Extreme Makeover: *Newsletter Edition*

As part of LINCS’ branding efforts we have made a number of changes, including debuting a new logo and building our social media presence to better reflect who we are. Many of these changes and improvements are in this revamped issue of *The Voice*. The purpose of *The Voice* is to keep you informed. We are planning new and improved features like the ones below.

**Want to contribute?**

Are you working on an interesting project? Have you attended a meeting and learned something you want to share with your colleagues? Do you want to explain issues related to your work for the legislature?

We need your tips, photos or articles for the next newsletter. Please email your contribution to the newsletter editor by Monday, Feb. 1, 2016.

Late submissions will be considered for future issues.

**Newsletter Editor**

Jane Carroll Andrade

jane.andrade@ncsl.org

Please include *Newsletter* in the subject line.

To make *The Voice* as relevant as possible, we look forward to hearing your comments on this first issue. We would also welcome any suggestions that you may have for future issues. Please email comments to the newsletter editor.
Chair’s Corner
Dennis Yoder

Seasons Greetings!

I am honored to serve as chair of our staff section and represent you on the Legislative Staff Coordinating Committee (LSCC). As my chairmanship begins, I reflect on the vision and dedication of the pioneers that created LINCS. Many of them are still with us, while others have moved on.

I would like to thank our immediate past chair, Cory Stewart, for his leadership in 2015. I would also like to thank our NCSL Liaison, Jane Carroll Andrade, and the executive committee for making the Phoenix professional development seminar so memorable. Thanks to the continuing support of sponsor, Rob Stoddard, of the National Cable and Television Association (NCTA), our seminar was a tremendous success. Check out the highlights later in this issue.

“New volunteers bring fresh ideas and keep our organization evolving and improving.”

This year, we updated our brand identity with a new logo and revived our presence on social media by publicizing the PDS on Twitter. In 2016, we’ll expand LINCS’ visibility on social media, strengthen our brand with the newsletter makeover, and renew outreach to existing and new members. In order to increase membership and promote collaboration, I encourage your active involvement in LINCS. New volunteers bring fresh ideas and keep our organization evolving and improving.

How can you contribute? Attend the NCSL Legislative Summit in Chicago or the Fall PDS in Austin. Volunteer to serve on one of our committees. There are many opportunities to share your knowledge and talents with other members and add value to our staff section.

- **Newsletter** – drive cohesive newsletter content, produce or solicit articles
- **Membership** – develop membership strategies and sponsorships
- **Social Media** – establish guidelines and identify best practices

This is your staff section. Let’s make it a success! If you have thoughts or suggestions for LINCS, the newsletter, PDS ideas or potential guest speakers, please get involved. We have an outstanding executive committee, NCSL liaison and exceptional members. I thank you for the opportunity to serve in this capacity, and I look forward to an exciting year ahead.

Because of you, we are
THE VOICE of STATE LEGISLATURES.

dennis.yoder@senate.state.tx.us

Do you tweet?
Seems everyone is these days. If you have a Twitter account, be sure to follow us @NCSLLINCS

The Voice - 2 - Fall 2015
Fun learning at the PDS!

Check out these great photos by LINCS director Jill Turetsky Malinger from Texas! They capture the Phoenix PDS with snapshots of networking and learning opportunities enjoyed by LINCSters from around the country.

The PDS kicked off with a boot camp on branding, followed by tours, luncheons, panel discussions, seminars and networking events. The liveliest session, led by now nationally known cowbell ringer, Mick Bullock, gave everyone a chance to share his or her five minutes of fame.

We are in the early stages of planning our next PDS in Austin. We need your input to make #LINCS2016 one to remember. Dennis Yoder and Jane Andrade are accepting suggestions for speakers and topics to be covered. Submit your ideas to us by email and include Austin PDS in the subject line.
Congratulations 2015 Legislative Staff Achievement Award Winner Morgan Blanchard

The NCSL Legislative Staff Sections and Networks annually present Legislative Staff Achievement Awards to recognize staff excellence in supporting the work of a state legislature and strengthening the legislative institution.

The Legislative Information and Communications Staff Section recognizes Morgan Blanchard for her outstanding contributions to the Louisiana Senate and distinguished service to LINCS and NCSL.

Morgan is the communication specialist for the Louisiana State Senate. Serving 39 members, she maintains media guides, writes news releases and speeches, assists in publicizing Senate events, maintains issues analyses and organizes the Senate’s Back to School efforts. She has served the Senate for seven years.

Morgan has been a LINCS member for five years and was elected chair of LINCS in October 2013.

She is the recipient of the Legislative Staff Achievement Award in recognition of her leadership of the staff section, her efforts in creating a successful professional development seminar in her home state in 2014 and her overall professional accomplishments and dedication.

Immediate past chair Cory Stewart presents Morgan the award at the Phoenix PDS.

Thank you to our sponsor!
Rob Stoddard and the National Cable & Telecommunications Association
Meet your 2016 LINCS Executive Committee

Chair (2015 - 16) – Dennis Yoder, Texas, dennis.yoder@senate.state.tx.us
Dennis has served as a communications technician for the Texas Senate since 1997. Since then, his duties have grown to cover audio archiving of all official Senate-sponsored events and managing media logistics for Senate field hearings. He initiates and implements major upgrades and renovation projects for Senate audio and video systems. He also serves on the NCSL Legislative Staff Coordinating Committee, the Subcommittee on Technology Issues and the Staff Sections Officers’ Work Group. Dennis received his degree in audio visual production technology from Texas State Technical College in Waco, Texas.

Vice Chair (2015 - 16) – K’Lynn Sloan Harris, Montana, ksharris@mt.gov
K’Lynn serves as the audio video coordinator for the Montana Legislative Branch, overseeing the broadcasting and live streaming program, proudly making all legislative proceedings available to the public. She has been with the Montana Legislature since 2010, was a member of NALIT, and joined LINCS in 2012. A journalism and political science graduate of the University of Montana, K’Lynn was previously an election reporter for MTV, news director at 89.9 FM KBGA, worked for the United States Senate, and completed a White House Internship. She also serves on the state board of directors in Montana for Kiwanis International.

Secretary (2015 - 16) – Anne Marie Moy, Missouri, annemarie.moy@senate.mo.gov
Anne Marie Moy serves as communications director for the Missouri Senate, where she leads a staff who support the communications needs of all 34 Missouri senators, as well as the Senate as a whole. A veteran public relations professional with more than 20 years of combined corporate, agency and consulting communications experience, Anne Marie joined the Missouri Senate in August 2015. Previously, she served as spokesperson and on the front lines of some of the most high profile campaigns and issues in the state of Missouri, building a solid reputation as a well-known, widely respected communications and media relations expert. Anne Marie is a 1994 graduate of the University of Mississippi.

Immediate Past Chair (2014 - 15) – Cory Stewart, Louisiana, stewartc@legis.la.gov
Cory serves as Director of Communications for the Louisiana House of Representatives, where he coordinates media relations; designs new marketing strategies to promote current and upcoming services; and develops policies for producing direct-mail marketing pieces for members, saving the House and state $1.2 million over a four-year period. Prior positions include endorsement clerk with the House and assistant press secretary to former Louisiana Governor Kathleen Blanco. Cory is a graduate of Southern University and A&M College in Baton Rouge, Louisiana.

Director (2014 - 16) – Jill Turetsky Malingr, Texas, jill.turetsky@senate.state.tx.us
Jill has been a photographer for the Texas State Senate since 1997. She has helped her department grow and modernize from photographing with film and printing black and white photographs to shooting with digital cameras and creating a photo archive of thousands of images per session. Other than photographing floor action, committee meetings, press conferences, headshots and Capitol events, she also implements special projects such as the Texas Senate Composite, researching and curating a permanent exhibit of Texas Civil Rights and Suffragist photographs, and creating displays for important celebrations and memorials.
Following our professional development seminar in Phoenix, I feel a renewed sense of enthusiasm among LINCSters, exemplified by this snazzy newsletter design created by our chair, Dennis Yoder. This positive energy is also evident in our reactivated Twitter account, @NCSLLINCS, and among our members, including “veterans” like immediate past chair Cory Stewart from Louisiana and “new blood” like Anne Marie Moy of Missouri, among others.

In addition to our annual PDS, LINCS and NCSL offer lots of support to legislative staff. To ask your colleagues across the nation how they’re tackling a particular issue, use our listserv and Twitter. Consider attending NCSL’s second largest meeting, the Capitol Forum, Dec. 8-11 in Washington, D.C., to learn more about state-federal issues and take advantage of special programming for staff. Be sure to visit ncsl.org often for the latest research, webinars, meetings and more, including our Legislative Staff Services Web page, our PDS page (which includes links to session materials) and of course, the LINCS Web page.

Meet your 2016 LINCS Executive Committee

**Director (2014 - 16) – Jeff Fossett, Kentucky, jeff.fossett@lrc.ky.gov**
Jeff is a video producer and photographer for the Kentucky Legislative Research Commission, where he has worked since 1993. He has extensive experience in television news, working as a reporter, videographer and assistant news director for visual content. He received his bachelor’s degree in telecommunications from the University of Kentucky, where he was a cheerleader and cheerleading coach. Jeff is a husband, father and grandfather, and serves as a high school and college volleyball referee in his spare time.

**Director (2015 – 17) – Tim Bommel, Missouri, tim.bommel@house.mo.gov**
Tim has been serving as the staff photojournalist for the Missouri House of Representatives for nearly 20 years. His goal is to inform the public through journalistic, group, portrait and constituent photography. Prior to that he was employed for 15 years as a studio, wedding and commercial photographer. During that time he was also a member of the Missouri Army National Guard as a photojournalist.

**Director (2015 – 17) – Jamie Nixon, Washington, jamie.nixon@leg.wa.gov**
Jamie is a communications specialist for the House Democratic Caucus in the Washington State Legislature. He writes for the House Higher Education and State Government Committees, and he also writes for five members of the caucus. Jamie’s background is in political campaigns and strategic communications. He has managed several campaigns from local municipal races to federal congressional offices. He received his bachelor’s degree from the University of Washington in American studies, and his master’s from Gonzaga in Communications & Leadership. Jamie lives in the Tacoma area with his two children, wife, and his Polish Lowland Sheepdog, “Ruby.”

**NCSL Staff Liaison - Jane Carroll Andrade** jane.andrade@ncsl.org
Jane Carroll Andrade is a program director in NCSL’s Communications & Outreach division. In addition to serving as liaison for LINCS—one of 10 NCSL staff sections—she edits NCSL reports and publications, is a contributing editor for State Legislatures magazine, and works on marketing and outreach projects. After graduating from the University of Colorado journalism school in the mid-80s, she wrote for the Boulder Daily Camera and began her first stint at NCSL, as assistant editor of the magazine. From there, Jane served as chief of staff for the lieutenant governor of Colorado, director of public relations for the historic Brown Palace Hotel in Denver, and ran her own PR firm before returning to NCSL in 2012.

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How were you introduced to LINCS?
It was in my career at NCTA that I first learned of the great work that NCSL is doing for state legislatures. That led me to LINCS and particularly the critical role of people who communicate on behalf of their legislatures.

What major trends are changing the cable and telecom industries?
We believe that the era of the 500-channel cable model is winding down. People now are watching programs instead of channels. They're following interests instead of brands and that's playing havoc with the cable-packaging model. Our challenge is trying to adapt our business model to directly respond to consumers in a way that will generate sufficient revenue so that the content continues to improve instead of diminish.

How can state governments program on cable systems, given the hundreds of competing channels?
Changes and transformation in technology are causing an artificial scarcity of channel space, particularly for public and governmental channels. The great news and probably the true solution is the Internet itself. I think the long-term solution on the governmental side is figuring out how to marshal the Internet to leverage its maximum potential and attract viewers to find streaming content on the Internet. Something we should truly be working on together is finding opportunities to help promote and publicize that kind of transformation.

How is government and public access content made economically available and accessible?
With a relatively inexpensive smartphone and wireless access to the Internet, virtually anyone can be a creator and generator of content now. I think the challenge falls in helping people find and organize pertinent content in a fashion that will be useful. That's where I think there are opportunities for government and the private sector to work more closely together to help keep government and legislative content on people's radar.

Give us a snapshot of your typical day.
Most of my time is spent at our headquarters facility in Washington D.C. A lot of my time is spent advocating for our industry. On my lucky days, I get to visit Food Kitchen Studios in New York, go to occasional meetings of television critics in Los Angeles, or spend time walking through Hollywood studios. This is still in all, a content entertainment business and it's incredibly stimulating and exciting, so I love the fact that I have no typical day.

What is your proudest accomplishment?
I think my proudest accomplishment has been longevity. I was fortunate to enter this business at a time when some would say it was still in its infancy. It's incredibly challenging to keep up with the rapid-fire pace of technological change, changing consumer attitudes and the change in the kinds of content that we're providing. Longevity to me is a very proud accomplishment, and the fact that I'm still here and just as engaged as ever.

Where do you find solutions to challenges you face?
I have a great group of colleagues at NCTA. Many of them have represented this industry for 20, 30, 40 years. It's a good tight-knit operation, and one with humility but with a lot of pragmatism as well. So I frequently turn to my co-workers for help getting through the day.

Editor’s Note: Some parts of the interview were omitted for brevity and clarity. Follow Rob on Twitter @CableGuy85.
In the next issue of The Voice…

- Photography Tips
- Online Democracy Award Criteria
- Media Interview Guide

Save the Date

Dec. 8-11, 2015
NCSL Capitol Forum | Washington, D.C.
Jan. 7-9, 2016
NCSL Executive Committee Winter Meeting | Salt Lake City, Utah
Feb. 1, 2016
Winter Issue Content Submission Deadline

This is the newsletter of the Legislative Information and Communications Staff (LINCS), a staff organization of the National Conference of State Legislatures (NCSL).

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

Jane Carroll Andrade
jane.andrade@ncsl.org
Tel: 303-856-1464 | Fax: 303-586-2662
www.NCSL.org/lincs