

THANK YOU TO OUR SPONSOR



Program Day Objectives:

- identify and meet representatives of key local media
- understand how to access/utilize local media
- learn how to do effective promotion
- explore promotion of class projects

MEDIA & PROMOTION DAY – DESIGN TEAM

Kristy Nole	AVP, Marketing & Communications, <i>First Source Federal Credit Union</i> (LMV '04)
Sean Morelle	On-Air Personality/Promotions Director, <i>Roser Communications Network</i> (LMV '15)

8:00 - 8:15	Refreshments and Networking
8:15 - 8:20	Welcome and Introduction of Design Team Jeremy Earl, Executive Director, <i>The Root Farm</i> & President, <i>Leadership Mohawk Valley</i> (LMV '09)
8:20 – 9:15	Welcome & “Take Action” Kevin Crosley, President & CEO, <i>Herkimer Area Resource Center</i>
9:15-10:15	LEADERSHIP MODULE: The Leadership Challenge (Ch’s. 8 & 9) Ann Rushlo, Executive Director, <i>Leadership Mohawk Valley</i> (LMV '02)
10:15-10:30	Break
10:30-11:15	Making Utica a Hockey Town Gary Heenan, Head Coach, Men’s Hockey, <i>Utica College</i>
11:15-12:00	Taking Control of the Conversation Ryan Miller, Director, <i>ThINCubator</i> (LMV '04)
12:00-1:00	Lunch
1:00-2:15	Happy Medium: TV, Radio, Print - Which One Works For You? Jim Hartnett, Acct. Sales Manager, <i>Roser Communications Network</i> (LMV '14) Katie Drake-Marhaver, Local Sales Manager, <i>Time Warner Cable</i> Erin Pittman, Advertising Director, <i>Utica Observer-Dispatch</i>
2:15 – 2:30	Break
2:30 – 3:30	Be Newsworthy (Interactive Exercise)
3:30 – 4:15	Making Headlines Steve McMurray, General Manager, <i>WKTU NewsChannel 2</i> Jeremy Ryan, News Director, <i>WKTU Newschannel 2</i> Kristy Nole, AVP, Marketing & Communications, <i>First Source Federal Credit Union</i> (LMV '04)



MEDIA & PROMOTION DAY

Wednesday, February 3, 2016
Herkimer Area Resource Center
350 S. Washington Street, Herkimer

- 4:15 – 4:45 Project Group meetings
- 4:45 – 5:00 Wrap up
 What's Happening?
 Evaluations

To Herkimer Area Resource Center–350 S. Washington St., Herkimer

- Take NYS Thruway to Exit 30 (Herkimer)
- After passing through the toll booth, at the stop light take a right.
- Then take your second right (Steele Street). HARC is on your left a few blocks down (corner of S. Washington & Steele Streets).

From Route 5 going east:

- Take Route 5 to Herkimer.
- Take a right onto South Washington Street (State Farm Insurance will be on your right; Folts Homes on your left).
- Travel down South Washington Street approximately 2 blocks – HARC is on your right on the corner of South Washington and Steele Streets. You will see our green and glass entrance atrium.

From Route 5 going west:

- Take Route 5 to Herkimer.
- Take a left onto South Washington Street (State Farm Insurance will be on your left; Folts Homes on your right).
- Travel down South Washington Street approximately 2 blocks – HARC is on your right on the corner of South Washington and Steele Streets. You will see our green and glass entrance atrium.

From Route 5S going east:

- Take Route 5S past MOVAC Ambulance Building, take your next left (South Washington Street).
- Go over the bridge and under the overpass.
- HARC will be shortly thereafter on your left. You will see our green and glass entrance atrium.

From Route 5S going west:

- Take Route 5S to South Washington Street- if you pass MOVAC Ambulance, you've gone too far.
- Go over the bridge and under the overpass.
- HARC will be shortly thereafter on your left. You will see our green and glass entrance atrium.

Visitor parking is available immediately in front of 350 S. Washington Street or if that lot is full, just down S. Washington Street past three houses at 410 S. Washington Street (just before the train overpass). Street parking is also available.

Please Note: Effective 10/1/10, the use of tobacco products is not permitted on HARC property.

Phone: 315-574-7000