



2009 *Silver & Gold Circle* HONORS

and Professional Development Seminar

THE EVENT

On Saturday January 31, 2009 broadcasting's Best of the Best will gather to honor the Ohio Valley's Silver Circle and Gold Circle inductees. That's only the start! We've created a day filled with seminars, hands-on-training and networking with some of the most influential people in local media today.

Focusing on "The Digital Direction," the seminars will look at how the digital age is affecting and changing local television as we know it.

Whether you're an on-camera or behind the scenes video professional, a student or an educator, you won't want to miss this opportunity to get a leg up in this ever changing industry.

Cincinnati Airport Marriott
2395 Progress Drive ~ Hebron, KY 41048
859-586-0166

THE SCHEDULE

8:00am	Registration
9:00am-9:50am	Seminar Session I
10:00am-10:50am	Seminar Session II
11:00am-11:50am	Seminar Session III
Noon-12:50pm	Seminar Session IV
1:00pm-2:30pm	Silver & Gold Circle Ceremony & Luncheon
2:45pm-4:30pm	Networking

QUESTIONS?

Contact:
Nicole Williams
Ohio Valley Chapter Administrator &
Silver Circle Chairman
(614) 519-6208
nwilliams@ohiovalleyemmy.org

THE HONOREES

Silver Circle

MARK ALLEN – Since 1967 Mark Allen has been a part of the Terre Haute, Indiana television industry serving in positions ranging from master control operator to news anchor to general manager. Mark also continues to make an impact on the community as the host for the United Cerebral Palsy Telethon.

BARRY BERNSON – A longtime Louisville broadcasting fixture, Barry Bernson has received numerous awards over the years celebrating his talent and contributions. Barry has also been recognized by the American Federation for the Blind for narrating over 400 audio books for the blind.

LEN GOORIAN – Program host and producer Len Goorian started his career in Cincinnati in 1947. Known for producing such long-running shows as "The Emma Lazarus Show" and "Lilias, Yoga and You," Len is also an inductee in the Television Broadcasting Hall of Fame and is head of the American Theatre Guild in Cincinnati.

DAVE KAYLOR – An award-winning news anchor, Dave Kaylor has also been recognized for his work on a number of Columbus public affairs programs. While he retired in 2005, he continues to serve as a political contributor for WBNS. Dave is also the voice of the Ohio State Marching Band.

Gold Circle

CARL DAY – The voice of the National Aviation Hall of Fame, Carl Day has spent his entire career dedicated to Dayton, Ohio television. His assignments have taken him as far as Sarajevo and Bosnia. Carl's achievements over the years have been so impressive that the Ohio Associated Press renamed their "Outstanding Achievement in the Field" award to the "Carl Day Award."

MILTON METZ – Milton Metz began his broadcasting career in Louisville in 1946. His radio show *Metz Here* is credited for introducing the modern day talk show format. Since making his move to TV, Milton has been a fixture on Millionaire's Row at the Kentucky Derby. His charitable contributions are as long running as his career. Since 1954, Milton has been a host for the WHAS Crusade for Children telethon.

2009 PROFESSIONAL DEVELOPMENT SEMINAR TOPICS

Join The Best of The Best

The Newsroom of the Future

An in-depth look at how the web, digital journalists, new equipment and storytelling standards are changing the face of local newsrooms. WCPO News Director Bob Morford gives you a glimpse into the impact blogging, VJs, and web channels will make in our industry.

Shooting and Editing for the Web

Award winning video journalist Anthony Mirones shows you how to do things with a camera you haven't even thought of in this hands-on tutorial. Have something amazing to share, too? This is the forum to bring it!

The Digital Marketing Frontier:

Maximizing Your Online Marketing Success

Are you getting eyeballs to your website? Are the right people linking to it? How are they hearing about it? For personal or professional sites, It's time to think out of the box and use the newest tools for getting your message out. Marketing strategist and social media enthusiast Mayra Ruiz-McPherson leads this seminar about the fundamentals of marketing for a new generation, how to engage brand fans directly, and what the new digital strategies are to expand a brand's reach. Get your piece of the double digit shift of marketing dollars from traditional to digital media.

Breaking Into Digital Media

Learn how recent college graduate Nick Jones went from an entry level producing job at a local TV station to becoming a video journalist for CNN and Palestra.net

Get Free Money and A Cool Award –

i.e. The Student Production Award & Scholarship

Scholarship Chair Gary Anaple gives you the A to Z's on how to enter the NATAS-Ohio Valley Chapter Student Production Award competition and how to apply for the chapter's \$3000 scholarship.

REGISTRATION FORM

- \$25 Students – includes student membership
- \$40 Current NATAS members
- \$50 Non-NATAS members
- \$85 Non-NATAS members – includes current year membership (through 8/31/2009)

- \$30 Silver/Gold Circle Ceremony & Luncheon only

- Note: Reservations for lunch **must** be made by Jan. 28th.

Please indicate your seminar preference by numbering 1 (first preference) to 5 (alternate):

- _____ The Newsroom of the Future
- _____ Shooting & Editing for the Web
- _____ The Digital Marketing Frontier
- _____ Breaking Into Digital Media
- _____ Student Award & Scholarship Info
- _____ EMMY® Awards Q & A

**All attendees are invited to stay for networking, informal discussion groups, resume tape reviews and additional Emmy® Awards Q & A following the induction ceremony and luncheon.*

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

EMAIL: _____

PHONE: _____

COMPANY/SCHOOL: _____

NATAS MEMBER? Y N STUDENT? Y N

Payment Info:

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SEND PAYMENT AND COMPLETED REGISTRATION FORM BY JAN. 28th TO:

NATAS-Ohio Valley Chapter
c/o Nicole Williams
PO Box 16181
Columbus, OH 43216

Register online: www.ohiovalleyemmy.org/silver_circle