

ACC Cable Communications Institute

A program in executive education for cable television professionals in communications and public affairs.

Excellence in communications management creates a competitive advantage for your company and you. This program gives you that edge.

The Cable Communications Institute

June 1 – 4, 2008

Syracuse University's Lubin House
11 East 61st Street
New York, NY 10001



Newhouse School

“The curriculum was relevant and I think all of us found it to be very useful in what we’re going to go back home and face.”

*Michelle Cameron,
General Manager, Cable ONE*

“Let’s face it, in our industry we have to be about lifelong learningThis is the kind of place where I learn the most - with people I respect.”

*Craig Watson, Vice President of Communications,
Charter Communications*

“The Institute experience was both immediately applicable and forward focused. I walked away with insight and solutions to the issues facing our industry today as well as strategies to build successful public affairs programs at Scripps Networks for the future.”

*Jerilyn Bliss,
Vice President, Corporate Communications, Scripps Networks*

PROGRAM COURSE OUTLINE

Strategic Communication Management

Strategic planning is the process of assessing where you are and where you want to go, need to go. This session will provide a tried-and-true ten-step process that moves the professional from a reactive mode to a proactive mode, balancing the only three resources of any manager: people, time, and money.

Change Management

Does your management and organizational structure have the flexibility and skills to ride the constantly rolling waves of change? Is your organization prepared to stop on a dime and implement new methods and systems in the face of change? Successful change management will keep your company one or more steps ahead of the competition as technologies and consumer tastes constantly evolve.

Media Training/Management

While experienced professionals have enough trouble dealing with reporters in today's 24/7 news cycles, what about nervous senior executives who look to their public relations professionals to keep reporters at a distance? How to make sure senior executives are cool, calm, collected in the glare of the media? This session will review the tried-and-true basics of media relations, test them in a digital age – and help prepare C-suite executives to take on the role of Chief Communications Officers.

Leveraging the Internet and New Media Communications Opportunities

Blogs, podcasts, vidcasts, RSS, Technorati, MySpace – via live demonstrations and case studies, this session will help you learn how to integrate these new channels into mainstream public relations; how to transition the current company mind-set of social media as a technical discipline into a strategic viewpoint that leverages communications assets; and how to make the case to executives regarding

the importance of social media experimentation.

Validation Research: How to Measure Communications Efforts

Often when it comes to measurement and evaluation of public relations efforts, Management is from Mars; practitioners are from Venus. This session will provide the latest in how to measure and evaluate public relations programs and specific “how-tos” in correlating communications and the bottom-line.

Communications Law

This session will provide a basic understanding of communications law as it

relates to public relations, with special attention to the legal and regulatory environment of the cable industry. Content areas include an overview of communications law; application of specific areas of communications law to public relations; the management of legal risks faced in public relations; the role of public relations in an organization's litigation strategy; and dealing with lawyers.

Conflict Resolution

Successful public relations managers need highly refined communication and conflict resolution skills in today's stressful and competitive business environment. This

session will help participants learn, practice and evaluate key fundamental behaviors designed to establish powerful rapport with business colleagues, and to manage conflict creatively and constructively.

Employee Engagement and Communications

Strengthening the ability to implement corporate strategy and initiatives is a key goal of employee engagement. This can be achieved by establishing stronger management and employee relationships through a variety of communications techniques that condition employee and organizational

behavior to build brands, improve performance and reach business goals.

Strategic Community Relations and Grassroots Politics

Grassroots programs can be an essential key of the advocacy process related to cable franchising issues. The role of grassroots in the broader arenas of community relations, public affairs must be integrated into the overall strategic development process. This session will provide basic skills and knowledge and to construct and execute a grassroots program to help meet company goals and objectives.

Change is constant in today's communication environment and continuous learning is critical to the growth and long-range success of communication and public affairs executives in the cable industry.

This program of executive education is specifically designed for ACC and delivered by the S.I. Newhouse School of Public Communications at Syracuse University. As one of the most prestigious schools of communications in the United States, it is best known for producing outstanding professionals in journalism, television, newspapers and public relations.

Program Focus

This intensive, three-day program will extend your view on communications and issue management, message development and delivery and deepen your strategic appreciation for the overall role communications and public affairs can play within your company.



Who Should Attend?

Executives at the top of their company's communications and public affairs operations and executives on the rise. The Institute is designed to offer you and your company a more meaningful perspective of the major functional areas of communications and public affairs management and an appreciation of a leader's role in guiding those activities.

Candidates for admission should meet the following qualifications:

- Proven maturity and desire to be intellectually challenged by advanced level instruction
- A commitment to intensive study
- A willingness to engage in interactive discussion that contributes to the group's advancement.

REGISTRATION

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Experience: _____

Years in current position: _____

Years in cable: _____

Fax to ACC at 202-222-2371;
email: sjones@cablecommunicators.org;
or mail to P.O. Box 75007, Washington, DC 20013-5007

ACC's Cable Communications Institute, an intensive three-day program of communications and public affairs strategy and management, will be held June 1-4 in New York City in Syracuse University's Lubin House located at 11 East 61st Street.

Space is limited to the first 30 accepted applicants. Apply today! After all of your application materials are received, you will be notified within 7 business days of acceptance. Following notification, you will be billed for tuition.

Tuition includes all instructional materials, meals during the daily program, books plus an evening activity. It does not include overnight accommodations. The tuition fee for applications received by May 15 is \$2,000. After May 16 the fee will increase to \$2,200. Applications will not be accepted after May 29, 2008.

In addition to the information requested to the left, please provide a description of approximately 300 words that focuses on your career goals, as well as a current resume.

A photograph of a person in a white shirt speaking at a microphone. In the foreground, a nameplate with the Cable Communicators logo is visible on a desk. The background is slightly blurred, showing other people in a professional setting.

The Association of Cable Communicators and the S.I. Newhouse School of Public Communications, Syracuse University presents...

THE 4TH ANNUAL CABLE COMMUNICATIONS INSTITUTE