

Minnesota Association of



Government COMMUNICATORS

MAGC presents its annual fall conference.

“What’s New in Government Communications?”

COME AND FIND OUT!

MAGC Fall Conference
Friday, November 17, 2006
Continuing Education and Conference Center
University of Minnesota, St. Paul Campus
1890 Buford Ave., St. Paul

Registration 8:30 – 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 INFORMATIVE SESSIONS:

WHAT’S THE MEDIA GOOD FOR, ANYWAY?

What reporters care about, how they work, and how we can all just get along.

Like all of us, reporters face ever-changing challenges as they work to get the job done. Chris Ison, a Pulitzer Prize-winning investigative reporter and associate journalism professor, will discuss current media trends and challenges as well as tips for dealing with media representatives. He will also share examples and stories from his reporting experience dealing with cities, counties and the state.

Ison is on leave from the Star Tribune to teach journalism at the University of Minnesota School of Journalism and Mass Communication. His 21 years of reporting experience includes three years covering police and courts, city hall and the Minnesota Legislature for the Duluth News Tribune and 18 years as a beat reporter, investigative projects reporter and assistant managing editor for investigative projects for the Minneapolis Star Tribune. Among his many journalism awards is a 1990 Pulitzer for investigative reporting. A 1983 graduate of the University of Minnesota, Ison was the managing editor and later, editor-in-chief, at the Minnesota Daily student newspaper. He has taught public affairs reporting, news reporting and writing, advanced reporting methods and media ethics, among other courses, and he now has his students covering local government.

COMMUNICATIONS LAW UPDATE

Want to know what’s new in communications law? Bring your questions for Mark Anfinson, an attorney specializing in communications law and counsel for the Minnesota Newspaper Association. He will provide an update on the Freedom of Information Act, recent developments related to the open meetings law and open records, the impact of the Internet on libel and copyright, and what constitutes “fair comment” when it comes to public officials.

Mark Anfinson is a private attorney in Minneapolis, specializing in media and First Amendment law. For more than 20 years, he has acted as counsel to the Minnesota Newspaper Association, the trade association of all of the state's newspapers. He has also represented many individual media clients, and has participated extensively in litigation and legislative activities involving defamation, access to records, access to meetings, copyright, journalist's privilege, advertising, and other legal issues. Anfinson has been repeatedly listed in Woodward White's "Best Lawyers in America" and identified by the Journal of Law and Politics as a Minnesota "super lawyer."

BUFFET LUNCH

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

COMMUNICATIONS CHALLENGE

Stuck in a communications rut? Need a fresh approach to the annual dog license story or the agency's annual report? Maybe you need to launch a public information campaign or market a new service on a shoestring budget. If you have a communications challenge, your fellow communicators are here to help! This small-group brainstorming session will offer creative solutions you can put to work.

Come prepared to describe a project or issue that is challenging you, your timeline, and financial resources, if applicable. Attendees will be divided into small groups, and each group will select one or more (if time permits) problems to tackle, brainstorm solutions, and report outcomes to the reassembled larger group. Guaranteed to be lively, educational, and entertaining!

Moderators: Cheryl Weiler & Julie Lehr

WELCOME TO THE PODCAST, RSS, WIRELESS TECHNOLOGICAL SOCIETY

Many local governments are turning to new technologies to reach their growing Internet-savvy audiences. This panel of local communications colleagues and technology providers will share their experiences with e-mail subscription services, Web streaming, podcasting, Real Simple Syndication (RSS) and what it means for a city to "go wireless".

New Technologies Panel: Jason Egerstrom and Julie Lehr, City of Woodbury; Jim Skelly, City of Burnsville; Steve Carroll, Minnesota Department of Natural Resources and James Farstad, rClient, LLC.

Moderator: Doug Schultz

**MAGC 2006 FALL CONFERENCE
REGISTRATION INFO**

To register, email the following information to Sara Swenson at sswenson@dakotacda.state.mn.us by Friday, November 3, 2006. 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: _____

JOIN MAGC OR RENEW YOUR MEMBERSHIP NOW!

If you join MAGC now, you can attend the fall conference at the member rate of \$75. Memberships run on a calendar year basis (January-December). Current members are welcome to renew their membership for 2007 with this conference. All MAGC members are able to attend workshops and events at a 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:

Sara Swenson

Dakota County CDA

1228 Town Centre Drive

Eagan, MN 55123

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 Jacque Larson at (952) 939-8207.

About the conference – Call Cheryl Weiler at (763) 593-8004 or Doug Schultz at (651) 201-4993.

Check out our Web site at www.MAGCOnline.org.