

Leadership Pickens County Communication Session 2011

January 10, 2011

Led By:

Wanda White Richey: Hospice of the Upstate, **Michael Crenshaw,** King Asphalt

The Communications Program is a very exciting and informative session of LPC; we tour the WYFF-TV news studio & one of our local radio stations. We will meet with on-air personalities, as well as hearing from our local news print provider and a social media consultant.

8:00 Book Discussion / Meet at the Easley Chamber of Commerce for coffee and Danish

8:25 PROMPTLY Board van for the trip to WYFF, 505 Rutherford St. (very limited parking at TV station- everyone is encouraged to ride on the van)

9:00 – 9:30 Welcome and introduction from staff and WYFF General Manager & Lee Brown, Assistant News Director.

9:30 - 9:55 Ron Dekett, Greenville News, [Communities Editor](#), will speak to the changing role of news print today and the impact on Pickens County.

9:55 – 10:10 Break

10:10 – 10:40 Jay Handler, co-founder of Social Media Greenville – will speak on the impact of social media in our community today.

10:40 – 11:30 Justin Antoniotti and Lee Brown of WYFF will speak about how a TV station competes in today's environment and its role in Pickens County.

11:30 – 11:40 Break

11:40 Tour WYFF control room and sit in on a live broadcast

12:30 Catered lunch with John Cessarich / Tour Blue Room

1:45 Board van for the trip to Clear Channel Communications (MY 102.5 & others)

2:00 Tour Radio Station and hear from Bill McMartin, Station Manager. Bill and a panel of Radio personalities will speak on the role of radio in the Pickens County community.

3:45 Board van for return to The Easley Chamber of Commerce

Notes:

Dress comfortably and wear comfortable shoes. A light jacket or sweater is highly recommended for the very COLD TV studio.

Due to very limited parking at the TV station, you should plan to leave your cars at the Easley Chamber and ride the bus.

Session Leader Contact info:

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