

**2007 Greater Tucson Leadership  
Media Issue Day  
November 30, 2007**

Issue Day Chairs: Jean McKnight Guymon and Kate Breck Calhoun

<b>Time</b>	<b>Area</b>	<b>Location</b>	<b>Subject</b>	<b>Speakers</b>
8:00 -10:30am	Television Media	KVOA TV Station	News – HD News and How It all Comes Together & Site Tour	Gary Nielsen, General Manager, KVOA TV
10:30-10:45am		Drive to Clear Channel Communications		
10:45 -11:30am	Radio	Clear Channel Communications	Integrated Marketing Services- Serving the Community and Promoting Yourself	Rochelle Lang, Integrated Marketing Manager
11:30-12:00pm		Drive to TCC and Get Settled	Free Parking for Class Members (ID yourself as a GTL class member)	
12:00-1:00pm	Lunch	TCC Mohave Room		
1:00 – 1:30pm	Print Media	TCC Mohave Room	Ethics in Media	Mark Kimble, Editor, Tucson Citizen
1:30-2:00pm	Radio	TCC Mohave Room	Payola	Jonas Hunter, DJ, KLPX-FM
2:00-2:15pm	Break			
2:15-3:15pm	Media Relations	TCC Mohave Room	How to take the heat of media and survive	Mary Rowley, Owner, StrongPoint Communications
3:15 – 3:30pm		TCC Mohave Room	Wrap-Up Media Day	
3:30-4:30pm		TCC Mohave Room	Leadership Curriculum	Class Members