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

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>9:30AM</td>
<td>Welcome &amp; Introductions</td>
<td>Ángel Cabrera, President, George Mason University</td>
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<td>Deborah Boehm-Davis, Dean, College of Humanities and Social Sciences</td>
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<td>S. David Wu, Provost &amp; Executive Vice President, George Mason University</td>
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<tr>
<td>9:40AM</td>
<td>Opening Keynote Address</td>
<td>Martin O’Malley, Former Governor of Maryland, Democrat</td>
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<td>10:00AM – 11:00AM</td>
<td>Panel Discussion</td>
<td>Torie Clarke, Senior Vice President of Global Corporate Affairs, SAP</td>
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<td>Linda Qiu, Staff Writer, PolitiFact</td>
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<td>Emily Vraga, Ph.D. Political Communication Scholar, George Mason Univ.</td>
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<td>Arzu Tunçata Tarımcılar, Board of Directors, GAMA Holding</td>
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<tr>
<td>11:15AM</td>
<td>Closing Keynote Address</td>
<td>Mark McKinnon, No Labels Co-Founder, Co-Creator of Showtime’s The Circus</td>
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<td>11:45AM – 12:45PM</td>
<td>Speed Mentoring Roundtable</td>
<td>Angie Goff, Anchor &amp; Reporter, NBC4</td>
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<td>Panelists and other communications professionals rotate</td>
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<td>among student tables, sharing opinions and answering questions on a one-on-one basis.</td>
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<td>12:45PM</td>
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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 CD-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.
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.

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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 at 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.

MARK ROOT
MEDIA RELATIONS DIRECTOR, NORTHRUP 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 curriculums 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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SPEAKERS, PANELISTS & MENTORS

CHAD TRAGAKIS
STRATEGIC COMMUNICATIONS CONSULTANT
Chad Tragakis is a senior communications, public affairs and advocacy leader with 20 years of experience supporting businesses, associations, governments and non-profits. He is a trusted advisor with a passion to help organizations tell their story, giving voice to the important issues and causes of our time. Chad spent 15 years with Hill+Knowlton Strategies, serving as Senior Vice President and Chief Talent Officer. In addition to serving on the George Mason University Communication Department’s Insight Committee, Chad serves on the Advisory Board of the Association of Americans for Civic Responsibility and as an Adjunct Fellow for the American Security Project. He holds a B.A. from Gettysburg College and a master’s degree from George Mason University.

MICHAEL DICKERSON
ASSOC. PROFESSOR, PUBLIC RELATIONS, GEORGE MASON UNIVERSITY
Michael Dickerson, the Communication Department’s director of outreach, has been a professor at George Mason for 17 years. Dickerson creates public relations content as a producer/writer with InterMedia Development Corporation and also serves as a private consultant. He is a member of the Order of Omega Honor Society and was recently appointed to the board of the Associations of Americans for Civic Responsibility. In his free time, Dickerson enjoys playing the guitar and performs with the Chamberlain Ensemble.
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a very special thank you to:

MICHAEL DICKERSON
ASSOCIATE PROFESSOR, PUBLIC RELATIONS