



## Government Marketing University and Federal News Radio Launch “Market Chat!” Radio Show to Serve Government Marketplace Professionals

*Bringing high-value training and knowledge-sharing to government marketers*

Leesburg, Va. — April 27, 2016 — Government Marketing University, a new training and career development platform serving government marketplace professionals, and Federal News Radio today launched a new radio program to serve government marketplace professionals. The show is called *Market Chat! Bringing Clarity to The Clutter in Government Marketing* and will air quarterly on Federal News Radio 1500 AM and be available online at [FederalNewsRadio.com](http://FederalNewsRadio.com).

*Market Chat!* aims to forge a more productive and responsive relationship between government and industry by delivering insights from current and former public sector executives on how vendors can have more constructive interactions and, ultimately, become better partners for success with their public sector customers. In the first episode of *Market Chat!* that airs today, host Kimberly Hancher, a former federal agency CIO, interviews former federal senior executives John Johnson, Simon Szykman, Casey Coleman and Keith Trippie about how various marketing tactics and approaches connect — and sometimes fail to connect — with federal CIOs, acquisition executives and other government decision-makers. The episode broadcasts at 3 p.m. on Federal News Radio 1500 AM and will be available on demand at [FederalNewsRadio.com](http://FederalNewsRadio.com). Podcasts and video segments from that episode will also be available at [GovernmentMarketingUniversity.com](http://GovernmentMarketingUniversity.com).

Government Marketing University Founder and President Lou Anne Brossman said the new *Market Chat!* radio show will advance the Government Marketing University’s mission to improve the caliber and effectiveness of engagements that industry marketing professionals have with government customers. “I am really thrilled to be partnering with Federal News Radio, whose mission, audience, and unique and respected role in the government marketplace community makes them an ideal collaborator for us on this program. There has been no program available to the government marketing audience until now that addresses the topic of how government and its vendors can improve their dialogue to ensure that government is buying the right solutions for the right problems. This program fills that void, and I am certain that the important discussions we will hear on *Market Chat!* will serve well all stakeholders in the government marketplace.”

Jeffrey Wolinsky, director of federal and national sales at Federal News Radio, said: “Delivering information and analysis for the individuals responsible for carrying out and supporting the missions of federal agencies is part of the fabric of Federal News Radio. And the Government Marketing University partnership brings us a program that provides unique perspective from former government executives that speaks to both our government and contractor audiences.”

In addition to the *Market Chat!* radio program, Government Marketing University is hosting a series of live breakfast events — called *Market Chat Live!* — that will bring together current and former government senior executives in live settings to continue the dialogue about how industry marketing professionals and government customers can become better partners for success. The first of these events will be on June 7 at the Tower Club in Tysons Corner, Va. For more information, go to: [GovernmentMarketingUniversity.com](http://GovernmentMarketingUniversity.com).

#### About Government Marketing University:

Government Marketing University is an innovative learning platform that applies a collaborative, community-based approach toward knowledge sharing and skills development in the field of public sector marketing. More than 60 experts from all corners of the U.S. public sector marketplace — marketers, thought leaders, government, media and sales — are contributing their knowledge to a unique, content-rich platform. Government Marketing University will offer training, research, certifications, mentoring, and community resources all in one place. For more information about Government Marketing University, visit [www.governmentmarketinguniversity.com](http://www.governmentmarketinguniversity.com).

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#### About Federal News Radio:

Federal News Radio.com and 1500 AM comprise the key source of breaking news, information and analysis for the individuals responsible for carrying out and supporting the missions of federal agencies. Federal News Radio can also be heard on the 107.7 HD2. Federal News Radio and its sister station WTOP are owned and operated by Hubbard Radio, LLC. For more information about Federal News Radio, visit [federalnewsradio.com](http://federalnewsradio.com).

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