

FOR IMMEDIATE RELEASE

LIZ HILL TO MODERATE SEPTEMBER 24 PANEL DISCUSSION DEVOTED TO CRAFTING A MORE ACCURATE IMAGE OF NATIVE AMERICA

WASHINGTON, D.C., Sept. 4, 2007 – Public relations specialist Liz Hill (Red Lake Ojibwe) will moderate a panel discussion on communications strategies for American Indian tribes at a daylong seminar Monday, Sept. 24, at the Pechanga Casino & Resort in Temecula, Calif.

The panel, titled “Crafting a More Accurate Image of the American Indian,” will be one of two panel sessions to be held at the seminar, “Native Voices: Communications Strategies for Tribal Nations.” The program immediately precedes Raving’s 10th Indian Gaming National Marketing Conference, which continues through Sept. 26 at the Resort.

Hill, president of Liz Hill Public Relations, Ltd., will moderate a panel of Native professionals in communications and public relations.

“Despite the economic prosperity that a few American Indian tribes have been able to gain through Indian gaming, most Native Americans remain impoverished and politically disenfranchised,” says David Palermo, editor of *Indian Gaming Business* magazine, and a member of the conference organizer’s team. “The recent economic and social progress of some has apparently come at a high price, as American Indians -- regardless of their tribal affiliations -- today are plagued by the myth of the “rich Indian,” regarded not as culturally rich first Americans, but rather as purveyors of gambling, bullying their way through the halls of Congress and state legislatures.”

The panelists include: José Barreiro (Taino), Assistant Director for Research, National Museum of the American Indian, Smithsonian Institution; Kara Briggs (Yakama), Associate Director, American Indian Policy & Media Initiative; Tim Johnson (Mohawk), Associate Director for Museum Programs, National Museum of the American Indian, Smithsonian Institution; and Jana McKeag (Cherokee Nation of Oklahoma), President, Lowry Strategies.

“I owe much gratitude to my good colleague Dave Palermo, editor of *Indian Gaming Business* magazine, for being the creative force behind the idea for this important discussion and conference – and for inviting me to moderate this panel,” said Hill. “Dave, for whom I hold an enormous amount of admiration, is a longtime journalist who has covered gambling issues for more than 33 years in Las Vegas, is now putting his incredible talents as a writer and thinker to helping many of our tribes with their own public relations efforts, particularly in the Southwest and on the West Coast.”

The conference will feature keynote speakers former Senator Ben Nighthorse Campbell (Northern Cheyenne), senior policy advisor for Holland & Knight, and Anthony R. Pico, former chairman and spokesman for the Viejas Band of Kumeyaay Indians. Another panel will be moderated by Jacob L. Coin (Hopi), public affairs director for the San

Manuel Band of Mission Indians. Joseph P. Kalt, co-director of the Harvard Project on American Indian Economic Development at the John F. Kennedy School of Government, will provide remarks an evening reception sponsored by the Smithsonian's National Museum of the American Indian.

The conference is organized by Ascend Media Gaming Group, the world's largest and most experienced gaming industry media resource and the leading producer of trade magazines, specialized conference and expos, websites, eNewsletters and targeted specialty publications serving the gaming industry worldwide.

Complete conference details, travel and registration information are available at www.indiangamingmarketing.com.

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