

## **AN INVITATION**

**The Minnesota Association of Government Communicators (MAGC)  
presents the 2005 Fall Conference**

### **“Can You Hear Me Now? Staying Connected With Your Audience in an Ever-Changing World”**

**At this conference, we will explore some of the ways in which the media and our audiences are changing and what we can do to ensure that our audiences continue to receive and understand our messages. Guest speakers will focus on communicating successfully through traditional mass media, accessible Web and graphic design, and communications professionals will share some of their ideas and tips on staying connected with your audience.**

#### **COME AND FIND OUT!**

**MAGC Fall Conference  
Friday, October 28, 2005  
Continuing Education and Conference Center  
University of Minnesota, St. Paul Campus  
1890 Buford Ave., St. Paul**

Registration 8:15 – 8:45 a.m.

Conference 9 a.m. – 4 p.m.

Continental breakfast, buffet lunch and refreshments are included

On-site parking is included with conference fee

Cost: \$75 for MAGC members, \$99 for non-members

#### **JOIN US FOR THESE EXCITING SESSIONS:**

##### **IS JOURNALISM DEAD? CITIZENS, CONSUMERS AND THE FUTURE OF NEWS**

Does it feel like your pitch for media coverage of a serious government issue is falling on unreceptive ears? There may be a reason for that.

Jeremy Iggers, who wrote his dissertation on media ethics, believes the American news media is in a state of transition. The era when journalism was an independent, social institution designed to give citizens the information they need to be active participants in democracy may be ending. Replacing it in U.S. culture are other forces, like the entertainment and advertising industries, that have become increasingly powerful. In this keynote presentation, Iggers, a newspaper columnist (Minneapolis Star Tribune) and University of Minnesota lecturer, will explore where journalism is headed and what is shaping the media message today. He'll discuss the rise of the media conglomerates and the resulting effect on resources dedicated to news coverage. Most importantly for conference attendees, Iggers will describe what the trends mean for government communicators who are trying to engage citizens and who rely on mass media to provide the information the public needs to make well-informed decisions.

## **LET'S TALK ABOUT IT**

Jeremy Iggers will moderate a panel composed of representatives from local print and electronic media. They will respond to some of the issues raised in the conference's opening presentation and will also take questions from the audience.

Panelists include:

Doug Glass, news editor for Associated Press Minneapolis

Tom Hauser, chief political reporter for KSTP-TV

Bill Werner, capitol correspondent, Minnesota News Network

Chris Worthington, Pioneer Press managing editor

## **BUFFET LUNCH**

Network with old friends and meet new ones over a sumptuous on-site buffet lunch. Choose from a variety of hot foods, sandwiches, salads, beverages and desserts.

## **HOW ACCESSIBLE IS YOUR WEB SITE?**

University of Minnesota instructor Britta Beeck will discuss the legal, but also the practical considerations of Web accessibility by using "good" and "bad" examples of Web sites. She will talk about different types of disabilities to consider when designing a Web site, different ways in which people may experience Web sites, and what can be done to make Web sites more accessible.

## **ARE YOU RESPECTING YOUR ELDERS?**

"Getting It Right Between the Eyes – Achieving Legibility for All Ages," is the title of this presentation by Wendy Johnson, president of Elder Eye Press and Design of Crystal Bay, Minnesota.

Nearly 50 percent of Minnesotans either have age-related vision loss now or will have it within the next 10 years (based on Minnesota demographic age projections). Do you know if you are really producing visual communications that are reaching this large sector of Minnesotans? This presentation gives a brief overview of Elder Eye Best Practices and provides guidelines on how to design appropriate materials for eyes over the age of 40. You will learn about current international research in visual communications, understand why the aging eye has unique needs, and discover a better way to approach the aging readers you serve.

The Elder Eye Design philosophy is: "When you design for the aging eye, you design for ALL eyes. Knowing what diminishes legibility is the first step to communicating with optimal impact and clarity."

## **BEG, BORROW AND STEAL**

What was your communications problem and how did you solve it? We've asked several of our communications colleagues to share some of their best ideas for solving a wide range of special communications problems. Each idea presented will give you lots of ideas that you can borrow for your own projects.

**MAGC 2005 FALL CONFERENCE  
REGISTRATION INFO**

To register, email the following information to Jennifer Bennerotte at [jbennerotte@ci.edina.mn.us](mailto:jbennerotte@ci.edina.mn.us) by Wednesday, October 19, 2005. PLEASE NOTE: No-shows will be billed.

Names of attendee(s): \_\_\_\_\_

Agency or organization: \_\_\_\_\_

Number of members at \$75 per person: \_\_\_\_\_

Number of non-members at \$99 per person: \_\_\_\_\_

**BECOME A MEMBER OF MAGC NOW!**

Join MAGC now and get the reduced member rate of \$75 for the fall conference. Plus you'll be able to attend MAGC events in 2006 at the reduced member rate. Annual membership is \$60 per person.

Joining member(s) name(s): \_\_\_\_\_

**Billing Information:**

Check or Purchase Order number: \_\_\_\_\_

If providing a PO number, please provide billing address: \_\_\_\_\_

MAGC's State Vendor Number is 060958006-00.

**Checks should be payable to the MAGC.**

They may be brought to the conference or mailed in advance to:

Jennifer Bennerotte

City of Edina

4801 W. 50<sup>th</sup> Street

Edina, MN 55424

**Parking:**

Parking is included with the conference registration fee. Please carpool if at all possible.

Number of parking spaces needed: \_\_\_\_\_

**Directions:**

For directions to the conference center location, please visit

<http://www.cce.umn.edu/conferencecenter/directions.html>

**QUESTIONS?**

About membership – Call Jeff Syme at (651) 602-1422.

About the conference – Call Jason Ziemer at (651) 259-5358 or Jennifer Bennerotte at (952) 833-9520.

Check out our Web site at [www.magconline.org](http://www.magconline.org).