

Media Program Agenda

Thursday, November 15, 2018

- 8:00 AM Albertville Chamber of Commerce, Breakfast, provided by BAP Agency, LLC
- 8:15 AM Interactive Activity and Speaker, Beth Ann Parnell, BAP Agency, LLC
“What is the relationship between leadership and media?”
- 8:45 AM Wrap-up session & Bathroom Break
- 8:55 AM Board Bus & Depart for WQSB
- 9:10 AM Arrive/Tour WQSB– Catch their morning show
“How can radio help share the message of your company or organization through news and advertising? – Why is local radio valuable?”
- 10:00 AM Board Bus & Depart for WAAY 31
- 11:20 AM Arrive/Tour WAAY 31
“Behind the scenes of the work that goes into a news story, giving leaders an idea of how to tailor their media releases to fit the medium and help keep accuracy of the story.”
- 12:30 PM Load Buses & Depart for Bryant Bank
- 12:50 PM Arrive at Bryant Bank, Lunch, provided by Jerry Damson Chrysler-Dodge-Jeep-Ram on the 231 bypass in Arab
- 1:00 PM Leadership Speaker, Bob Boyer, WZDX
- 1:30 PM Brief Break
- 1:40 PM Speaker, Kyle Stichtenoth, Alabama Media Group’s Senior Director of Digital Strategy
“The latest and greatest in digital as well as using digital in your overall marketing/advertising strategy.”
- 2:10 PM Wrap-up session & Bathroom Break
- 2:20 PM Board Bus & Depart for Arab Tribune
- 2:50 PM Arrive / Tour Arab Tribune
“Why print still has a place in your media plan and how leaders play an active role in the news story.”
- 3:30 PM Board Bus & Depart for Albertville Chamber of Commerce
- 4:00 PM Arrive, Albertville Chamber of Commerce & Bathroom Break
- 4:10 PM Facilitated Discussion/Activity, Board Advisors
- 4:30 PM Wrap up session, Dismiss

Transportation provided by: Guntersville City Schools
Snacks provided by: Holloway & Hunt

Breakfast provided by: BAP Agency, LLC
Lunch provided by: Jerry Damson Chrysler-Dodge-Jeep-Ram on the 231 bypass in Arab

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