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Authors Discuss Impact of Millennial Generation on Politics in April 9 Lecture

Authors of *Millennial Makeover: MySpace, You Tube and the Future of American Politics* to speak and sign books at Chapman University

Morley Winograd and Michael D. Hais will speak Wednesday, April 9 at 1:30 p.m. in Kennedy Hall Room 237 B

ORANGE, Calif., April 1, 2008 -- The authors of the new book *Millennial Makeover: MySpace, YouTube and the Future of American Politics* will speak at Chapman University at 1:30 p.m. Wednesday, April 9 in Room 237B Kennedy Hall (Chapman School of Law building).

In their book, Morley Winograd and Michael D. Hais point out that the so-called millennial generation (dating from 1982) is the largest in American history, boomers included, and that roughly 40 percent of it is African-American, Latino, Asian or racially mixed. One in five millennials has an immigrant parent. It is this generation that is fueling the excitement and some of the record turnout of the Democratic primary campaign and may have an immense influence on the outcome of the Presidential election. Admission to the lecture is free and open to the public, and a book-signing will follow the event. Call 714-997-6585 for more information.

Morley Winograd is the executive director of the Institute for Communication Technology Management (CTM) at the University of Southern California's Marshall School of Business. He is also the president and CEO of Morwin, Inc., a government reform consulting company. He served as senior policy advisor to Vice President Al Gore and director of the National Partnership for Reinventing Government (NPR) from December 1, 1997 until January 20, 2001.

Michael D. Hais served for a decade as vice president for entertainment research and for more than 22 years overall at Frank N. Magid Associates, where he conducted audience research for hundreds of television stations, cable channels and program producers in nearly all 50 states and more than a dozen foreign countries. Prior to joining Magid in 1983, he was a political pollster for Democrats in Michigan and an Assistant Professor of Political Science at the University of Detroit.