



C-SPAN
400 North Capitol Street, NW
Washington, DC 20001
(202) 737-3220

2004 Vote Conference for Affiliates and Educators August 11 & 12, 2003 Agenda

Sunday, August 10, 2003:

Check into Hotel George, 15 E Street, NW, (202) 347-4200

Monday, August 11, 2003:

- 8:30 am Registration and breakfast
9:00 am Conference Overview and Introductions -
Joanne Wheeler, Susan Swain, Dr. John Splaine
10:00 am break
10:15 am C-SPAN Coverage of 2004 Vote – *Steve Scully*
11:00 am Behind-the-Scenes and the C-SPAN Mission
Dr. John Splaine & Sherry Sanders-Smith
12:00 pm Lunch
12:45 pm Critical Viewing / Media Literacy – *Dr. John Splaine*
2:15 pm break
2:30 pm Teaching with C-SPAN
Meg Steele, CSiC staff & 2003 Teacher Fellows
3:15 pm Breakout Sessions—Educators & Cable Affiliates
4:15 pm Tour of C-SPAN
5:00 pm Return to Hotel George
6:15 pm Reception and Dinner: Phoenix Park Hotel, 520 N. Capitol Street, NW
Brian P. Lamb, speaker
8:30 pm On Your Own: "Out on the Town" ... or "Lights Out"

Tuesday, August 12, 2003:

- 8:15 am Continental breakfast
8:30 am History of Campaign Coverage on C-SPAN
Susan Swain & Terry Murphy
9:30 am C-SPAN.org & more on the Web – *Rob Kennedy*
10:15 am break
10:30 am C-SPAN's Copyright Policy – *Bruce Collins*
10:45 am Strategies for Reaching Teachers (small groups)
11:30 am Summary & Evaluation
12:15 pm Boxed Lunch & Goodbye!