2016 Annual Symposium
The Engaged Citizen: Working for a Better Alabama and Nation
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Maximize Your Experience

• **Before the Annual Symposium**

  *Find Out Who is Attending* - Review the attendees listed in this program for the event. The people with whom you will be attending the Annual Symposium are as important as the content. This is an opportunity to meet new people and strengthen your existing relationships. If there are attendees that you don’t see often, reach out to them in advance of the Annual Symposium to reconnect and set aside time to visit with each other.

  *Review the Program* - This program will provide you all the information you need to navigate the Annual Symposium. Set a goal for what you would like to learn at the Annual Symposium and use the program to develop a plan specifically tailored to that goal. Realize that you cannot attend every session in every time slot, so prioritize those from which you will gain the most benefit.

  *Practice Introducing Yourself in One Sentence* - You will be doing this several times throughout the weekend, so think about what you want to tell people about you. Once you have gotten past that first sentence, the conversation will take on a life of its own.

• **During the Annual Symposium**

  *Attend all Sessions and Meals* - While the Annual Symposium is a longer event this year, make the most of your time together. It’s easy to skip breakfast or a session, but you’ve then lost the opportunity to meet others in our community.

  *Be Approachable* - While you’re encouraged to share on social media, don’t have it out if you don’t need it in the moment. You have the opportunity to build relationships based on in-person interaction; don’t let your electronic device create a barrier to that opportunity.

  *Don’t Hesitate to Approach Others* - The Annual Symposium is filled with people hoping to meet and talk with others. You don’t need an excuse to introduce yourself and learn about other attendees. What do you most want to know about other attendees? Be willing to share that information about yourself. We are all connected through the Blackburn Institute’s values, so find out why they are meaningful to each other.

  *Bring the Right Gear* - New student, be sure to bring your nametag and portfolio. Fellow and Advisory Board members, bring your business cards to help connect with colleagues and students throughout the weekends.
Maximize Your Experience

Ask Questions in the Sessions You Attend - Don’t be shy about asking questions throughout the weekend. Our speakers and panelists have offered their time and expertise in joining us and welcome your thoughts and questions. Keeping your values in mind, ask questions to learn about their opinions, not debate them.

Connect With the Speakers - While some of our speakers and panelists are members of the Blackburn community, several are not. Don’t hesitate to introduce yourself, ask questions, and find time for a deeper conversation. If you don’t have the opportunity to connect, make a note to contact them after the event.

Share Your Point of View - Many of the weekend’s activities involve group discussions. As a community we value a diversity of opinion and that should be reflected in our conversations. Share your opinion and encourage others to do the same.

• After the Annual Symposium

Share the Information - Hopefully, you come away from the Annual Symposium inspired to take action. Share with others what you gained during our time together, review the videos of the sessions you could not attend, and engage in dialogue on the issues about which you are passionate. You’ll spread your new knowledge and encourage others to add their knowledge to the conversation.

Follow Up - Take the time to connect with those you met during the Annual Symposium immediately after the weekend. This will help you better organize your contacts and make it easier for them to remember the context in which you met. Be sure to personalize these notes and provide some information or a memorable moment about your conversation.

Connect Your Experiences - Over time, your experiences with the Blackburn Institute will form an interconnected web of people, knowledge, skills, and experiences. Take the time to reflect on these connections and determine how they can best help you achieve your goals. You will learn that others share your passions and working together can truly change the state.
Venue and Parking

• **Campus Map and Directions**

All components of the 2016 Annual Symposium, with the exception of the optional Friday night dinners, will be held in the Ferguson Student Center on the campus of The University of Alabama. A campus map, including a link for point-to-point directions, is available at [http://www.ua.edu/map/1022](http://www.ua.edu/map/1022) on the university’s website.

• **Event Parking**

Advisory Board Lunch and Meetings: Advisory Board members attending Friday afternoon’s activities will park in the Ferguson Center Parking Deck. Directions to this facility are available at [http://www.ua.edu/map/D286](http://www.ua.edu/map/D286) on the university’s website.

Note: During university business hours, this is a paid parking facility with the $5.00 fee payable only by cash at the Campus Drive West entrance.

Annual Symposium:

- **Before 6:00pm on Friday** - Follow directions above to park in the Ferguson Center Parking Deck.
- **After 6:00pm on Friday and all day Saturday** - Visitors may park for free in the faculty/staff parking lot adjacent to the Ferguson Student Center.

For more information on visitor parking, visit [http://bamaparking.ua.edu/visitor-information](http://bamaparking.ua.edu/visitor-information) or call the Transportation Services Office at 205-348-5471.

• **Event Venue and Access**

Take the garage elevator to the facility’s 4th floor. An elevated and covered walkway provides access over Campus Drive West. Proceed to the end of the walkway and use the stairs or ramp to return to the ground level. Access the Ferguson Student Center through its main entrance across the pedestrian walkway (Crimson Promenade). This route provides full accessibility via ramps and/or elevators for those with limited mobility.

Full maps of the Ferguson Student Center available on pages 8-9.
Rooms requested as part of the online registration process have been confirmed and held with a university account. Guests will be expected to present a personal credit card upon check-in to assume responsibility for applicable room charges. Unpaid charges, including those for late cancellations, will be billed to the university account and invoiced to guests for reimbursement to the institute.

**Directions to Hotel**

- **From the East**  
  Take I-20/59 West until you come to Exit 73 for US-82 McFarland Blvd. Keep right at the fork, follow signs for Tuscaloosa/Downtown/Univ of Ala/Columbus. Merge on US-82 W McFarland Blvd E. Take the AL-215/Univ Blvd exit toward Univ of Ala. Keep right at the fork, follow signs for Alabama 215S. Turn right onto AL-215 S/University Blvd E. Slight left onto Paul W. Bryant Dr. Go approximately 1/2 mile and Hotel Capstone, Tuscaloosa, Alabama is on the right. The hotel is located across from the Coleman Coliseum and just before Region’s Bank.

- **From the West**  
  Take I-59/20 to exit 73. Turn left on to U.S. Highway 82 West. Drive approximately 2 miles and turn right at the University Boulevard exit. Stay in the left lane and proceed down Paul Bryant Drive. Hotel Capstone, Tuscaloosa, Alabama is approximately 1/2 mile ahead on the right. The hotel is located just before Region’s Bank and across from the Coleman Coliseum.

- **From the North**  
  Take US-82 East to AL-215-S exit. Keep right at the fork, follow signs for AL-215-S. Slight left onto Paul W Bryant Dr. Go approximately 1/2 mile and Hotel Capstone, Tuscaloosa, Alabama is on the right. The hotel is located across from the Coleman Coliseum and just before Region’s Bank.

- **From the South**  
  Take US-82 West. Take the AL-215/Univ Blvd exit toward Univ of Ala. Keep right at the fork, follow signs for Alabama 215S. Turn right onto AL-215 S/University Blvd E. Slight left onto Paul W. Bryant Dr. Go approximately 1/2 mile and Hotel Capstone, Tuscaloosa, Alabama is on the right. The hotel is located across from the Coleman Coliseum and just before Region’s Bank.
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<td>Advisory Board Lunch</td>
<td>Ferguson 2408</td>
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<tr>
<td>1:30pm</td>
<td>Advisory Board Meeting</td>
<td>Ferguson 2408</td>
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<tr>
<td>3:30pm</td>
<td>Advisory Board Policy and Finance Committee Meeting</td>
<td>Ferguson 3125</td>
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<td></td>
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<td>(Anderson Room)</td>
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<td></td>
<td>Advisory Board Leadership Development Committee Meeting</td>
<td>Ferguson 3111</td>
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<td>Advisory Board Student Selection Committee Meeting</td>
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<td>5:00pm</td>
<td>Registration, Reception, and Summer Mentorship Experience Poster Session</td>
<td>Ferguson Great Hall</td>
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<tr>
<td>6:30pm</td>
<td>Symposium Opening, Group Photograph, and Premiere of “Change Agents: The Blackburn Institute Story”</td>
<td>Ferguson Great Hall</td>
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<tr>
<td>7:30pm</td>
<td>Dinner (Advisory Board Members)</td>
<td>Evangeline’s Restaurant</td>
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<td></td>
<td>FIN Officer Introductions (Fellows)</td>
<td>Ferguson 3700</td>
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<td>(Forum)</td>
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<tr>
<td>8:30pm</td>
<td>Dinner (Fellows)</td>
<td>Surin of Thailand</td>
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12:30-1:30pm  Advisory Board Lunch
Ferguson 2408

1:30-3:15pm  Advisory Board Meeting
Ferguson 2408

3:30-4:45pm  Advisory Board Committee Meetings
• Policy and Finance - Ferguson 3125 (Anderson Room)
• Leadership Development - Ferguson 3111
• Student Selection - Ferguson 3108

5:00-6:30pm  Registration, Reception, and Summer Mentorship Experience
Ferguson Great Hall

Attendees will check-in for the symposium, receive a printed symposium program and nametag, and enjoy an hors d’oeuvres and wine reception while learning about the projects from the pilot 2016 Summer Mentorship Experience:

• Ibukun Afon (Blackburn Class of 2016) and Abby Horton (2005 Fellow)

Mr. Afon worked as a student assistant on the “Multi-Level Strategies to Improve HIV Care in West Alabama” research project under the direction of the principal investigator, Dr. Safiya George (The University of Alabama, Capstone College of Nursing). The purpose of the research is to develop and evaluate an intervention utilizing group counseling via telemedicine and peer support to improve mental health, substance abuse, and HIV-related outcomes, including HIV treatment adherence and retention. Mr. Afon was mentored by Ms. Horton, a three-time graduate of The University of Alabama and a current doctoral student in nursing education. During this project, Mr. Afon gained practical research experience in addition to building a relationship that helped him see the application of the Blackburn mission and values in a medical research setting. The time spent on this research project will positively impact the state of Alabama through the use of technology to more efficiently treat patients with HIV/AIDS as well as reduce any and all stigmas associated with the disease.
Ms. Rudelich split her time in Washington, DC working as an intern with the U.S. Department of Labor and researching federal and state educational policy. She was mentored by Ms. Martin, a 2013 graduate of The University of Alabama. Ms. Martin was a 2015 Presidential Management Fellow and currently serves as a Program and Budget Analyst within the Department of Labor. The first part of Ms. Rudelich’s project explored the budget process for a Department of Labor program to learn how funding flowed from the start of the budget planning process through expenditure. While interning at the department, she assisted multiple teams in compiling briefing materials for the incoming president’s transition team. In the second part of her project, Ms. Rudelich researched the Every Student Succeeds Act and its impact on Alabama’s education structure. Through her research, she compiled a public policy proposal and wrote an opinions article with a call-to-action to improve education in the state of Alabama.

6:30-7:30pm  Symposium Opening, Premiere of “Change Agents: The Blackburn Institute Story,” and Group Photograph  Ferguson Great Hall

The official opening of the 2016 Annual Symposium will begin with a welcome from Mike House (Chairperson, Advisory Board) and Mac Griswold (Director, Blackburn Institute). This will be followed by the premiere of a new, 30-minute documentary film produced by The University of Alabama’s Center for Public Television and the Advisory Board’s Legacy Committee, “Change Agents: The Blackburn Institute Story.” After the conclusion of the screening, a photo, taken from above the Ferguson Center’s Great Hall, will capture the full group of attendees.

7:30-9:00pm  Dinner (Advisory Board Members)  Evangeline’s Restaurant  1653 McFarland Boulevard North, Tuscaloosa, AL 35406

Dinner for Advisory Board members that pre-paid for the meal as part of the registration process has been arranged at Evangeline’s Restaurant. Transportation will be provided between the Ferguson Student Center and the venue by university shuttle. Attendees are asked to meet at the Ferguson Student Center entrance adjacent to the Blackburn Institute’s office for transportation.
7:30-8:30pm  **FIN Officer Introductions (Fellows)**  
Ferguson 3700 (Forum)

Chairperson Ben Foster, Vice-Chairperson Rashmee Sharif, and Community Education Director John Hammontree have been hard at work connecting with the Blackburn community since their election in early 2016. Officially starting their two-year terms at this year’s Annual Symposium, the new officers of the Fellows Involvement Network (FIN) will introduce themselves and their vision for the network to the Blackburn Fellows.

8:30-10:00pm  **Dinner (Fellows)**  
Surin of Thailand  
1402 University Boulevard, Tuscaloosa, AL 35401

Dinner for Fellows that pre-paid for the meal as part of the registration process has been arranged at Surin of Thailand. Fellows are asked to drive themselves or coordinate carpooling to the venue. Following dinner is Surin of Thailand's popular “Midnight Sushi” event and guests are welcome to stay and enjoy the music and company of undergraduates.
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<tr>
<td>7:30am</td>
<td>Registration, Continental Breakfast, and State of the Institute Address</td>
<td>Ferguson Great Hall</td>
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<tr>
<td>8:30am</td>
<td>Content Session I</td>
<td>Various Rooms</td>
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<td>See Session Descriptions</td>
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<tr>
<td>10:00am</td>
<td>Coffee Break</td>
<td>Ferguson 3125</td>
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<tr>
<td>10:30am</td>
<td>Content Session II</td>
<td>Various Rooms</td>
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<td>See Session Descriptions</td>
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<tr>
<td>11:30am</td>
<td>Lunch and Pass the Mic</td>
<td>Ferguson Ballroom</td>
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<tr>
<td>1:00pm</td>
<td>Content Session III</td>
<td>Various Rooms</td>
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<td>See Session Descriptions</td>
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<tr>
<td>2:30pm</td>
<td>Keynote Speaker: Charlie Cook</td>
<td>Ferguson Theater</td>
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<td>4:00pm</td>
<td>Snack Break</td>
<td>Ferguson 3125</td>
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<td>(Anderson Room)</td>
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<tr>
<td>4:30pm</td>
<td>Blackburn Q&amp;A with Keynote Speaker</td>
<td>Ferguson 3104</td>
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<td>5:00pm</td>
<td>Blackburn Townhall (Fellows)</td>
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<td>(Forum)</td>
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<tr>
<td>8:15pm</td>
<td>Late Night Coffee and Conversations</td>
<td>Various Rooms</td>
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<td></td>
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<td>See Session Descriptions</td>
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<tr>
<td>9:30pm</td>
<td>Symposium Closing</td>
<td>Ferguson Great Hall</td>
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Saturday, August 27

7:30-8:15am  Registration, Continental Breakfast, and State of the Institute Address  Ferguson Great Hall

Those not attending Friday’s events will have an opportunity to check-in Saturday morning, receive a printed symposium program and nametag, and enjoy a continental breakfast with other attendees. During breakfast, attendees connect with others and receive an update on the state of programming with the Blackburn Institute from the director.

8:30-9:50am  Content Session I

1. Engaged Communities, Empowered Communities: Helping Stakeholders Reclaim the Issues  Ferguson 3700 (Forum)

New College, in partnership with the David Mathews Center for Civic Life, will present civic engagement practices scalable from small groups to county-wide or even state-wide conversations designed to help stakeholders frame issues critical to their communities. Our panel will discuss how deliberative practice and asset-backed approaches help to disrupt privilege, returning agency to stakeholders. By examining these practices as part of the pedagogy of New College, an embedded student internship in Walker County, and the Mathews Center’s mission to promote productive and effective civic practices, our panel will examine how engaged communities empower themselves to make informed decisions.

Emma Bertolaet, Instructor, New College, The University of Alabama - Emma Bertolaet is 2010 alumna of The University of Alabama and an instructor in New College. She is also a Ph.D. Candidate in Purdue University’s American Studies Program and holds a Master’s Degree in American Studies from The University of Alabama. Her research focuses on reproductive health and social justice issues. She is the founder of the Tuscaloosa Doula Co-op, which provides pregnancy and postpartum support to women and their families in the greater Tuscaloosa area.

Cristin Foster, Executive Director, David Mathews Center for Civic Life - Cristin coordinates the Mathews Center signature programming, moderates deliberative community forums across Alabama, and collaborates with K – 16 schools and community partners to facilitate active civic learning for young Alabamians. A graduate of the University of Montevallo, Cristin has worked for the Mathews Center since 2011.
John Miller, Assistant Director, New College, The University of Alabama -
As assistant director of New College, a program that allows students to
craft individualized undergraduate degrees, John works closely with student
interns who live in Walker County, Alabama each summer as part of a
community engagement program in concert with the David Mathews Center.
John practiced law in Birmingham prior to joining New College and uses that
background in his teaching and outreach.

2. How to Find the “Truth” in a Shifting Media Landscape
Ferguson 3107

As more and more blogs, podcasts, alt-weeklies, and social media sites transform the existing media
landscape, it’s becoming increasingly difficult for readers to discern “fact” from “opinion.” Some of the
state’s prominent publications will participate in a panel to address participants’ questions.

John Hammontree (Moderator), Manager of Guest Voices and Commentary,
Alabama Media Group - John Hammontree is the statewide leader for
Opinions & Commentary for AL.com, responsible for soliciting and managing
guest voices. John grew up in Birmingham and graduated from the University
of Alabama with a degree in English and Political Science. He is a 2008
Blackburn Fellow and served as Blackburn Student Chair while on campus. In
2010, John served as a campaign manager for an Alabama State House race.
In the years following, John spent time in Washington, DC and San Francisco,
CA working in public affairs and strategic communications. John joined the
AL.com team in February 2015.

John Archibald (Panelist), Columnist, Alabama Media Group - John Archibald
is a columnist for the Alabama Media Group, writing three columns per
week for the Birmingham News and AL.com. Archibald began working for
the News in the 1980s. He has been a government reporter, investigative
reporter, and database editor for the paper before being assigned his current
column in 2004.
Barnett Wright (Panelist), Executive Editor, Birmingham Times - Wright grew up in Philadelphia, Pennsylvania and worked at the Philadelphia Tribune, eventually as managing editor. He moved with his family to Birmingham in 2000 to take a reporting job at the Birmingham News, where he covered Jefferson County government. In 2012, Wright completed the commemorative book, *1963: How the Birmingham Civil Rights Movement Changed America and The World*, which was published by Alabama Media Group. In 2016, Wright was named executive editor for the Times, which had recently been acquired by the Foundation for Progress in Journalism.

Mia Watkins (Panelist), Digital Content Producer, WBRC FOX6 News - Watkins is a 6-year veteran of the news industry, with her most recent experience producing digital content for a Birmingham television station. She previously worked as an Entertainment Buzz Reporter for the Alabama Media Group and was a Contributor to Bark + Bite, a music blog, where she covered up and coming pop artists. Watkins is an alumna of the University of Alabama at Birmingham (2007, BA Communication Studies) and Northwestern University (2011, MS Journalism).

Javacia Harris Bowser (Panelist), Blogger and Founder of “See Jane Write” - Javacia Harris Bowser is a writer, educator, and entrepreneur based in Birmingham, Ala., and the founder and president of See Jane Write, an award-winning membership organization and website for women who write and blog. A proud graduate of journalism programs at The University of Alabama and the University of California at Berkeley, Bowser has written for a number of local and national media outlets, including USA Today, Birmingham magazine, B-Metro magazine, and Birmingham’s NPR affiliate WBHM 90.3 FM. By day, she teaches English at the Alabama School of Fine Arts.

3. Independent Jurists?: The Role of Politics and Fundraising in the Judiciary
Ferguson 3104

This session will start with an overview of the role of the judicial branch in our state and federal governments, particularly the role of judges in the system, provided by the moderator. Participants will engage in an interactive activity in which they are asked to define the attribute of their ideal jurist, then will be presented with those defined by legal and judicial scholars. The panel discussion will focus on the impact of the 2010 U.S. Supreme Court decision in Citizens United v. Federal Election Commission on judicial campaigns, elections, and appointments.
Judge Sue Bell Cobb (Moderator), Former Chief Justice, Alabama Supreme Court - Judge Cobb is a graduate of The University of Alabama, BA and JD, and a Blackburn Advisory Board Member. She retired as Chief Justice of the Alabama Supreme Court after serving 30 years on the bench, including 12 years of service to the Alabama Court of Appeals in almost 40 counties. She is a founding member and Chairperson of Alabama Children First Foundation, a non-profit organization which shapes policy for the children of our state. Judge Cobb has worked tirelessly throughout her career on issues such as juvenile justice reform, replication of model drug courts throughout the state, sentencing reform, judicial selection reform, and access to justice. Additionally, during her tenure as Chief Justice, Judge Cobb saved taxpayers millions of dollars by championing eFiling, making Alabama the first state in the nation to have statewide eFiling of all civil cases.

Judge John H. England, Jr., Circuit Judge, Sixth Judicial Circuit and Former Associate Justice, Alabama Supreme Court - John England, a Circuit Judge for the Sixth Judicial Circuit, holds a bachelor’s degree in Chemistry from Tuskegee Institute. He was among the first African Americans admitted to The University of Alabama School of Law, where he earned a law degree in 1974. A former Justice of the Alabama Supreme Court, Judge England was elected to two terms on the Tuscaloosa City Council, serving as chairman of the Finance Committee and Community Development Committee. He has held leadership positions in a variety of local and state organizations and is the recipient of numerous awards.

Judge William Pryor, Jr., Judge of the U.S. Court of Appeals for the Eleventh Circuit - William H. Pryor Jr. is a judge on the U.S. Court of Appeals for the Eleventh Circuit and a commissioner on the U.S. Sentencing Commission. Judge Pryor serves as a visiting professor at the University of Alabama School of Law and as an adjunct professor at the Cumberland School of Law of Samford University. Judge Pryor served as Attorney General of Alabama from 1997 to 2004. When he first took office, he was the youngest attorney general in the nation. Judge Pryor graduated, magna cum laude, from Tulane Law School where he was editor in chief of the Tulane Law Review. After graduating from Tulane, he served as a law clerk for Judge John Minor Wisdom of the U.S. Court of Appeals for the Fifth Circuit.
David Lyle, Senior Counsel for Strategic Engagement, American Constitution Society - David Lyle joined the American Constitution Society (ACS) as Senior Counsel for Network Advancement in 2013, having served as the organization’s deputy director from 2002-2011. In 2012, he founded the Courts Matter project at Media Matters for America. Prior to joining ACS, David has worked at the Department of Housing and Urban Development, as a principal in a political consulting firm, as Counsel to Representative Don Johnson (D-GA), as an associate at Arnold & Porter, and as law clerk to Judge John C. Godbold of the U.S. Court of Appeals for the Eleventh Circuit. He graduated with honors from the University of Chicago Law School and magna cum laude from the University of Georgia.

10:00-10:30am  Coffee Break
Ferguson 3125 (Anderson Room)

10:30-11:20am  Content Session II

1. Cultivating Active Citizenship through the Arts in the 21st Century
Ferguson 3700 (Forum)

This presentation explores the role of fine arts in creating an informed electorate, specifically with regard to cultivating media literacy (social media, print, television, etc.) among youth. Using the Paul R. Jones Collection of American Art (PRJCAA) K-12 Fellowship Program as its context for exploration, this session will investigate how art can teach K-12 students to become critical consumers of political discourse and ultimately empower them to make informed voting decisions. Questions central to this discussion include: How does learning to view or respond to art teach K-12 students to recognize the needs of their communities both historically and in the present day? How does making art cultivate an informed and articulate political voice? How do histories of art and cultural stewardship establish a foundation for continued advocacy and community engagement?

Dr. Wendy Castenell (Co-Presenter), Assistant Professor of Art History, The University of Alabama - Dr. Castenell holds a doctorate in Art History from the University of Missouri. She is active with the Paul R. Jones Collection of American Art and co-ran the K-12 Program in the fall semester of 2015. She teaches graduate and undergraduate courses in African American art. Her research focuses on African American art; portraiture; Gender Studies; representations of race and ethnicity in American visual culture; Film History and Theory; and cross-cultural contact. She also participates in the “57 Miles” initiative (via UA’s Honors College) in Perry County, AL.
Dr. Lucy Curzon (Co-Presenter), Associate Professor of Art History and Director of Education and Outreach, Paul R. Jones Collection of Art, The University of Alabama - Dr. Curzon holds a doctorate in Visual and Cultural Studies from the University of Rochester. She developed the Paul R. Jones Collection of American Art K-12 Program and has directed it since its inception in 2014. She has taught interdisciplinary courses in art history and film, contemporary advertising, television, and literature and her research focuses on issues of identity politics as they concern the production of visual culture in Britain after World War II.

2. Elections 2016 - Part I: A New Form of Messaging Using Polling, Paid Advertising, and Social Media
Ferguson 3104

Focusing on tools of the 2016 election cycle, the moderator and panelists will explore the changing roles polling, paid advertising, and social media play in elections. Drawing on professional experience in Alabama and at the national level, the panelists will offer insights into the ways in which candidates and campaigns interact with and understand the electorate.

Rick Heartsill (Moderator), Founder and CEO, Direct Communications
- Rick Heartsill is the founder and CEO of Direct Communications, one of Alabama’s largest and most successful public relations and political communications firms. Heartsill founded Direct Communications in 1991. The firm represents more than three dozen Alabama companies, organizations, law firms, and governmental entities. Services include public relations, grassroots coalition building, issue management, and crisis communications. Direct Communications has an ongoing relationship with all key reporters, editors, and columnists in all media markets across the state.

Zac McCrory (Panelist), Partner, Anzalone Liszt Grove Research - During his six-plus years at Anzalone Liszt Grove Research, Zac has been integrally involved in the firm’s work at all levels – from the White House and Congress to state houses and city halls. Zac has served as pollster and strategist for members of Congress, mayors, state legislative caucuses, and public-interest groups. Members of Congress he’s helped elect include Cedric Richmond, Mike Quigley, Terri Sewell, and Nick Rahall. Zac has also polled for county and municipal officials from Las Vegas to Chicago to Charlotte. In addition to his work with candidates, Zac often works closely with the DSCC, DCCC, and DGA to elect Democrats across the country and also partners with labor unions, major corporations, and
non-profit organizations to help them achieve their public policy goals. Additionally, Zac has a wealth of experience with environmental and conservation groups, and has worked closely with the League of Conservation Voters, the Sierra Club, and the Nature Conservancy to impact environmental policy at the national, state, and local level.

David Mowery (Panelist), Chairman, The Mowery Consulting Group - David Mowery is Chairman of Mowery Consulting Group, LLC – a public relations, public affairs and political consulting firm, and FIXR Digital, the advertising arm of MCG, both based in Montgomery, Ala. with offices in Washington, DC and New Orleans, LA. David’s experience as a fundraiser, political strategist and message maven and early adopter of digital technology, combined with on the ground experience have made him a sought after commodity and trusted advisor in his adopted home state of Alabama. His client list reads like a who’s who of Alabama politics and powerbrokers, and includes the Lt. Governor, state senators and state representatives, numerous judges and mayors, and major associations and corporate interests.

11:30am-12:45pm  Lunch and Pass the Mic  
Ferguson Ballroom

The Blackburn tradition of “Pass the Mic” continues this year as the sole content for Saturday's lunch to allow more time for networking and conversation. Over lunch, attendees will have the opportunity to introduce themselves, their areas of interest, and connections to Alabama.

1:00-1:50pm  Content Session III

1. Elections 2016 - Part II: Identifying and Organizing Voters in a Tumultuous Political Environment  
Ferguson 3104

Building on the tools of the 2016 election cycle discussed in the first session in this series, the moderator and new panelists will focus on the ways in which campaigns identify voters and organize them to go to the polls. Drawing on professional experience in Alabama and at the national level, the panelists will discuss voter identification strategies, technology used by campaigns, and ways in which campaigns “get out the vote” for elections.
Rick Heartsill (Moderator), Founder and CEO, Direct Communications
- Rick Heartsill is the founder and CEO of Direct Communications, one of Alabama’s largest and most successful public relations and political communications firms. Heartsill founded Direct Communications in 1991. The firm represents more than three dozen Alabama companies, organizations, law firms, and governmental entities. Services include public relations, grassroots coalition building, issue management, and crisis communications. Direct Communications has an ongoing relationship with all key reporters, editors, and columnists in all media markets across the state.

Brad Chism, Founder, CHISM STRATEGIES - Brad founded CHISM STRATEGIES in early 2013 after several years as senior partner at Zata|3 Consulting. Under Brad’s leadership, the firm had grown to be America’s most award-winning direct voter contact firm. CHISM STRATEGIES builds on this expertise in seamless integration of direct voter contact in other campaign messaging. Brad is at the forefront of political communications using research based solutions – behavioral science lessons to craft both the wording and timing of message delivery. Brad holds an honors degree in political science from Millsaps College and was a Rhodes Scholar at Oxford University. His graduate study was in Economics. He is an adjunct faculty member at his alma mater where he teaches courses in Campaigns & Elections and Politics & Technology. Brad served as Treasurer of the Board of Directors of the American Association of Political Consultants. He is the author of the AAPC's Best Practices: A Guide to Selecting Telephone Voter Contact Firms. Brad was recently published in Voting in America, a three-volume collection of essays used for upper-level college political science courses. Chism's chapter was on the role of organized labor in the electoral process.

Scott Stone, Vice President, Direct Communications - Scott Stone is a political and public relations consultant based in Birmingham, Alabama. Prior to joining Direct Communication in 2015, Scott operated Scott Stone + Company, a full service political consulting firm, working with elected officials at both the local and state levels. His experience includes grassroots organizing, campaign consulting, lobbying, and managing multimillion-dollar statewide campaigns. He has managed two successful Alabama Supreme Court campaigns and numerous winning state legislative campaigns. Scott worked as a general consultant for several targeted, highly contested, state legislative campaigns that were part of the Alabama Republican Party’s successful Plan 2010 takeover of the Alabama state legislature.
The funding decisions made in Montgomery affect the education, health care, safety, and well-being of people in communities across Alabama. That’s why it is so important to know how our state’s budget process and tax system really work - and how they don’t. Attendees will learn about the real-world consequences of Alabama’s unusual budgeting process and about the state’s tax paradox - why most Alabamians feel overtaxed in a “low-tax” state. Participants will leave the session better equipped to recognize the difference between wishful thinking and the hard truth when it comes to Alabama’s budget debates.

Chris Sanders (Co-Presenter), Communications Director, Arise Citizens’ Policy Project - Chris Sanders is the communications director at Arise Citizens’ Policy Project (ACPP) and Alabama Arise. He is a two-time graduate of the University of Alabama, where he earned a B.A. in journalism and political science and a J.D. He is a 2002 Blackburn Fellow who served as editor of The Crimson White and as an articles editor for the Alabama Law Review. He joined the ACPP staff in 2007 as a policy analyst on tax and budget issues and became communications director in 2013.

Carol Gundlach (Co-Presenter), Policy analyst, Arise Citizens’ Policy Project - Carol Gundlach is a policy analyst on tax and budget issues at Arise Citizens’ Policy Project. She previously worked as executive director of the Alabama Coalition Against Domestic Violence and as state coordinator of the Alabama Coalition Against Hunger. She has an M.S.W. degree and has taught social work policy and community organization at the University of Alabama and Auburn University.
2:30-4:00pm Keynote Speaker: Charlie Cook, Editor and Publisher of the Cook Political Report and Columnist for the National Journal
Ferguson Theater

When Charlie Cook makes a pronouncement based on his analysis of the political scene in America, people who want to be “in the know” sit up and listen. For more than two decades he has been Washington’s most trusted – and most accurate – voice on all things political, whether it’s the outcome of a Congressional, gubernatorial, or presidential election.

As the editor and publisher of the Cook Political Report (http://cookpolitical.com) and a political analyst for the National Journal Group, his prodigious writing is a direct line to the heart of politics. Founded in 1984, the newsletter publishes analyzes of the primaries and general elections for federal political offices and state governorships. Following his founding of the report, he became a twice-weekly columnist for Roll Call, Capitol Hill’s premier newspaper, before joining the National Journal Group in 1998. He now writes weekly for National Journal magazine and National Journal Daily, and he also pens a regular column for the Washington Quarterly. Once deemed “the Picasso of election analysis” by the Wall Street Journal, Cook produces the sharpest political handicapping in the business, serving as the one-man, go-to-source for Americans who want to be truly informed.

A Political Oracle. The plaudits for Charlie Cook are the best kind of broken record – an endless loop of praise. The New York Times has called Cook “one of the best political handicappers in the nation” and noted that the Cook Political Report is “a newsletter that both parties regard as authoritative.” Bob Schieffer of CBS News calls it “the bible of the political community,” and David Broder of the Washington Post said Cook is “perhaps the best non-partisan tracker of Congressional races.” In its feature “The Top 50 Journalists in Washington,” the Washingtonian called him a “master observer” and “the man who knows more about politics than anyone else,” and in 2010 Cook was a co-recipient of the American Political Science Association’s prestigious Carey McWilliams Award to honor “a major journalistic contribution to our understanding of politics.”
Cook’s expertise has been featured on the ABC, CBS, and NBC evening news programs, as well as Good Morning America, TODAY, Nightline, Meet the Press, and This Week. He has also been an election night analyst for CNN, CBS, and NBC News and for every presidential election since 1994.

Mr. Cook is a graduate of Georgetown University and, in addition to his numerous professional awards, has also served as a resident fellow at the Institute of Politics at the Kennedy School of Government at Harvard during the spring semester of 2013.

**Keeping America Informed.** Cook is a hugely popular speaker. With his encyclopedic knowledge, memorable stories, quick wit, and meaningful insights, his speeches focus on the broad implications of the latest election results. Using poll numbers, economic indicators, and historical data, Cook forecasts the fortunes of each party in a balanced, non-partisan manner and furnishes audiences with the concrete information they need regarding today’s political and legislative environments.

4:00-4:30pm  **Snack Break**  
Ferguson 3125 (Anderson Room)

4:30-5:00pm  **Blackburn Q&A with Charlie Cook**  
Ferguson 3104

Blackburn Students, Advisory Board members, and Fellows will have an opportunity to meet for a private question and answer session with Mr. Cook following the keynote address.

5:15-6:15pm  **Student and Advisory Board Member Gathering**  
Ferguson 3104

To further promote the intergenerational networking component of our mission, this session will feature an activity to connect students and Advisory Board members around issues of interest to the state. These will be semi-structured conversations that allow participants to share both their current involvement in creating change and aspirations for the future.

5:15-6:15pm  **Blackburn Townhall (Fellows)**  
Ferguson 3700 (Forum)

What are you doing to change the state? Whether you’ve got a business, a non-profit, or just a great idea, we want to hear how you’re making a difference and how the rest of us can help. Fellows will each be given 30 seconds to 1 minute to offer their “pitch” to the Fellows Involvement Network, followed by 2-3 minutes of questions, answers and advice. Find new ideas and supporters for your goals, while enabling other Fellows to achieve their goals. The best pitch, as determined by the FIN officers, that actively involves Fellows in strengthening our network, changing the state, and supporting our values will have access to $500 from the Blackburn Institute to defray program or event costs.
6:30-7:45pm  Blackburn Community Dinner  
Ferguson Ballroom

The Blackburn community will come together for one final meal and program before the conclusion of the symposium. Elements of this component will include an introduction of new Advisory Board members that were elected at the spring 2016 meeting, the presentation of the 2016 Siegal Scholarship, and an induction ceremony for Dr. Cheree Causey into the Blackburn Society.

8:00-9:15pm  Late Night Coffee and Conversations
• Roles and Responsibilities of Individuals in Campaigns - Ferguson 3104  
• Connecting Candidates with the Electorate - Ferguson 3107  
• Discerning Fact from Opinion - Ferguson 3700 (Forum)

As a final session to the symposium attendees will return to the tracks upon which the sessions were built for moderated discussions over dessert and coffee. Participants are encouraged to reflect on the day’s sessions, share thoughts, and consider how each element helps fulfill the Blackburn mission.

9:30-10:00pm  Symposium Closing  
Ferguson Great Hall
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<tr>
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<tr>
<td>11:00am</td>
<td>Advisory Board Brunch</td>
<td>The Side by Side Restaurant</td>
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11:00am-12:30pm  **Advisory Board Brunch**  
The Side by Side Restaurant  
2401 University Boulevard, Tuscaloosa, AL 35401

The Advisory Board will meet for an optional closing brunch at The Side by Side Restaurant. Created by Chef Chris Hastings, winner of the 2012 James Beard Award, this contemporary restaurant is located in downtown Tuscaloosa, adjacent to Embassy Suites. The restaurant takes a modern approach to blending French, Southern, and California-styles of cooking within the context of the Deep South. Attendees are asked to drive themselves or coordinate carpooling to the venue.
Honorary distinction in the Blackburn Society is conferred in recognition of outstanding contributions to leadership performed in service to the mission and purpose of the Blackburn Institute. Service may be to the state of Alabama, the United States, The University of Alabama, or to the Blackburn Institute itself.

**Blackburn Society Members**

Mr. Bill Baxley
Mrs. Gloria Blackburn
Dr. Kathleen Cramer
Mr. Jim Hayes
Dr. Sandral Hullett
Dr. Harry Knopke
Dr. F. David Mathews
Dr. E. Gaylon McCollough
Mrs. Susan McCollough
Mrs. Marjorie Kay Nix
Mr. Bill O’Connor
Mr. D. Ray Pate

Mrs. Carol Patterson
Mr. Tom Patterson
Mrs. Beverly Phifer
Dr. Malcolm Portera
Mrs. Julia Smeds Roth
Mr. John Saxon
Mrs. Bobbie Siegal
Mr. Don Siegal
Mr. Donald Stewart
Mrs. Connie Stockham
Mr. Leonard Stolar
Mr. Edgar Welden

**2016 Inductees**

*April*
Mrs. Ann Jones

*August*
Dr. Cheree Causey
Recognizing individuals who provided financial support to the Blackburn Institute through individual and corporate donations from July 1, 2015 to June 30, 2016.
Attendees

Afon, Ibukun Blackburn Student
Anderson, Akiesha Blackburn Student
Archibald, John Invited Guest of Blackburn Institute
Baldwin, Karen Spouse/Guest of Blackburn Advisory Board Member
Baldwin, Norman Blackburn Advisory Board Member
Beasley, Dalton Blackburn Student
Bedsole, Jenna Blackburn Advisory Board Member
Blackburn, Gloria Blackburn Advisory Board Member
Blevins, Danielle Blackburn Fellow
Booth, John Wilson Blackburn Student
Bounds, William Blackburn Student
Brazelton, Aaron Blackburn Fellow
Briddell, Michael Blackburn Advisory Board Member
Broadhurst, Nate Blackburn Student
Brown, Matthew Blackburn Fellow
Butler, Julian Blackburn Advisory Board Member
Carr, Camille Blackburn Student
Carroll, Mary Margaret Blackburn Advisory Board Member
Cassady, Danielle Blackburn Student
Castenell, Wendy Invited Guest of Blackburn Institute
Causey, Cheree Blackburn Advisory Board Member
Causey, Jim Spouse/Guest of Blackburn Advisory Board Member
Chambliss, Kristen Blackburn Student
Chism, Brad Invited Guest of Blackburn Institute
Clements, Mary Katherine Blackburn Student
Cleveland, Prince Blackburn Advisory Board Member
Clinton, James Blackburn Student
Cobb, Caitlin Blackburn Student
Cobb, Sue Bell Blackburn Advisory Board Member
Coleman, Kelsei Blackburn Student
Coleman, Ryan Blackburn Student
Covington, John Blackburn Advisory Board Member
Cramer, Kathleen Blackburn Advisory Board Member
Curzon, Lucy Invited Guest of Blackburn Institute
Davidson, Bradley Blackburn Advisory Board Member
Davis, Milton Blackburn Advisory Board Member
Attendees

Denham, LeeAnn  Blackburn Fellow
Dodd, Will  Blackburn Fellow
Donaldson, David  Blackburn Advisory Board Member
Evesque, Wendy  Blackburn Advisory Board Member
Fitzgerald, Patrick  Blackburn Student
Flachsbart, Alex  Blackburn Fellow
Ford, Carson  Blackburn Student
Foster, Ben  Blackburn Fellow
Foster Brawner, Cristin  Invited Guest of Blackburn Institute
Freeman, Dwyer  Blackburn Student
Fuller, Joshua  Blackburn Student
Gillis, Mollie  Blackburn Student
Gordon, Nivory  Blackburn Student
Grady, David  Invited Guest of Blackburn Institute
Grady, Rob  Blackburn Student
Green, Darcel  Invited Guest of Blackburn Institute
Greene, Jolyon  Blackburn Student
Griffith, Martha  Blackburn Fellow
Griswold, Mac  Invited Guest of Blackburn Institute
Gundlach, Carol  Invited Guest of Blackburn Institute
Hammontree, John  Blackburn Fellow
Harris, Cameron  Blackburn Student
Harris, Robert  Blackburn Advisory Board Member
Harris Bowser, Javacia  Invited Guest of Blackburn Institute
Hayes, Andrea  Blackburn Student
Heartsill, Rick  Invited Guest of Blackburn Institute
Heartsill, William  Invited Guest of Blackburn Institute
Heflin, Cornelia  Blackburn Advisory Board Member
Heflin, Tom  Spouse/Guest of Blackburn Advisory Board Member
Hillman, Josh  Blackburn Student
House, Gina  Spouse/Guest of Blackburn Advisory Board Member
House, Mike  Blackburn Advisory Board Member
Hunter, Jared  Blackburn Student
Jackson, Ben  Blackburn Student
Jones, Doug  Blackburn Advisory Board Member
Jones, Louise  Spouse/Guest of Blackburn Advisory Board Member
Attendees

Joyner, Jonathan   Blackburn Student
Kasanagottu, Koushik  Blackburn Fellow
Key, Kendra   Blackburn Fellow
Krebs, Millicent   Blackburn Student
Lancaster, Chris   Blackburn Student
Leathers, Will   Blackburn Student
Leonard, Tori   Blackburn Student
Lewis, Madeleine   Blackburn Student
Lewis, Terrance   Blackburn Student
Lieb, Mary   Blackburn Student
Lyle, David   Invited Guest of Blackburn Institute
Malone, Catie   Blackburn Student
Martin, Amy   Invited Guest of Blackburn Institute
Martin, Gordon   Blackburn Advisory Board Member
Martin, Mark   Blackburn Advisory Board Member
Martin, Tucker   Blackburn Student
Mathews, Melissa   Blackburn Student
Matthews, Anne   Blackburn Student
Mauldin, Katherine   Blackburn Student
McCacken, Amanda   Blackburn Student
McCacken, William   Blackburn Fellow
McCrary, Zac   Invited Guest of Blackburn Institute
McIntosh, Marion   Blackburn Advisory Board Member
McLelland, Lane   Invited Guest of Blackburn Institute
Michel, Rebecca   Blackburn Student
Miller, John   Invited Guest of Blackburn Institute
Miller, Ray   Blackburn Advisory Board Member
Miller-Nichols, Whitney   Blackburn Fellow
Milton, Jilisa   Blackburn Student
Mims, Jennifer   Blackburn Fellow
Morgan, Jacqueline   Invited Guest of Blackburn Institute
Morrison, Caroline   Blackburn Student
Mosley, Erin   Blackburn Student
Mowery, David   Invited Guest of Blackburn Institute
Nelson, Ronald   Blackburn Student
Nguyen, Phuong   Blackburn Student
Attendees

Nichols, Landon  Blackburn Fellow
Nichols, Taylor  Blackburn Fellow
Nix, Marjorie Kay Blackburn Advisory Board Member
Noland, Jon  Blackburn Advisory Board Member
Odrezin, Daniel  Blackburn Fellow
O’Neal, Larry  Blackburn Advisory Board Member
O’Neal, Margaret  Spouse/Guest of Blackburn Advisory Board Member
Orndorff, Matthew  Invited Guest of Blackburn Institute
Pannell, Sam  Blackburn Student
Patterson, Carol  Blackburn Advisory Board Member
Patterson, Jordan  Blackburn Student
Patterson, Tom  Blackburn Advisory Board Member
Pendley, Robert  Blackburn Student
Perry, Maya  Blackburn Student
Piper, Hal  Spouse/Guest of Blackburn Advisory Board Member
Piper, Holly  Blackburn Advisory Board Member
Pritchett, Jimmy  Blackburn Student
Pryor, William  Invited Guest of Blackburn Institute
Roberts, John  Blackburn Fellow
Rogers, Jeff  Blackburn Student
Roth, Michelle  Blackburn Advisory Board Member
Rudelich, Samantha  Blackburn Student
Sanders, Chris  Blackburn Fellow
Saxon, Betsy  Spouse/Guest of Blackburn Advisory Board Member
Saxon, John  Blackburn Advisory Board Member
Scales, Amber  Blackburn Student
Sharif, Rashmee  Blackburn Fellow
Shields, Chandler  Blackburn Student
Siddall, Haley  Blackburn Student
Siegal, Bobbie  Blackburn Advisory Board Member
Siegal, Don  Spouse/Guest of Blackburn Advisory Board Member
Smith, Alex  Blackburn Student
Smith, CadAnn  Blackburn Fellow
Smith, Christa  Blackburn Student
Smith, Christian  Blackburn Fellow
Smith, Karter  Blackburn Student
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