



2008 Media Issue Day

Friday, May 2, 2008

Issue Day Sponsor: Cox Communication

Issue Day Chairs:

Jean McKnight Guymon,
Kate Breck Calhoun, Cell Phone 419-2805

Class Locations:

Channel 12, 100 N. Stone Ave. (Pennington)
Clear Channel Radio, 3202 N. Oracle (Ft. Lowell)
Tucson Convention Center, Mohave Room

Parking:

Tucson Convention Center, Lot A, 260 S. Church Ave. (between Congress and Cushing St.)

Objective: A candid look at Tucson's media and how to survive during media crisis.

Time	Area	Location	Subject	Speakers
7:30am	GTL	TCC Mohave Meeting Room	Breakfast	
8:00 9:15am	GTL	TCC Mohave Meeting Room	Leadership	Dr. Dave
9:15-9:30am		Walk to Channel 12		
9:30-11:30am	Television	Channel 12 100 N. Stone Ave. 2 nd Floor	Introduction to the station, programming, station presentation and tour of studio	Jennifer McKinney, TV Production Manager Gene Einfrank, Writer/Producer Dan Sheffer, Chief Photographer
11:30-12:00noc		Walk back to TCC & break		
12:00-1:00pm	Lunch	TCC Mohave Room	GTL Board of Directors Vote & Paul Edwards Award	
1:00-2:30pm	Media	TCC Mohave Room	How to take the heat of media and survive	Mary Rowley, Owner, Strong Point
2:30-2:55pm		Drive to Clear Channel Communications		
3:00-4:00pm	Radio	Clear Channel Communications Board Room 3202 N. Oracle Rd.	Total Traffic	Mike Bernal, Director of Total Traffic
4:00-4:30pm	GTL	Clear Channel Board Room	Leadership	Dr. Dave