States Peace Corps and as the senior advisor for governance in the Center for Democracy and Governance at USAID. He also has administrative experience at the National Institute for Dispute Resolution and the League of Women Voters. He has worked for electoral campaigns in varying capacities, including Senator Gary Hart's successful 1984 New Hampshire presidential primary. Fn'Piere is a member of the Council of Foreign Relations in New York and the Pacific Council on International Policy in Los Angeles.



TOM HOOG

VICE CHAIRMAN, HILL + KNOWLTON STRATEGIES

Tom served as President and CEO of Hill + Knowlton Strategies/USA from 1996 through 2001. His responsibilities included managing the firm's 13 US offices; leading its acquisition strategy; developing client strategies; overseeing the firm's profit-and-loss centers and redefining the US Company's corporate culture. Prior to joining Hill + Knowlton Strategies, he founded and served as President of Hoog and Associates, Inc., a Colorado-based governmental affairs firm with offices in Washington, D.C. and Orange County, California. Tom served on the executive committee and national finance committee for then-Governor Bill Clinton's 1992 presidential campaign. He served for five years as Chief of Staff for US Senator Gary Hart of Colorado. Before his Capitol Hill experience, his involvement in national politics began with his work for the presidential campaigns of Senator Robert F. Kennedy and Senator George McGovern.



JIM MOORHEAD

MANAGING DIRECTOR AND CONSULTANT, BURSON-MARSTELLER

Jim Moorhead is managing director and a consultant with Burson-Marsteller in Public Affairs & Crisis and the President of The Moorhead Group LLC, a strategic communications firm. He has over three decades of experience handling high-stakes situations as a strategic communications advisor, lawyer, federal prosecutor, investment banker, and political consultant. Moorhead aids partnering organizations in promoting and protecting their relationships with key stakeholders, addressing legislative, regulatory NGO litigation battles, and multiple other challenges.

SPEAKERS, PANELISTS & MENTORS



LOGAN RICE

PUBLIC RELATIONS REPRESENTATIVE, NORTHPROP GRUMMAN

Logan Rice is a recent George Mason University graduate (2016) and is a public relations representative for Northrop Grumman Corporation. He began as a strategic communications and social media intern with the company in the summer of 2015 and maintained this internship through his senior year. Rice was the first intern hired into Northrop Grumman's corporate communications organization. He graduated with a Bachelor of Arts degree in communication with a concentration in public relations and a double minor in sport communication and graphic design. Before interning with Northrop Grumman, he interned with Focused Image, the National Basketball Association's Washington Wizards and the Major League Soccer's D.C. United. During his undergraduate career, Rice was the president of the Mason chapter of the Public Relations Student Society of America.



MARK ROOT

MEDIA RELATIONS DIRECTOR, NORTHPROP GRUMMAN

Mark Root is the corporate director of Media Relations for Northrop Grumman. Root has more than 25 years of corporate communications experience covering media relations, marketing communications and employee communications with Northrop Grumman, IBM, Unisys, SAGA Software, Invensys plc and ManTech International Corporation. Root has a master's degree in communication from George Mason University and has taught public relations writing there. He was named the 2011 GMU Department of Communication Outstanding Graduate Alumnus of the Year for his work with the GMU Insight Committee, which counsels the school's Communication department on curricula and methods to increase visibility for the university.



TARA RUSZKOWSKI

FOUNDER & PRINCIPAL, RUSZKOWSKI & ASSOCIATES

Tara Ruszkowski is a solution-oriented public affairs strategist with 25 years of experience working with corporate, government and nonprofit organizations. Her specialty is strategic counsel and problem-solving that integrates the perspectives of policymakers, third parties and the media. She specializes in grassroots citizen education and engagement campaigns and messaging. Ruszkowski has extensive experience developing consumer-focused tool kits, brochures and other materials that break down and simplify complex policy into accessible and actionable information. Ruszkowski served as a public affairs counselor at the global public relations firm Hill & Knowlton and previously as a U.S. Congressional staffer. She is a member of the communication department's Insight Committee and teaches in the department.



DANNY SELNICK

SENIOR VICE PRESIDENT, STRATEGIC MARKETS, BUSINESS WIRE

Danny Selnick has more than 25 years of strategic communication experience working directly on Capitol Hill. He works with senior-level communicators in government, advocacy groups, nonprofits, foreign governments and corporations, offering counsel on distribution strategies and target audiences. Selnick spearheaded Business Wire's LatinoWire distribution, reaching traditional and online Spanish media and Hispanic bloggers across the U.S. He is heavily involved with the National Capital Chapter of PRSA, serving as co-chair of the Professional Development Committee and vice president of the Board of Directors. He is also a member of the National Press Club's Luncheon Speakers Committee and the PR/Communication Committee for the chapter.

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