



Entertainment and Media Day
Wednesday, January 12, 2011

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Objective for Entertainment and Media Day:

1. To tour and observe local entertainment and media industries
2. To gain a better understanding of the impact the entertainment and media industries have on the Franklin community

Dress: Casual (comfortable shoes)

- 6:45. a.m. Meet at City Hall, 3rd Avenue.
- 6:45 a.m. – 7:00 a.m. Drive to 219 Third Avenue North
- 7:00 a.m. – 8:30 a.m. Breakfast with Bubba: Breakfast and discussion of the day's events. Introductions by Richard Herrington (LFA) and Julian Bibb (LFA). **“Conception and Vision of Leadership Franklin.”** Breakfast sponsored by Bubba Miller. **“On Air”** with Tom Lawrence of WAKM AM – 950 & Leadership Franklin Class 20010-2011. Each class member will be interviewed “On Air”. Introduced by Bubba Miller (LFA).
- 8:30 a.m. – 8:45 a.m. Travel to World Christian Broadcasting Center
- 8:45 a.m. – 10:00 a.m. Tour and discussion of World Christian Broadcasting Center led by Kathy and Charles Caudill. **“World Christian Broadcasting’s Vision and Outreach.”** WCB is an international media outlet and broadcasting center. All of the material is recorded and written at WCB. Introduced by Bubba Miller (LFA).
- 10:00 a.m. – 10:15 a.m. Break
- 10:15 a.m. – 10:30 a.m. Travel to D1Nashville

- 10:30 a.m. – 11:15 a.m. Tour of D1 Nashville. D1 Nashville is an athletic facility that specializes in making athletes faster, stronger, more agile, and explosive while also building character. Co-owned by Super Bowl MVP Peyton Manning, the 25,000 square foot facility has a 60-yard indoor turf field, Hammer Strength-furnished weight room, VIP locker rooms and an in-house sports therapy clinic. Introduced by Bubba Miller (LFA).
- 11:15 a.m. – 11:25 a.m. Break
- 11:25 a.m. – 12:15 p.m. Lunch sponsored by Oscar’s Taco Shop
- 12:15 p.m. – 12:30 p.m. Travel to the Sound Kitchen
- 12:30 p.m. – 2:00 p.m. Tour Sound Kitchen led by Ira Blonder. Panel discussion and live entertainment provided by current music industry professionals. Topic **“Recording/Living in Williamson County and income generated through Williamson County.”** Panel Discussion moderated by Ira Blonder. Introduced by Bob Higgins (LFA).
- 2:00 p.m. – 2:30 p.m. Travel to Thomas Nelson Publishers
- 2:30 p.m. – 3:50 p.m. Tour of Thomas Nelson Publishers and hear from Michael Hyatt, Thomas Nelson Publishers CEO. **“Social Media.”** Thomas Nelson Publishers is the largest Christian publishing company in the world and the seventh largest trade book publishing company in the U.S. Michael Hyatt speaks on topics related to leadership, productivity, and social media and has been speaking publicly for more than 25 years. Hyatt has keynoted more than 100 events. Hyatt has also appeared on more than 1,500 television and radio shows, including all three major networks. Hyatt has 80,509 Twitter followers (as of 6/21/2010), posts regular blogs (with 4 “Top Blogs of 2009 awards), and is connected with Facebook, LinkedIn, and YouTube. Introduced by Bob Higgins (LFA).
- 3:50 p.m. – 4:00 p.m. Break
- 4:00 p.m. – 4:30 p.m. Travel to the Schermerhorn Symphony Center
- 4:30 p.m. – 5:30 p.m. Tour the Schermerhorn Symphony Center. In 2003, the Nashville Symphony broke ground on the \$123.5 million Schermerhorn Symphony Center, the orchestra’s new home, which opened on September 9, 2006, to critical acclaim. Highlights of the Symphony Center include the 1,844-seat Laura Turner Concert Hall and the 3,000-square-foot Mike Curb Family Music Education Hall. This new cultural center in downtown Nashville has had a significant artistic, social and economic impact on the city, and has given the Nashville Symphony a venue equal to its growing reputation and superb music-making. Introduced by Bob Higgins (LFA).
- 5:30 p.m. – 6:00 p.m. Heavy hors devours at Schermerhorn Symphony Center
- 6:00 p.m. – 7:00 p.m. Travel back to City Hall and Wrap Up of the Day’s Events