



FOR IMMEDIATE RELEASE
February 16, 2010

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2010 ACC Cable Communications Institute Set For June 13-16 In New York City

Washington, DC – The Association of Cable Communicators (ACC) today announced that its signature educational initiative, the annual ACC Cable Communications Institute, will take place this spring from June 13 to 16 in partnership with the S.I. Newhouse School of Public Communications at Syracuse University’s Lubin House in New York City. This graduate-level program is designed for mid to senior-level communications executives who would like to expand their knowledge base and refine their expertise through an intensive 2.5-day academic program with colleagues from across the industry. Executives from programming networks, cable systems, industry suppliers and related associations are invited to participate.

“There is no better or more important example of ACC’s commitment to raising the level of communications work across the cable industry than our annual Cable Communications Institute,” said ACC President Jim Maiella. “This really is a rare opportunity for cable communicators to get in a room with industry colleagues and examine the state of the art when it comes to telling cable’s story, guided by a highly-qualified academic staff and real-world practitioners. This is one of the most important things we do every year and would encourage any ACC member interested in this kind of intensive and career-shaping experience to attend.”

The upcoming Institute will review a full range of advanced communications tactics and techniques while also incorporating public and government affairs practices. Participants will receive training and exposure to practical skills that are easily transferable to their daily work and professional success. Topics that will be covered during the 2.5-day academic program include:

- ▶ Strategic Communications Management
- ▶ New Media Opportunities and Tactics
- ▶ Measuring Communications Success
- ▶ Communications Law
- ▶ Competitive Communications
- ▶ Crisis Communications (Programming Emphasis)
- ▶ Conflict Resolution

Space is limited to the first 25 qualified applicants. Tuition for the Institute is \$2,100 per individual on or before May 14, 2010, or \$2,300 after May 16. ACC corporate membership at the Golden Benefactor level includes complementary tuition for one executive to attend the

Cable Communications Institute. Tuition covers all instructional materials and most meals. Travel and housing expenses are not included.

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The Association of Cable Communicators (ACC) is the only national, professional organization specifically addressing the issues, needs and interests of the cable industry's communications and public affairs professionals. ACC's mission is to develop and promote cable communications excellence through professional development to help achieve industry and corporate goals. ACC works to enhance each member's status and influence through skill building and professional development. For more information on ACC, go to www.cablecommunicators.org.