



PRESENTS



LAW SCHOOL
COMMUNICATORS
MEDIA CONFERENCE

2 • 0 • 1 • 5

 #LCMC15

WASHINGTON, DC | THURSDAY, JUNE 18 & FRIDAY, JUNE 19

Thursday, June 18

8 am Registration and Breakfast

Jacob Burns Moot Court Room

9 am Welcome Address

Liz Field, Director of Strategic Communications and Marketing, GW Law

9:15 am Media Panel 1 | National Higher Education Writers



Delece Smith-Barrow

Education Reporter, *U.S. News and World Report*

Twitter Handle: @DeleceWrites

Delece Smith-Barrow is a higher education reporter at *U.S. News and World Report*, where she covers admissions challenges and student-life issues for prospective law, medical, and business school students. She also edits stories on trends in online education and ways to pay for a college or graduate degree.

Prior to working as an education reporter, Ms. Smith-Barrow worked as a producer, editor, and reporter at the *Washington Post*. In her six years at the *Post*, she edited and produced a blog on parenting; wrote about home decorating, fashion, and food; created online contests for readers; and served as the digital chair in the newspaper's union, among other duties. Ms. Smith-Barrow has also freelanced for much of her career and has been featured in publications such as *The Root* and *Clutch Magazine*.

Ms. Smith-Barrow has been a featured panelist for a Society of Professional Journalists' regional conference and was a collegiate scholar in the 2007 International Scholar Laureate Program Delegation on Journalism in Australia.

She is a member of the Online News Association, Education Writers Association, and National Association of Black Journalists.



Autumn Arnett

Senior Writer, *Diverse: Issues in Higher Education*

Twitter Handle: @A2Arnett

Autumn Arnett is an education reporter and editor based in the Washington, D.C., metropolitan area. She is a senior writer for *Diverse: Issues In Higher Education* and a former editor of the publication. Ms. Arnett is actively engaged in issues around black male achievement. She serves as copy editor of the *Journal of African American Males in Education*, moderates numerous discussions around the education of black males, and volunteers extensively with middle and high school-aged African American youth. Ms. Arnett is a graduate of Clark Atlanta University.



Dianne Donovan

Senior Editor, Commentary, *The Chronicle of Higher Education*

Dianne Donovan joined *The Chronicle of Higher Education* in 2010 as senior editor of the Commentary section. Before joining *The Chronicle*, she was the editorial page editor and a vice president at *The Baltimore Sun* and worked at the *Chicago Tribune* for 23 years. She is the recipient of the American Society of Newspaper Editors Award for Excellence in Editorial Writing, the Chicago Bar Association Award for Excellence in Editorial Writing, and the Friends of American Literature Award for Literary Criticism.

Ms. Donovan has taught at the Johns Hopkins University's Krieger School of Arts and Sciences, Northwestern University's Medill School of Journalism, the University of Illinois at Chicago, and the University of Oregon School of Journalism and Communication. She holds a bachelor's degree from Spring Hill College in Mobile, Ala., and master's degrees from the University of Missouri in journalism and the University of Chicago in English language and literature.



Steve Drummond

Senior Education Editor, NPR News

Twitter Handle: @SDrummondNPR

Steve Drummond leads NPR's new education reporting project, *NPR Ed*, which explores our understanding of learning and how the field has evolved in recent years. Prior to *NPR Ed*, he was the network's senior national editor and served as acting senior editor for investigations in 2012.

Mr. Drummond joined NPR in 2000 as an editor on the national desk. In 2003, he became the senior editor of *All Things Considered*. He returned to the national desk in 2004 to edit coverage of poverty and welfare, education, religion, and crime and punishment.

His work at NPR has been honored with many of journalism's highest awards, including three Peabody Awards, two Alfred I. DuPont-Columbia University awards, the Robert F. Kennedy Journalism Award, and the Edward R. Murrow Award.

Mr. Drummond holds a bachelor's degree and two master's degrees in journalism and education from the University of Michigan.

10:30 am Media Panel 2 | Law Industry Trade Publication Writers and Editors



Karen Sloan

Legal Education Reporter, *National Law Journal*

Twitter Handle: @KarenSloanNLJ

Karen Sloan is a staff reporter at the *National Law Journal* in New York, where she covers legal education, diversity, and the business of law. Prior to that, she covered City Hall for the *Omaha World-Herald* and was the public safety reporter at *The Brunswick News*.



Vivia Chen

Senior Reporter, *American Lawyer*; Chief Blogger, The Careerist
Twitter Handle: @lawcareerist

Vivia Chen has been writing about the business and culture of the legal profession for over a decade. A senior columnist for the *American Lawyer*, she is the creator and chief blogger of The Careerist. The Careerist has received many accolades since its 2010 launch. The blog was inducted into the Blog Hall of Fame in 2013 by the American Bar Association, was named one of the 15 most influential legal blogs by Business Insider, and has been recognized by the ABA as a Top 100 blog for the past four years.

A former corporate lawyer, Ms. Chen is a graduate of Williams College and New York University School of Law.



Molly McDonough

Managing Editor, *American Bar Association Journal*
Twitter Handle: @Molly_McDonough

Molly McDonough joined the *ABA Journal* staff in 2001. She was previously a reporter and editor for the *National Law Journal* and a reporter for the *Chicago Daily Law Bulletin*, the *Post-Tribune of Northwest Indiana*, the *Spartanburg Herald-Journal*, and the *Morning News*. Ms. McDonough holds a BS in psychology with a second major in communications from Valparaiso University.

Noon

Lunch Featuring Jeff Roberts

Tasher Great Room

Jeff Roberts

Partner and Creative Director, Moiré Marketing Partners

As partner and creative director of Moiré Marketing Partners, Jeff Roberts believes that marketing communications should be consistent, engaging, and highly functional, regardless of the medium. With more than 25 years of experience in marketing communications, branding, and client-focused design, Mr. Roberts brings extensive leadership to Moiré's multi-leveled creative marketing services.

Before launching Moiré, Mr. Roberts served as design director at the *Washington Post's Post-Newsweek* and the senior art director at The Magazine Group (now TMcMurry/TMG). His design and art direction have earned him numerous recognitions, including the Gold Ozzie Award for Excellence in Design. He also received design awards from PRINT magazine, Society of News Designers, Art Directors Club, HOW, the American Institute of Graphic Arts, and the Society of National Association Publications.

Mr. Roberts is an active member of the Legal Marketing Association and the Association for Accounting Marketing.

1:30 pm Panel 3 | Crisis Communications and Social Media Best Practices



Tracy Schmalder

Managing Director, Crisis Communications Expert, ASGK Public Strategies
Twitter Handle: @taschmalder

A seasoned media strategist with almost two decades of experience working at the intersection of politics, policy, and journalism, Ms. Schmalder joined ASGK in March 2013 and leads the firm's crisis communications, litigation, and issues management practice.

Prior to joining ASGK, Ms. Schmalder served four years in the Obama Administration, where she managed the Office of Public Affairs at the Department of Justice and was one of Attorney General Eric Holder's longest-serving senior advisors. While there, she was responsible for the department's overall media strategy on high-profile law enforcement, policy, and legislative issues; congressional investigations and hearings; and significant criminal, civil, and antitrust litigation.

Previously, Ms. Schmalder oversaw global public affairs for Yahoo! Inc., where she advised the CEO and executive leadership team on communications strategy involving policy and regulatory issues. She also served on the company's crisis communications team managing key priority matters, including M&A issues and the proxy contest with Carl Icahn.



Eric Herman

Managing Director, Crisis Communications Expert, ASGK Public Strategies
Twitter Handle: @ewherman

Eric Herman specializes in helping clients navigate the complex media and communications landscape. Mr. Herman joined ASGK Public Strategies after two decades as a reporter, including stints at the *Chicago Sun-Times*, the *New York Daily News*, and the *American Lawyer*, where he covered courts and legal affairs, as well as business and general news. Since then, he has worked at the intersection of media, business, and government, serving in Cook County government and as a director in Burson-Marsteller's public affairs practice.

Mr. Herman earned a BA in English from Northwestern University and a JD from DePaul University.



Michael Organ

Managing Director, Social Media Best Practices Expert, ASGK Public Strategies
Twitter Handle: @michaelorgan

Michael Organ works with public affairs clients to develop cause marketing and digital campaigns, with a focus on enhancing corporate reputation, increasing consumer loyalty, mobilizing public support, and improving legislative outcomes.

Prior to joining ASGK, Mr. Organ worked with political candidates, as vice president of integrated marketing at AKPD Message & Media, as well as by serving on both of Barack Obama's presidential campaigns. He served as Obama for America's message director from 2011 to 2012 after being appointed the first full-time director of Internet advertising for a presidential campaign, where he advanced the use of Internet ads for political fundraising, voter ID, get-out-the-vote efforts, and message delivery.

He began his 25-year marketing career at Ogilvy & Mather Advertising, working on traditional television and print media. He then went on to co-found a direct marketing company now owned by Monster.com. Mr. Organ also served in a number of communications and marketing roles at Accenture, where he was ultimately appointed vice president of marketing for Accenture Procurement Solutions.



Brad Bosserman

Principal, ASGK Public Strategies

Brad Bosserman specializes in crafting outreach and strategic communications campaigns that drive tangible outcomes for his clients. He manages integrated national campaigns and coalitions that feature social media, digital and print advertising, earned media, and events. As a member of ASGK's Higher Education practice, he advises universities on reputation promotion and internal stakeholder engagement. He also works with clients in the Litigation and Crisis Management practice.

Prior to joining ASGK, he served as director of Middle East and North Africa at NDN, where he managed policy development, research, strategic communications, and outreach to a wide range of stakeholders in Congress, the presidential administration, the NGO community, and the private sector.

2:30 pm Panel 4 | I'm a Faculty Expert: Ask Me Anything



Naomi Cahn

Harold H. Greene Professor of Law, GW Law

Twitter Handle: @NaomiCahn

Naomi Cahn teaches courses on family law; trusts and estates; elder law; and child, family, and state. She has written numerous law review articles on family law, feminist jurisprudence, and reproductive technology. She is the author of several books, including *The New Kinship*, and *Test Tube Families: Why the Fertility Market Needs Legal Regulation*. Her work has been featured in the *New York Times*, the *Washington Post*, the *Christian Science Monitor*, and the *New Yorker*, and she has appeared on numerous media outlets, including NPR and MSNBC.

Prior to joining the faculty at GW Law in 1993, Professor Cahn practiced with Hogan Lovells in Washington, D.C., and with Community Legal Services in Philadelphia. She earned a JD from Columbia and an LLM from Georgetown.



David Fontana

Associate Professor of Law, GW Law

Twitter Handle: @proffontana

David Fontana is the author and co-author of papers on constitutional or comparative constitutional law that have been or will be published by leading scholarly journals in law, including the *Harvard Law Review*, *Yale Law Journal*, and *Columbia Law Review*, among others. Professor Fontana also writes about constitutional issues for a number of general interest publications, including most frequently *The New Republic*, and has consulted with Congress, on presidential campaigns, and with foreign constitution-drafters on issues of constitutional law.



Spencer Overton

Professor of Law, GW Law

Twitter Handle: @SpencerOverton

Spencer Overton specializes in voting rights and campaign finance, and he is the director of the Political Law Studies Initiative. His academic articles on election law have appeared in several leading law journals, including the *Texas Law Review*, the *University of Pennsylvania Law Review*, and the *Michigan Law Review*.

Professor Overton served as government reform policy chair for the 2008 Obama campaign and as principal deputy assistant attorney general of legal policy at the Department

of Justice at the beginning of the Obama Administration. He currently serves on the President's Advisory Commission on Educational Excellence for African-Americans and as the national chair of public policy for the nation's oldest African-American fraternity, Sigma Pi Phi (the Boulé). He has served on several non-profit boards, including Common Cause, Demos, The Center for Responsive Politics, and the American Constitution Society. His commentaries have appeared in the *Washington Post*, *Roll Call*, *Boston Globe*, and *Los Angeles Times*, among others, and he has made numerous appearances on national and local radio and television outlets to discuss election law issues.

Professor Overton is an honors graduate of both Hampton University and Harvard Law School and clerked for U.S. Court of Appeals Judge Damon J. Keith.

3:30 pm Coffee Break

3:45 pm Panel 5 | Best Practices in Working with Legal News Websites



Erica Teichert

D.C. Bureau Chief, *Law360*

Twitter Handle: @eteichert

Erica Teichert coordinates *Law360*'s coverage of legal, legislative, and regulatory developments in the nation's capital affecting a broad range of industries. She also edits *Law360*'s public policy, defense, government contracts, telecom, and technology newswires. As a reporter for *Law360*, Ms. Teichert has covered high-profile health care cases at the Supreme Court, major intellectual property battles at the Federal Circuit, and fights over environmental regulations at the D.C. Circuit. Previously, she served as a writer for *FierceMarkets*, *Deseret News*, *BYU Magazine*, and *Where Magazine*.



Katrina Dewey

Chief Executive Officer, *LawDragon*

Twitter Handle: @katrinadewey

Katrina Dewey founded *LawDragon* in 2005 to use the power of the Internet to provide free, high-quality legal news to an infinite audience of people interested in the law. She is a leading advocate for greater transparency and openness in the law, which has been the defining goal of her 26 years in law and journalism.

Ms. Dewey began her career at the *Los Angeles Daily Journal* in 1989 after briefly practicing law in Los Angeles. During her tenure as editor, she transformed the *Los Angeles Daily Journal* from a traditional trade paper into a vibrant, award-winning newspaper.

Ms. Dewey received a BS in economics from Illinois State University and a JD from the University of Chicago Law School.



Elie Mystal

Managing Editor, *Above the Law*

Twitter Handle: @ElieNYC

Elie Mystal is the managing editor of Above the Law (ATL) Redline. Prior to joining ATL, he wrote about politics and popular culture at *City Hall News* and the *New York Press*. He was formerly a litigator at Debevoise & Plimpton but quit the legal profession to pursue a career as an online provocateur. Mr. Mystal has written editorials for the *New York Daily News* and the *New York Times*, and he has appeared on both MSNBC and Fox News. Mr. Mystal received a degree in government from Harvard University and a JD from Harvard Law School.

5 pm

Welcome to the Legal Communicators Media Conference



Blake D. Morant

Dean and Robert P. Kramer Professor of Law, GW Law
2015 President, Association of American Law Schools

Blake Morant assumed the deanship of GW Law in September 2014. Dean Morant is one of the nation's best known and respected legal educators and scholars. He has served in numerous leadership positions in the Association of American Law Schools and the American Bar Association, and he regularly speaks across the country and abroad on legal education, diversity, and topics relating to his scholarly interests. Dean Morant has taught at the law schools at American University, University of Toledo, University of Michigan, University of Alabama, and Washington & Lee. He has also been a visiting fellow of University College, Oxford.

Prior to becoming a legal academic, he served in the Army's Judge Advocate General Corps, as a senior associate with a Washington, D.C., law firm, and as an Assistant General Counsel for the Washington Metropolitan Area Transit Authority.

Among his many professional honors, Dean Morant was named the John R. Kramer Outstanding Law Dean by Equal Justice Works, was twice recognized by *National Jurist* magazine as one of the most influential people in legal education, and received the Chief Justice John Marshall Lifetime Achievement Award in 2012 from the Judge Advocates Association.

Dean Morant earned a BA with high distinction and Phi Beta Kappa honors, along with his JD from the University of Virginia. In addition, he received an honorary Doctor of Laws degree from Pepperdine University in 2010.

5:30 pm **Cocktail Reception at GW Law**

7:30 pm **Dinner with Colleagues**

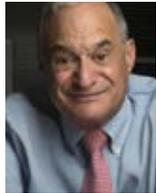
Friday, June 19

8 am Breakfast

Jacob Burns Moot Court Room

9:15 am Panel 1 | Meet the Head of the U.S. News Law Schools Rankings Team

Robert Morse, Chief Data Strategist, *U.S. News and World Report*. Mr. Morse will discuss the law school rankings, including a methodology overview. He will answer questions relating to law school data, rankings, and issues related to the print guide book for law schools section. Bob will be joined onstage by Kenneth Hines, Data Analyst, *U.S. News and World Report*.



Bob Morse

Chief Data Strategist, *U.S. News and World Report*

Twitter Handle: @Bob_Morse

Robert Morse oversees the methodologies for the Best Colleges, Best Graduate Schools, Best High Schools, and Best Online Degree Program rankings. He is also directing and designing the methodologies for the U.S. News Best Arab Region Universities and the U.S. News Best Global Universities rankings initiatives.

Mr. Morse developed almost all of the current methodologies that are used in the Best Colleges and Best Graduate Schools ranking projects. He is also the author of the popular *U.S. News* blog on rankings called Morse Code: Inside the College Rankings.

Mr. Morse is one of the founding members and on the board of the International Ranking Experts Group. He is a frequent speaker at higher education conferences in the United States and around the world.

Mr. Morse holds a BA in economics from the University of Cincinnati and an MBA in finance from Michigan State University.

10:45 am Panel 2 | Meet the Editors and Reporters from National Higher Education Publications



Scott Jaschik

Editor, *Inside Higher Ed*

Twitter Handle: @scottjaschik

Scott Jaschik is one of the three founders of *Inside Higher Ed*, where he leads the editorial operations, overseeing news content, opinion pieces, career advice, blogs, and other features. A leading voice on higher education issues and a board member of the Education Writers Association, Mr. Jaschik is quoted regularly in national publications and has published articles on colleges in the *New York Times*, *Boston Globe*, *Washington Post*, and *Salon*.

He has been a judge or screener for the National Magazine Awards, the Online Journalism Awards, the Folio Editorial Excellence Awards, and the Education Writers Association Awards. Mr. Jaschik served as a mentor in the community college fellowship program of the Hechinger Institute on Education and the Media at Columbia University's Teachers College.



Beckie Supiano

Staff Reporter, *The Chronicle of Higher Education*
Twitter Handle: @Becksup

Beckie Supiano is a senior reporter for *The Chronicle of Higher Education*, where she has worked since 2008. Ms. Supiano writes on a variety of topics, including college affordability, the job market for new graduates, and professional schools.

Ms. Supiano holds a BA in comparative religion from Miami University and an MA in journalism from Northwestern University's Medill School of Journalism.



John Byrne

Editor-in-Chief, *Tipping the Scales*
Twitter Handle: @JohnAByrne

John A. Byrne is the chairman and CEO of C-Change Media Inc. He founded C-Change Media, a digital media company, to take advantage of the sea change that is roiling the traditional media business.

Until recently, Mr. Byrne was editor-in-chief of BusinessWeek.com and executive editor of *BusinessWeek*. He holds the distinction of authoring a record 58 cover stories in *BusinessWeek* magazine and is also the author or co-author of eight business books, including two *New York Times* best sellers.

Noon

Lunch and Presentation | What Law School Communicators Should Know About the Legal Market

Tasher Great Room

Christina Fox

Global Attorney Recruiting Manager, Skadden Arps

Christina Fox is the global attorney recruiting manager at Skadden Arps and has been with the firm since 2001. She previously served as director of attorney recruitment at Carlton Fields, P.A. Ms. Fox has a BA in psychology and communication from the University of Colorado at Boulder, as well as an MCIS in communication and information studies from Rutgers University.

Georgia Gray

Director of Legal Personnel and Recruiting, Cleary Gottlieb

Georgia Gray has been involved in the law industry for more than two decades. She began her career as a paralegal at Silver Freedman & Taff. Ms. Gray received a BA in history from Randolph-Macon Women's College in Lynchburg, Virginia.



Abe Pollack

Associate Dean for Professional Development and Career Strategy, GW Law

Abe Pollack heads the Career Center at GW Law. Prior to joining GW Law, Mr. Pollack was director of employer outreach at Georgetown University Law Center. At Georgetown, he developed a number of innovative initiatives on career strategies for students and alumni. Dean Pollack previously served as a managing director at Major, Lindsey, and Africa, the largest legal recruiting company in the world. While there, he counseled hundreds of attorneys on career development issues and fostered relationships with general counsels, managing partners, and recruiting managers.

Mr. Pollack also practiced law at two large law firms in D.C., where his practice focused on mergers and acquisitions and securities law. He is a graduate of Franklin & Marshall College and The University of Texas School of Law.

1:45 pm Panel 3 | National TV and Radio Producers & How They Use Legal Experts



Mike Melia

Senior Broadcast Producer, *PBS NewsHour*

Twitter Handle: @mike_melia

Mike Melia is the senior broadcast producer for the *PBS NewsHour*. During his more than 10 years with the *NewsHour*, Mr. Melia has held a variety of positions including deputy editor, producer, and reporter, covering a wide range of topics, including politics, economics, and the arts. He helped start the *NewsHour's* regular series on poetry, producing a number of profiles of the country's leading writers. Mr. Melia has also appeared as correspondent on-air and online for the *NewsHour*.



Dave Shaw

Washington Bureau Chief and Editor, American Public Media's *Marketplace*

Twitter Handle: @daveshaw00

Dave Shaw is the Washington Bureau Chief for *Marketplace*, where he leads the program's bureau in Washington, D.C., as well as the *Marketplace Health Desk* based at WHYI in Philadelphia. He's an editor of *Marketplace Tech* and has filled in as *Marketplace's* managing editor. Prior to joining *Marketplace*, Mr. Shaw was an editor on the sports desk at the *New York Times*.

Mr. Shaw's radio career started at WBZ in Boston, where he worked as a writer. He later joined WBUR, Boston's NPR news station, where he worked as a writer, then as a producer and managing editor for WBUR when it won the 2010 Edward R. Murrow Award for Overall Excellence and the 2011 Murrow for its website, wbur.org.

Denise Couture

Senior Producer, The Diane Rehm Show

Twitter Handle: @drshow

Denise Couture is a senior producer for The Diane Rehm Show, a live news talk radio program produced by WAMU in Washington, D.C., and syndicated nationally by NPR. The show also airs internationally via Armed Services radio, cable, and satellite.

A Seattle native, Ms. Couture began her career as a newspaper reporter working in Pennsylvania, New Jersey, and New York. After a four-year stint in Japan working as a freelance journalist for U.S. media and as a writer for Japanese publications, she moved to the other Washington (D.C.) to make documentary films and teach writing.

Ms. Couture holds a bachelor's degree in political science and a master's degree in journalism, both from Columbia University. She has worked for the last seven years at The Diane Rehm Show, where she produces daily news shows as well as feature segments that include author interviews and discussions of a broad range of topics. She also creates the guest panel and topic list every week for the international hour of the Friday News Roundup.

3:30 pm Conference Concludes

We would like to thank our sponsor:

moiré
MARKETING PARTNERS

Partners

a | s | g | k **PUBLIC
STRATEGIES**

KikiNetwork
GLOBAL CONNECTIONS
public relations • networks • events



Network: GWLAW_GUESTS
Username: lcmc0001
Password: 8xzgh

The George Washington University Law School
2000 H Street, NW, Washington, D.C. 20052
www.law.gwu.edu