



NACIO events for Legislative Conference

Sunday, March 6th

10 a.m. to 12:00 p.m. - NACIO Business and Membership Meeting (Agenda forthcoming)

1:30 p.m. to 3:00 p.m. – NACIO Roundtable Discussion on Public Affairs Issues

Tuesday, March 8th

2:45 p.m. to 4:00 p.m. – NACIO Workshop: “Keeping Cool when the Heat is On”

Moderator: Bret Scott, President National Association of County Information Officers

Speakers:

Kathy Reiffenstein, President, And Now...Presenting
Don Kappel, Director of Public Affairs, Chesterfield County, Virginia

Increasingly, county officials are confronted by angry citizens, “gotcha” journalists and camera-phone wielding bloggers and political opponents. The temptation is to lash out and “let them have it,” ensuring unwanted media publicity and internet notoriety. Media relations and Public Speaking experts will share tips on how to respond to emotionally charged arguments and diffuse explosive situations. Learn about the impact of Social Media and the consequences of losing your cool when under pressure. (*Staff Liaison: Jim Philipps, 202/942-4220*).

While in Washington...

If you haven't had a chance I would encourage you to visit the Newseum. The Newseum is dedicated to the history of journalism and includes many eye opening displays including the 9-11 exhibit. The Newseum is located at 555 Pennsylvania Avenue, NW. For more information visit: www.newseum.org.