



# LOCAL CONTENT WORKSHOP

Thursday, April 28, 2011

8:30am - 4:30pm

- 8:30 Continental Breakfast  
*Courtesy of Rainbow Communications*
- 9:00 Introductions
- 9:15 Channeling Your Vision  
*Presented by: Jackie Petersen,  
Marketing Manager, Rainbow Communications*
- 9:30 Making The Right Software Decision  
*Presented by: Chance Henson,  
Local Channel Coordinator, Tri County Telephone*
- 10:15 Break
- 10:30 Get The Cameras Rolling  
*Presented by: Mike Twombly,  
Video Producer, Rainbow NEK*
- 11:15 Getting the Community Involved  
*Presented by: Kelly Beach,  
Local Content Coordinator, Rainbow NEK*
- 12:00 Lunch
- 1:30 Content Scheduling—How & When  
*Presented by: Aaron Wertenberger,  
Local Content, Twin Valley Telephone*
- 2:30 Break
- 2:45 Alternative Video  
*Presented by: Eric Eaton,  
Marketing Director, Kanokla*
- 3:30 Q&A Session

Located at & hosted by:  
**Rainbow Communications**  
628 Oregon St.,  
Hiawatha, Kansas

RSVP to: [kelly@rainbowtel.com](mailto:kelly@rainbowtel.com)  
by April 15, 2011

#### Hotel Accommodations:

**Holton, KS (40 minutes from Hiawatha)**  
Super 8 785-364-1988  
Red Roof Inn 785-364-3172  
Hotel Josephine 785-364-3151

**Sabetha, KS (18 minutes from Hiawatha)**  
Sabetha Country Inn 785-284-2300  
Koch Motel 785-284-2145

**Mayetta, KS (50 minutes from Hiawatha)**  
Prairie Band Casino & Resort 888-727-4946

**Seneca, KS (30 minutes from Hiawatha)**  
Settle Inn & Suites 785-336-3663

**Hiawatha, KS**  
The Country Cabin (cabin rentals)  
785-742-4320  
Hiawatha Lodge 785-742-7401