The Executive Committee WANTS YOU!
During our PDS we will elect a new Vice Chair, Secretary and three Directors. Responsibilities and duties can be found on this infographic or at ncsl.org/lincs. To volunteer email: jane.andrade@ncsl.org

The Vice Chair assists with the planning of all meetings and seminars; presides at any meeting in the absence of the Chair, or serve as the Chair’s designee at other meetings when necessary; represents LINCS on the NCSL Legislative Staff Coordinating Committee; and performs such other duties as assigned by the Chair. The Vice Chair shall be the Chair-Elect of the Section.

The Secretary countersigns all certificates and other instruments of the Section, records the minutes of all meetings of the Section and of the Executive Committee, prepare and distribute copies of minutes of all Section meetings, assist with the preparation and distribution of the Section's newsletter, The Voice.

The Directors serve terms of two years, beginning at the professional development seminar of even-numbered years and ending at the PDS of the next odd-numbered year. Two Directors serve terms of two years, beginning at the professional development seminar of odd-numbered years and ending at the PDS of the next even-numbered year. They act as advisors.

Come One, Come Y’all!

Austin is Texas with a twist. It’s not everyday you find a city that strikes the perfect balance between laid-back and bustling.

Austin welcomes you with a large number of entertainment options and unique attractions. Hundreds of music venues have earned Austin the title of “Live Music Capital of the World.” Abundant sunshine and beautiful natural surroundings entice nature lovers and outdoor enthusiasts.

Over 1,900 bands and performing artists call the Austin area home, performing in hundreds of venues throughout the city. Your visit won’t be complete without at least a stroll down the famed Sixth Street where almost 200 musical acts appear every night of the week.

As the state capital, Austin has a rich cultural heritage, and history buffs won’t want to miss the State Capitol building, the Bob Bullock State History Museum, and the vast Lyndon Baines Johnson Library.

We are very proud to be hosting the 17th annual LSS/LINCS professional development seminar in a city as vibrant as Austin.

We hope you can join us Sept 26-28 for a unique opportunity to connect, contribute and collaborate with your colleagues from across the country on the latest and best practices to help you in your career.

We are committed to making your experience an incredible one, and the best PDS yet! We have plenty in store for you, learning, fun and Texas-sized hospitality! Feel free to reach out to us, your Texas hosts, if you have any questions just call 512-463-0300.

We can’t wait to see y’all!
Howdy LINCSters!

To the many legislative communications professionals out there who have not had the chance to participate in a LINCS Professional Development Seminar, please join us in Austin, Texas this fall.

Our annual PDS will connect you with colleagues from across the country, so you can share and collaborate on successful strategies to help you shine in your career.

As my year as chair comes to an end, I want to express my appreciation to everyone who has helped make this a special year for me.

At the risk of leaving someone out, there are a few people that I must acknowledge because of their contributions in making my year as LINCS chair a success.

Thank you to Alison Kniker (Texas) for her hard work on The Voice. I simply couldn’t have done it without you.

Thanks to Jill Turetsky Malinger (Texas) and K’lynn Sloan Harris (Montana) for all their work on promoting LINCS. I know that LINCS will continue to grow and prosper under K’lynn’s leadership.

Thanks to everyone on the Executive Committee for all their help during the year.

Thanks to Jane Andrade for trusting me with the newsletter, rebranding efforts and our experiment with social media.

And last but not least thank you, Rob Stoddard; I’m truly honored to call you a friend.

Thank you for supporting LINCS for all these years.

It’s been a wonderful experience and in some ways I hate to see it come to an end. It’s been my honor and privilege to serve with so many great people.

I will cherish those relationships forever.

Best,

Jane

Chair’s Corner
Dennis Yoder
dennis.yoder@senate.texas.gov

You’re reading a lot about our upcoming professional development seminar in Austin, and we are very excited about a truly top-notch agenda and a wonderful, welcoming meeting site. But we also understand that travel is not an option for many legislative staffers.

Please know that LINCS and NCSL have many ways to connect with you, and to offer services and professional development beyond our meetings. With LINCS, you can learn from and communicate with your colleagues in other states through this newsletter and on our listserv. If you’re facing a perplexing problem or want to share a successful strategy, just email me and I’ll place it on our listserv. It can be enlightening to see how other states manage similar situations.

And please visit the LINCS home page now and again to see what’s happening with the group. On NCSL’s website, you’re just a click away from the following resources to help you in your job: Legislative Staff Services, E-Learning/Staff Professional Development, webinars (upcoming and archived) and State Legislatures magazine, just to name a few.

So join us—if not in person, then virtually. In the information age, there are no barriers to keep communicators from communicating!

Jane

JOIN THE CONVERSATION
Share and tag your experience by using #LINCS2016
Welcome to Austin, Texas!

**MONDAY**

- 8 a.m.-5 p.m. | Registration - AT&T Conference Center
- 9-9:45 a.m. | LINCS Executive Committee Meeting
- 10-10:30 a.m. | PDS Kick-off and Welcome to Austin
- 10:45 a.m.-Noon | News Consumption: Meeting People Where They Are
- Noon-1:30 p.m. | Joint General Session: Media & Politics: Evan Smith, Texas Tribune
- 1:45-3 p.m. | LINCS Session - TBD
- 3:30-5 p.m. | LBJ Presidential Library Tour
- 6-7 p.m. | Texas-sized Opening Reception

**TUESDAY**

- 8:45-9 a.m. | Kick-off Texas Day! Wear your limited edition LINCS t-shirt! Walk to the Texas Capitol
- 9-10 a.m. | Tour Time Warner Cable News' Studio - hosted by: Rob Stoddard and NCTA
- 10:15-11 a.m. | The Importance of Digital Archiving: Mark Myers, Texas State Library and Archives
- Noon-1:15 p.m. | Joint General Session Luncheon: Coping in a Complex World: “Two Guys on Your Head” podcasters Dr. Art Markman & Dr. Bob Duke
- 1:30-2:45 p.m. | Joint Session: Five Minutes of Fame!
- 3-4 p.m. | LINCS Business Meeting: Election of Executive Members 2016-17
- 4-5:30 p.m. | Tour of Texas State Capitol
- 6-7 p.m. | Reception hosted by: Secretary of the Senate Patsy Spaw
- Evening | Free evening to enjoy Austin!

**WEDNESDAY**

- 8:30 a.m.-Noon | Information Desk - AT&T Conference Center
- 8:30-9 a.m. | Continental Breakfast
- 9-10:15 a.m. | Make the Monologue a Conversation: Creating and Sustaining a Productive Dialogue with Constituents
- 10:30 a.m.-Noon | Joint General Closing Session: Bridging the Gap Between Constituents and Legislatures
- Farewell to Austin and safe travels back home!

Evan Smith, founder of the Texas Tribune and general session speaker at the LINCS-LSS PDS, is inviting our group to attend the sixth-annual Texas Tribune Festival at a discounted rate! Conveniently, the festival is being held immediately before our PDS, Sept. 23-25 at the University of Texas at Austin. As a friend of The Texas Tribune, our special offer is $50 off the current registration rate for full access to three days of political debate and dialogue with some of the biggest names in politics and public policy from Texas and beyond. Same hotel, too: Book your hotel room at the AT&T Executive Education and Conference Center with your Festival registration to take advantage of the special Festival rate.
LINCSters Connect at Summit

Remember that song, “Feeling Stronger Every Day,” by Chicago? It comes to mind because A, NCSL’s 2016 Legislative Summit was held Aug. 8-11 in the Windy City and B, it describes what LINCS is becoming. That was evident as at least 25 members of LINCS attended the Summit, and many of them participated in a robust roster of activities designed by and for our group of legislative communicators.

As LINCS grows in strength and numbers, we will be better able to help our members grow in their own careers, by providing meaningful connections and content through our communications with one another and at meetings like the Legislative Summit and our upcoming professional development seminar in Austin. Please join us!

Rob Stoddard of the National Cable & Telecommunications Association, our generous sponsor and a great networker, connected LINCS members with the National Civic Trust and arranged a private tour the Museum of Broadcast Communications. He then treated LINCSters to a delightful dinner—all on the first day of the meeting! LINCS also cosponsored two Summit sessions—the Seismic Demographic Shift: Generations in the Office and Building Your Brand. For those who want a refresher or were unable to attend, you can find resources from those and other Summit sessions by clicking here.
Albany - The New York State Senate website—www.nysenate.gov—took home the 2016 Online Democracy Award for having a superior legislative website during NCSL’s 2016 Legislative Summit in Chicago.

NCSL’s Online Democracy Award is presented annually to a legislature, legislative chamber or caucus whose website makes democracy user-friendly in an outstanding way. The winning website was chosen by a committee of legislative staffers who evaluate each site’s design, content and technological integration.

The judges also applauded its user-friendly design, attractive and easy-to-understand graphics, and prominent calendar highlighting statewide activities. The Online Democracy Award is sponsored by two of NCSL’s legislative staff organizations: the National Association of Legislative Information Technology (NALIT) and the Legislative Information and Communications Staff (LINCS).

LINCS gratefully acknowledges Rob Stoddard and ncta for sponsoring our staff section.

Thank You!
By Kevin Shutty and Kylee Zabel

Olympia - The advent of social media has forever changed the production, distribution and consumption of political content. The high-speed culture in which we work is intensified by the rapid dissemination of complex policy in just 140 characters. If we’re lucky, we might even get a few retweets.

As social media coordinator for the Washington House Republican Caucus, I am tasked with making sure we not only remain on message, but drive it. The ability to compete for market share is critical to ensuring people in Washington know what our legislative agenda and priorities are and how our members are working for them. Above all, it is our best opportunity to engage with the public on the issues they care about.

When I assumed the coordinator role last fall, I met with our caucus webmaster, Kylee Zabel, who was embarking on updating our caucus website. In addition to fulfilling our traditional public information officer (PIO) roles, we began working on our caucus’ web presence. Our social media plan focused mainly on Facebook, Twitter and Instagram, though we did utilize Google+, Pinterest and LinkedIn to varying degrees.

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It utilizes hashtags and allows us to pull tweets, Facebook and Instagram posts directly to our site in real time. This has helped give our site a fresh, modern look that isn’t captured using traditional social media widgets. They also have a live feature that can be used at conferences and events, improving participation and interaction. What has really worked for us is the ability to moderate the content we pull to our site – we have full control over the content we share.

Working with the entire team at Tagboard has been a great experience. They provide convenient technical assistance both when getting started and as issues arise. It may not be a product that works for every legislature, but for us it has greatly improved our social media presence.

As social media continues to evolve and play a larger role in government, this is another way we can improve how we share information with constituents.

For more information, visit tagboard.com.
This is the newsletter of the Legislative Information and Communications Staff (LINCS), a staff section of the National Conference of State Legislatures (NCSL).

**In the next issue of The Voice...**
- PDS Wrap Up
- New LINCS Executive Members

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**Save the Date**

**Sept. 2, 2016**
Austin PDS Early Bird Registration Deadline

**Sept. 26-28, 2016**
LSS/LINCS Annual Professional Development Seminar | Austin, Texas

**Oct. 7-8, 2016**
LSCC Fall Meeting | Omaha, Nebraska

**Dec. 6-9, 2016**
NCSL Fall Forum | Washington, D.C.

**Aug. 5-8, 2017**
NCSL Legislative Summit | Boston

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LINCS Officers

Chair: Dennis Yoder, Texas  
Vice Chair: K’Lynn Sloan Harris, Montana  
Secretary: Anne Marie Moy, Missouri  
Immediate Past Chair: Cory Stewart, Louisiana

**NCSL Staff Liaison | Denver**

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