

MEDIA DAY
November 1, 2018

MEETING LOCATION: WPTV Channel 5 (1100 Banyan Blvd, West Palm Beach, FL 33401)

DRESS CODE: Business Casual—Grow polo shirts and slacks or skirts. Wear comfortable closed toe shoes. No flip-flops or sandals. **[ATTIRE: Please remember to wear your Leadership polo shirt & nametags]**

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Program Chairs:

William Foman (Class of 2014), Eddie Stephens (Class of 2015) & Cory Strolla (Class of 2017)

Media Day Chairs:

Em Mendez (Class of 2018), Audra Grigalunas (Class of 2018), Genevieve Hall (Class of 2018), Jay Zeager

KEY OBJECTIVES:

- Explore the media’s impact on our community
- Consider how decisions are made which determine the messages that reach us through various media
- Determine how the processes involved in information exchange via the written word, the spoken word and visual imaging changed in your lifetime
- Consider how ‘new’ media has impacted how news is delivered, obtained, and perceived
- Consider technology’s impact on mass communication
- Consider how you can apply the information you learned today to create a plan to utilize communications to help you attain your personal goals or to improve our community

7:45 a.m. Arrive Park at WPTV – Channel 5 (1100 Banyan Blvd, West Palm Beach, FL 33401)

08:00 a.m. Welcome and Leadership Grow/Media Day Overview – Day Chairs: *Em Mendez (PB Post), Audra Grigalunas (Matyk Media)*

08:15 a.m. Welcome to WPTV/WFLX – Bernadette O’Grady

08:20 a.m. Tour of WPTV/WFLX

Tour will include an overview of the newsroom, an introduction to TV news technology (including green screen), and feature a news break-in.

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- 9 a.m.** **Interactive activity with WPTV**
- 9:15 a.m.** **Board Bus & Depart for Alpha Media/KVJ Show**
- 9:35 a.m.** **Bathrooms/Arrive at Alpha Media** (701 Northpoint Parkway, Suite 500, West Palm Beach, FL 33407)
- 9:45 a.m.** **Welcome to Alpha Media—WRMF 97.9, WIRK 103.1, SUNNY 107.9, X102.3 – Jay Zeager**
Tour includes a walk-through of local radio station facility which is home to four (4) diverse stations. Discussion with local radio personalities and radio program producers, including the popular KVJ Show (the Kevin, Virginia & Jason Show)
- 11:15 a.m.** **Board Bus & Depart for The Brewhouse Gallery/The Kelsey Theater – Lake Park Arts District** (720 Park Ave, Lake Park, FL 33403)
- 11:45 a.m.** **Arrive at The Brewhouse Gallery/The Kelsey Theater – Lake Park Arts District**
- 11:45-Noon** **Welcome and Introduction to The Brewhouse Gallery/The Kelsey Theater – Lake Park Arts District - AJ Brockman, Single Handed Studio**
AJ will share his inspiring personal story of how he has overcome obstacles in order to live his passion by creating unique art using digital painting, and perhaps inspire your creativity as well.
- Noon-12:45** **Lunch at The Brewhouse Gallery – by Camille’s Pizza**
- 1:00** **Board Bus to The Palm Beach Post** (2751 S. Dixie Hwy, West Palm Beach 33405)
- 1:20-1:30** **Bathrooms/Welcome and Introduction to The Palm Beach Post**
• *Tim Burke, Publisher*
- 1:30-2:30** Daytrippin’ through The Palm Beach Post with Digital Reporter *Julio Poletti and Chunky*
- 2:30** **Board Bus to Ko-Mar** (1100 Banyan Blvd, West Palm Beach, FL 33401)
- 2:45** **Bathrooms/Snack Break and Reflection on Media Day – Genevieve Hall, Beaulieu-Fawcett Law Group**
Kids call parents to let them know about pickup time
- 3 p.m.** **Welcome and Introduction to Ko-Mar – Audra Grigalunas, Matyk Media**
- 3:15 p.m.** **Michelle Hillery - Palm Beach County Film and Television Commission, Deputy Film on the production in PBC**
- 3:30pm** Two group tours through post production and the equipment/tech/truck.
- 3:50 pm** Group videos/selfies in the studio
- 4:00 p.m.** **Class is dismissed!**

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