



MEDIA DAY: *The Art of Storytelling*

THURSDAY, MARCH 2, 2017
All sessions held in the digital media center

FEATURED SPEAKERS



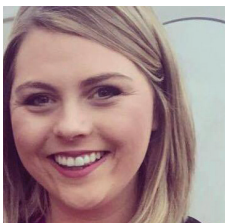
Dylan Lard: Dylan serves as the Creative Director, Chief Post Editor, Resident Nerd and IT guy for Pitts Media. He is involved in all aspects of production from conception to completion including music selection, voiceover talent, and creative direction. When not at work, Dylan can be found listening to his vinyl and tape deck collections, playing the drums, or feeding his TV show addiction.



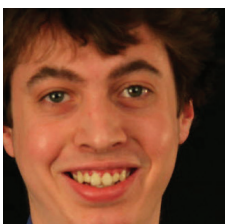
Cody Eldridge: When Business school wasn't working out for him, Cody experienced an epiphany in the parking lot of the gym when a friend suggested he get into the video production world. He got his first hands-on experience in live production for the Tuscaloosa Amphitheater, working closely with the director as a camera man. Cody began interning with Pitts Media in the summer of 2014 and is now the lead editor and cyber space wrangler.



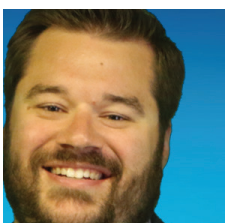
Greg Garrison: Greg Garrison is a 1985 graduate of the University of Missouri School of Journalism. After writing for *The Anniston Star* in 1985-86, he began working for *The Birmingham News* in 1986 and has been there ever since. In his 31 years as a journalist, he has written on nearly every imaginable topic, but his specialty has been religious news coverage.



Chelsea Brentzel: Chelsea joined the WHNT News 19 team in October of 2016. She previously worked as an anchor, reporter and sometimes weather girl for KIFI-TV in Idaho Falls, Idaho. While out west, she covered stories of local government corruption, wildfires and cold cases. She also reported about moose on the loose and potatoes. Chelsea is no stranger to Alabama. She graduated from the University of Alabama, earning her degree in broadcast journalism. She is extremely happy to be back home near family and friends.



John Talty: John Talty is an award-winning writer and editor for Alabama Media Group. He currently oversees all college sports coverage for AL.com, *The Birmingham News*, *The (Mobile) Press-Register* and *The Huntsville Times*. He's previously worked as an Alabama beat writer for AL.com, a recruiting and college sports writer for *The Jackson Clarion-Ledger* and a sports business reporter for *The International Business Times*. He's also written for *Slate magazine*, *Men's Journal* and FoxSports.com, among others.



Jon Lunceford: Jon Lunceford, a journalism graduate from UA, is a sports and digital media professional in Birmingham, AL. He is the host of Jox Primetime, and also works with Cumulus Media as the digital content director. Jon developed JoxPreps, a digital media property with Jox 94.5 that is dedicated to high school athletics in the state of Alabama. Jon has worked with major media organizations such as AL.com, Cox Media Group, iHeartMedia, and the NFHS Network along with Samsung Electronics.

SCHEDULE

10-10:50 a.m.

Dylan Lard and Cody Eldridge of Pitts Media

11:00 a.m.-12:15 p.m.

Greg Garrison of AL.com

12:15-1:30 p.m.

LUNCH

1:30-3:00 p.m.

YOUNG PROFESSIONALS PANEL

Jon Lunceford, Sports Talk Radio Jox FM

Chelsea Brentzel, WHNT-TV in Huntsville

John Talty, College sports editor for Alabama Media Group and AL.com

3:00-4:00 pm,

Critiquing Session by young professionals

5:00 pm,

Dr. Patricia Foster, winner of the 2017 Clarence Cason Award in Nonfiction Writing.

Public address open to faculty, staff, and students



Patricia Foster is professor of English at the University of Iowa and a native of rural Alabama. This year's winner of the Clarence Cason Award for

Nonfiction Writing is the author of two books of nonfiction and the editor of three anthologies of nonfiction prose. In addition to her MFA in fiction, she has an MFA in art from UCLA and a Ph.D. in women's literature and creative writing from Florida State.