



The University of Maryland
Department of Communication
and
UMD's PRSSA Chapter

Cordially Invite You to

The Inaugural Grunig Lecture
&
Our 40th Anniversary PRSSA Chapter Celebration

*Thursday, October 30, 2008
Nyumburu Cultural Center Auditorium
University of Maryland, College Park*

Social Media: Basis for Dialogue

Keynote Speaker: Richard Edelman
President and CEO, Edelman Public Relations

Honorees:
James E. Grunig, Professor Emeritus
Larissa A. Grunig, Professor Emerita

4:30-5:30 p.m. Social Media Tactics
& Techniques, Pro Roundtables

5:30-6:30 p.m. Social Networking

6:30-8:30 p.m. Grunig Lecture & Panel Discussion

\$65 for Professionals

\$55 for PRSA Members, NCC & Maryland
Chapters

\$10 for PRSSA members/students

Hors d'oeuvres

Business Casual Attire

RSVP by October 20, 2008