



GRESHAM AREA
Leadership Academy

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January 18, 2018

Agenda

Communication Day/Media/Social

Location: MetroEast Community Media

829 NE 8th, Gresham

Do NOT park in vacant lot east of building.

8-8:15 Logistics, Values, CVI, Sponsors,

8:15-10:00 Metro East Media 101 Basics of broadcast media

10:00-10:15ish Break

10:15-11:45 MetroEast Media 102 Hands On experience

12-12:30 Lunch

12:30-1:30 Scott Bruun, former state Legislator, Principal with Hubbell Communications, subject: Reputation Management

1:30-2:15 Steve Brown, Editor of Gresham Outlook

2:15-3:00 Field Trip to Outlook Printing facility

3:00-4:00 Return to MetroEast. Grade classes! Class project discussion?

Next class: Feb 22, 2018, Thursday. **7:00**

Meet in Gresham Town Fair Shopping Mall across from Origins

Destination: Salem Capitol

This session sponsored by:



Gresham Area Leadership Academy—A Program of the Gresham Chamber
1005 N Main Avenue, Gresham, OR 97030 | 503-665-1131 | greshamchamber.org