

# THE REVOLUTION IS NOW!

**The Revolution is Now!**  
**NCMPR District 7 Fall Conference, Oct. 20-22, 2010**  
**Oxford Hotel, Bend, Oregon**  
**Conference Program**  
*(Subject to change)*

## Wednesday, Oct. 20, 2010

4:30 to 7:30 p.m.      **Bend Ale Trail bus tour** (optional activity)  
It will be possible to join the tour at a number of stops in downtown Bend. Look for a detailed map and schedule when you register at the hotel.

## Thursday, Oct. 21, 2010

7:30 to 9 a.m.      Registration and Continental Breakfast

8:30 a.m.      Ron Paradis, Central Oregon Community College

8:45 to 10 a.m.      **"Public Opinion (In the Northwest) About Government and Education - The Ugly, The Bad, and The Good"**  
Adam Davis, of Davis, Hibbits and Midghall has more than 30 years of experience in all phases of public opinion research. His has conducted hundreds or research projects throughout the United States and on location in Europe and Japan.

10:15 to 11:30 a.m.      **"How to Deliver Bad News and Control the News Cycle"**  
Dana Haynes, PCC Public Affairs manager, recounts the day PCC experienced a "data breach," in which a flash drive was stolen from a staffer's car. Among the missing items were 2,900 names and Social Security numbers. While the PCC community geared up for a many-day-long marketing nightmare, the Public Affairs Dept. and others put into place a pre-existing action plan. The result was one day of stories, mostly framed in a neutral, fair light. Dana will discuss ways to deliver difficult news appropriately. He also will offer examples of other schools that prolonged the news cycle.

11:45 a.m. to 1:15 p.m.      Lunch and Keynote Speaker  
**"America's Next Top Model: The Changing Face of U.S. Journalism"**  
Presented by Al Stavitsky, senior associate dean and Portland director, School of Journalism and Communications, University of Oregon.

1:30 to 2:45 p.m.

**“Revolutionizing How You Use the Web in PR”**

PCC’s lead web designer Gabriel Nagmay has spearheaded their college’s revolution in how it delivers its stories and gauges success. Today, from tweeting and blogging to RSS feeds and Google Analytics, Nagmay has led the college into a new era. Hear about the tools and techniques Gabriel used for PCC. Learn how to maximize your time and exposure by using social media tools to spread your message.

3 to 4:15 p.m.

**“What Are Your Visual Communications Saying About You?”**

Propeller Communications President Sue Kirtland will help us understand the importance of accurately depicting our college to maximize return on all media investments-traditional and non-traditional. Through the use of actual case studies, take a look at the five elements of successful visual messaging, a more powerful approach to brand positioning that will automatically trigger desired stakeholder perceptions for your college.

5:30 to 8:30 p.m.

**Medallion Awards Dinner**

Bourbon Street Restaurant  
Social Hour 5:30 to 6:30  
Dinner and Awards 6:30 to 8:30

**Friday, Oct. 22, 2010**

8 to 8:30 a.m.

Continental Breakfast

8:30 to 9 a.m.

NCMPR National President Heather McDorman

9 to 10:15 a.m.

**“Comrades in the Revolution”**

Presented by Lee Weinstein, founder of LWA PR and former director of employee communications at Nike. He discusses the need to inspire, inform and activate people in their work environments to best achieve organizational objectives.

10:15 to 11:30 a.m.

**“Time to Rebrand?”**

Ron Paradis, Central Oregon CC and Georell Bracelin, account strategist at 14 Hands Agency; Greg Harris, Chemeketa CC. Two colleges will share their experiences in rebranding. COCC entered the research stage with a plan: keep the logo but change the tagline. After conducting the research, though, and listening to the audiences, the college changed direction. Ron Paradis, director of College Relations, and Georell Bracelin, will share COCC’s experience.

Chemeketa was concerned that a weak brand image was affecting its ability to recruit students and obtain financial support from the community. Chemeketa dean of marketing Greg Harris will tell the story behind developing a comprehensive brand identity system.