

#RealNews2017

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**2017 George Mason University
Student/Industry Communication Forum**

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

#RealNews2017

The Challenge of Gathering, Dispensing and Presenting News in a Socially Mediated World

Tuesday, October 24, 2017
9:30 A.M. - 12:45 P.M.

HUB BALLROOM

ACKNOWLEDGEMENTS

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ROBERT MATZ
INTERIM DEAN, COLLEGE OF HUMANITIES
AND SOCIAL SCIENCES

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PURPOSE

This year's forum, #RealNews2017, focuses on the process of ethical and truthful storytelling in an era of fake news and pervasive dissemination of misinformation that influences societal decisions and impacts world views.

Today's students are tomorrow's journalists. Public relations practitioners and communication specialists address industry challenges — often perpetuated and complicated by the velocity and volume of information via social media. Industry leaders address these challenges and how to thwart accusations of “fake,” incomplete, opinionated content and character assassination.

SCHEDULE OF EVENTS

- 9:30 a.m. Welcome and Introductions**
Robert Matz, Interim Dean, College of Humanities and Social Sciences
Mark Root, Northrup Grumman, Breakfast Sponsor
S. David Wu, Provost
Danny Selnick, Communication Forum Co-chair, Insight Committee
- 9:40 a.m. Keynote Address**
Chris Matthews, Host of MSNBC's “Hardball”
- 10:05 a.m. Panel Discussion**
Moderator Richard Levick
Jack Speer, National Public Radio
Anthony Shop, Social Driver
Pam Jenkins, Weber Shandwick
Kevin Hall, U.S. Sen. Mark Warner Communication Advisor
- 11:25 a.m. Break and Regroup**
- 11:30 a.m. Speed-mentoring Roundtable**
Communication professionals rotate among student tables, answering questions on a one-on-one basis
- 12:45 p.m. Adjourn**

KEYNOTE ADDRESS



CHRIS MATTHEWS

MSNBC HOST, “HARDBALL”

Chris Matthews is a political commentator, author, and talk show host whose career was influenced by his service in the Peace Corps during his early 20s. He later worked with the U.S. Senate, served as a presidential speechwriter during the Jimmy Carter administration, and served as chief of staff for Speaker of the House, Thomas “Tip” O’Neill, Jr.

Afterward, Matthews focused on journalism, covering historic events such as the fall of the Berlin Wall and the first all-races election in South Africa. In the 1990s, Matthews’s television career began as a night-show host on NBC. Three years later, he launched what is now MSNBC’s “Hardball with Chris Matthews.” Matthews has written seven best-selling books. His most recent is “Tip and the Gipper: When Politics Worked,” which tells a story of political rivals who serve together to benefit the country. Matthews has received 34 honorary degrees from various universities and colleges, along with many accolades for his contribution to political journalism.

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SPEAKERS, PANELISTS & MENTORS



PAM JENKINS

PRESIDENT, WEBER SHANDWICK

Pam Jenkins is president of Weber Shandwick and she specializes in health management and marketing. She is largely responsible for shaping company growth and vision. In 2014, she was named Public Relations Woman of the Year by Washington Women in Public Relations. Jenkins was integral in leading the team that developed the award-winning Red Dress Project, which

raised awareness of heart disease among women.



FORUM PANEL MODERATOR

RICHARD LEVICK

CHAIRMAN AND CHIEF EXECUTIVE OFFICER, LEVICK STRATEGIC COMMUNICATION

Richard Levick is an communication industry thought leader. In countless articles, prime-time national and international television interviews, personal presentations, university commencement addresses and books, Levick underscored the

strategic initiatives that companies and countries must take in today's increasingly perilous environment.



ANTHONY SHOP

CO-FOUNDER AND CHIEF STRATEGY OFFICER, SOCIAL DRIVER

Anthony Shop is the co-founder and chief strategy officer of Social Driver, a digital agency that connects clients through digital platforms such as websites, social media, creative content, and video. Shop received his bachelor's degree in international relations from William Jewell College and is a former journalist and press secretary. He

has been honored with an election to the National Press Club's Board of Governors. The BBC, CBS, and USA Today have featured Shop's views about digital media.

SPEAKERS, PANELISTS & MENTORS



KEVIN HALL

COMMUNICATION DIRECTOR AND SENIOR POLICY AND STRATEGIC ADVISOR TO U.S. SEN. MARK WARNER

A key member of the U.S. Sen. Mark Warner's senior management team for nearly a decade, Kevin Hall is involved in policy development, strategically advancing legislative priorities, and political branding via traditional and online media. Hall connects the nation's capital to

Virginia's capital by building and maintaining relationships between elected officials based in Washington, D.C., and Richmond. A former journalist with the Associated Press, Hall transitioned to public relations while working as press secretary for Virginia governors Mark Warner from 2002 to 2006 and Tim Kaine from 2006 to 2007.



JACK SPEER

NEWS ANCHOR, NATIONAL PUBLIC RADIO

Jack Speer is a newscaster at National Public Radio in Washington, D.C., where he reports, writes, edits and produces live hourly updates airing during daily programming. Prior to joining the newscast unit in 2007, Speer was a correspondent with NPR's business desk for nearly a decade. There, he covered the nation's top business and economic news and traveled the

country doing a wide range of stories, including one-on-one interviews with chief executive officers, a day in the life of one of the last door-to-door Fuller Brush salesmen, and a profile of North America's oldest brewery. Prior experience includes anchoring the Washington Business Journal reports on WUSA-TV9 in Washington, D.C. Speer has earned numerous industry awards for his work including American University's Journalism Award for Excellence in Personal Finance Reporting, Best Editorial Commentary from the Washington Journalism Society, and the Best Newscaster Award from the New Jersey Associated Press.

SPEAKERS, PANELISTS & MENTORS



DANIEL HILL

**FOUNDER AND CHIEF EXECUTIVE OFFICER,
HILL IMPACT**

Daniel Hill is the chief executive officer of Hill Impact and has more than 25 years of communication experience. In addition to founding Hill Impact, Hill's resume ranges from the chief political and communication advisor to the former New Mexico Governor Gary Johnson, president of Ervin Hill Strategy, and the vice president of strategy and

federal business at AgustaWestland. Hill specializes in brand protection and crisis communication.



JOSEPH CAMPBELL

**MEDIA RELATIONS SPECIALIST,
BOOZ ALLEN HAMILTON**

Joseph Campbell is a lead associate at Booz Allen Hamilton with 10 years of experience in media relations. Campbell leads a team that specializes in cybersecurity, information, and machine intelligence. Previously, Campbell worked at Edelman and Hill and Knowlton with clients in the energy, technology, and information sectors. He is

a George Mason University Communication graduate who is pursuing a Master's degree in integrated marketing communication at Georgetown University.



LOGAN RICE

**NEWS BUREAU LEAD
NORTHROP GRUMMAN**

Northrop Grumman's Logan Rice is pursuing a master's degree in public relations and corporate communication at Georgetown University. The Mason alumnus has a Communication degree with a major concentration in public relations and minors in graphic design and sport communication.

While a student, he was president of the Mason chapter of the Public Relations Student Society of America.

SPEAKERS, PANELISTS & MENTORS



CIARAN CLAYTON

**DIRECTOR, GLOBAL MEDIA RELATIONS,
THE NATURE CONSERVANCY**

Ciaran Clayton is director of global media relations at The Nature Conservancy. She previously served as the director of communication and acting deputy chief of staff for the National Oceanic and Atmospheric Administration, where she led communication and media strategy on issues ranging from weather events to satellite launches

to ocean acidification, climate change, sea level rise, and conservation of international fisheries. At Burson-Marsteller, she developed thought leadership, policy campaigns, and crisis/reputation management for clients like Microsoft, Comcast, and others. Clayton has experience on Capital Hill and started her career as a newspaper reporter.



SPEED-MENTORING SESSION MODERATOR

PATRICK FN'PIERE

**FOUNDER, PRESIDENT,
THE PUBLIC MANAGEMENT GROUP**

Patrick Fn'Piere is founder and president of The Public Management Group. He is an international development and public policy executive with more than 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 Office of Transition Initiatives at the U.S. Agency for International Development and to Democracy International, where he restructured the office of the president of Liberia, facilitated the office start-up of the prime minister of Zimbabwe, and coordinated elections in Pakistan and Afghanistan. Fn'Piere served as the director of the Inter-America and Pacific Regions of the U.S. Peace Corps and as the senior advisor for governance in the Center for Democracy and Governance of USAID. Other administrative experience includes 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.

SPEAKERS, PANELISTS & MENTORS



JASMINE ROGERS

DIGITAL PRODUCER
OGILVY PUBLIC RELATIONS

Jasmine Rogers is a digital producer who creates animation, video, websites, and more. Her clients range from consumer brands to social awareness campaigns, including the Centers for Disease Control's "Bring Your Brave" campaign, which focuses on women and breast cancer. Prior to Ogilvy, Rogers worked in television, radio and nonprofit organizations. She studied mass communication at Virginia Commonwealth University.

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FORUM CO-CHAIR

DANNY SELNICK

SENIOR VICE PRESIDENT, STRATEGIC
MARKETS, BUSINESSWIRE

Insight Committee Forum Planning Chair Danny Selnick has more than 25 years of industry experience working directly with communicators on Capitol Hill. He works with senior-level communicators in government, associations, advocacy groups, political campaigns, organized labor,

non-profits, foreign governments and corporations – offering counsel on distribution strategies and target audiences. Selnick co-chairs the Professional Development Committee of the National Capital Chapter of Public Relations Society of America and is a member of the National Press Club's Luncheon Speakers and Public Relations and Communication committees. He is a founding member and serves on the board of the Hispanic Public Relations Association's Washington, D.C., chapter.

SPEAKERS, PANELISTS & MENTORS



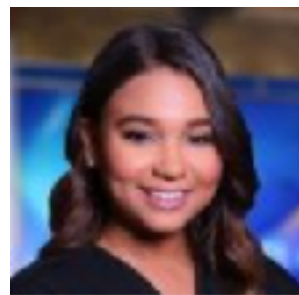
INSIGHT COMMITTEE CHAIR

CAROLYN CUPPERNULL

DIRECTOR OF BUSINESS DEVELOPMENT,
INMARSAT GOVERNMENT

Insight Committee Chair Carolyn Cuppernull is a communication professional with experience in government relations, public affairs, public relations, business development and legal marketing. The Ohio University alumna is the director of business development for Inmarsat Government.

Formerly, she was director of sales and business development for XTAR, LLC, for three years.



MARCELLA ROBERTSON

NEWS REPORTER, WUSA9

Marcella Robertson is an award-winning journalist who graduated from George Mason University with a degree in Communication.

Robertson recently joined the WUSA9 team in Washington, D.C., after three years of reporting for WVEC ABC13 News where she won

Emmy and Edward R. Murrow awards. Robertson began her career at WVIR NBC29 in Charlottesville while obtaining her master's degree in multimedia journalism at Virginia Commonwealth University.

SPEAKERS, PANELISTS & MENTORS



MICHAEL DOBAL

**EMMY-WINNING DIRECTOR,
PRODUCER, VIDEO EDITOR**

Michael Dobal is an Emmy-award-winning director, producer and video editor who works primarily in television news. His diverse projects include sports, public affairs, oral histories, fundraising, instructional and corporate communication videos. Dobal based his entire career in Washington, D.C., and has worked for NBC, ABC,

CNN, Fox and PBS. He enjoys teaching and mentoring and has spoken to students from elementary to graduate school. In addition to his news work, Dobal worked on several local independent films. He is honing skills as a screenplay writer.

ANN KLENK

SENIOR PRODUCER, “HARDBALL WITH CHRIS MATTHEWS”

Ann Klenk is a senior producer for MSNBC’s *Hardball with Chris Matthews*. Klenk started her career in Washington broadcast journalism in 1976 as a business reporter for WTOP radio and WUSA9. She moved to cable in the 1980s, producing financial and political programming, including a nightly investigative magazine show. In 1991, Klenk was hired to start CNBC’s first primetime bureau in Washington and created “Equal Time with Mary Matalin and Jane Wallace” and launched “Russert” and “McLaughlin” on the network.

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