

Please join us for the
2008 Inaugural Spring
TechConnex / CCI
Innovation Forum

Wednesday, April 23

4:45—6:30 p.m.

Life Sciences Research
Building, D'Ambra
Auditorium

University at Albany

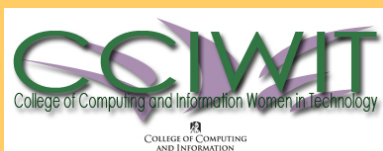
4:45 - 5:15 Networking

5:15 - 6:00 Presentation

6:00 - 6:30 Discussion

There is no charge for this
event!

Please RSVP by 4/18



Innovation Forum hosted by TechConnex and UAlbany's College of Computing and Information

Politics and New Media Kathie Legg

Co-Founder and Executive Director, MobileMonday DC
Blogger for MOpocket

About the Presentation:

Democracy is supposed to be about real people, real issues, and real participation. With the growing importance of the Internet in the past decade, we've seen a dramatic shift in the political paradigm. Campaigns are no longer old school, top-down, good ol' boy clubs; more and more they are embracing participation from the general electorate, be it through social networking sites, mobile phones, personal blogs, or utilization of other social media tools. New media is putting democracy in the hands of the people. Come join the discussion about the integration of politics and new media, and hear about what technical innovations are being used on the '08 campaign trail and what we can expect in future electioneering tactics.

About the Presenter:

Kathie Legg is a co-founder and executive director of MobileMonday DC (<http://www.mobilemonday-dc.com/>), a local chapter of an international community of mobile technology experts and enthusiasts, and is also a blogger for MOpocket (<http://www.mopocket.com/>), one of the wireless industry's top blogs.

Kathie previously served as a political producer at Yahoo!, where she directed Web 2.0 integration and optimization campaigns. Kathie also served as business development manager at MSHC Partners, where she specialized in developing new political outreach tools and designing innovative SMS campaigns.

Kathie also worked as the lead researcher and assistant editor of *The Politics-to-Go Handbook: A Guide to Using Mobile Technology in Politics* at the Institute for Politics, Democracy & the Internet at The George Washington University.

Kathie completed her M.A. in Political Management at The George Washington University, and got her B.A. in Political Science and Information Science and Policy from The State University of New York at Albany. Kathie was bitten by the political bug at the age of 16 when she first interned for her hometown State senator in Binghamton, NY.



For directions, parking and to **RSVP** by April 18th, please visit www.techconnex.org. Questions - please contact Lisa Gonzalez at lgonzalez@uamail.albany.edu or 518.956.8251, or see <http://www.albany.edu/cii/index.shtml> for more information.