

FOR IMMEDIATE RELEASE

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**GW'S GRADUATE SCHOOL OF POLITICAL MANAGEMENT PRESENTS
PANEL DISCUSSION: "WHY BE A LOBBYIST TODAY?"
APRIL 10**

EVENT: The George Washington University's Graduate School of Political Management will present a panel discussion titled, "Why Be a Lobbyist Today?", featuring expert lobbyists and political professionals from leading Washington lobbying firms, the media and public affairs professions. The group will discuss the challenges and opportunities facing the lobbying profession at a time of increased scrutiny, skepticism, and reform.

WHEN: Monday, April 10, 2006
5:30-7 p.m.

WHERE: The George Washington University
Media and Public Affairs Building
805 21st Street NW
Washington, D.C.
Foggy Bottom-GWU Metro (Orange and Blue Lines)

COST: The event is free to the public. Please RSVP by emailing gspmmail@gwu.edu or calling (202) 994-6000. Members of the media are welcome to attend the panel.

BACKGROUND:

Co-organized by the Bryce Harlow Foundation and the Public Affairs Council, "Why be a Lobbyist Today?" will examine the status and prospects of the lobby business and how it may be affected by reform efforts. It will also review the key skills needed to succeed in a competitive marketplace. Interested attendees will have an opportunity to question the panelists about issues and events affecting the profession. The panelists include:

- **Moderator: John Kornacki**, director of career programs for GW's Graduate School of Political Management
- **Jan Baran**, Wiley, Rein & Fielding
- **Jeffrey Birnbaum**, *Washington Post* and Fox News Channel
- **John Feehery**, Motion Picture Association of America
- **Joel Jankowsky**, Akin, Gump, Strauss, Hauer & Feld
- **Sheree Anne Kelly**, Public Affairs Council
- **Jonathan Salant**, *Bloomberg News*
- **Jonathan Slade**, Cormac Group

As the nation's premier school for applied professional politics, GW's Graduate School of Political Management offers graduate programs in Political Management, Legislative Affairs, and PAC Management, as well as international programs in Latin America and Europe. The GSPM seeks to improve politics by educating its students and professionals in the tools, principles and values of participatory democracy; preparing them for careers as ethical and effective advocates and leaders at the international, national and local levels.

**For more information on the GW's Graduate School of Political Management visit www.gspm.gwu.edu.
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