



THE  
**INNOVATORS SERIES**  
Mark Little, Storyful

**WEDNESDAY, SEPTEMBER 17**

**10:28 p.m.**

Arrival at GNV Airport

*Transfer to Hampton Inn Downtown*

**THURSDAY, SEPTEMBER 18**

**10 a.m.**

Pick Up at Hampton Inn Downtown

*Transfer to University of Florida Campus, Weimer Hall*

**10:30 a.m.**

Welcome and Introductions

*Kay Tappan, Lecturer, Department of Public Relations*

**11 a.m.**

Tour of Innovation News Center and Media Properties

*Matt Sheehan, Director, Innovation News Center*

**Noon**

Lunch and Brainstorm with Faculty: Learning objectives for students of modern media ethics

*Moderated by Johanna Cleary, Assoc. Professor, Department of Telecommunication*

*INC Conference Room*

**1:30 p.m.**

*Break*

**2 p.m.**

Brainstorm with Students: Creating a Charter for User Generated Content

*Moderated by Johanna Cleary, Assoc. Professor, Department of Telecommunication*

*AHA! CoLab*

**3 p.m.**

Classroom Visit: A Discussion on Media Entrepreneurship

MMC 6936 Innovation and Entrepreneurship

*Amy Jo Coffey, Assoc. Professor, Department of Telecommunication*

*Weimer 1090*

**4 p.m.**

*Break*

**5:30 p.m.**

Reception

*Weimer Hall, Second Floor Lobby*



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**THURSDAY, SEPTEMBER 18, CON'T**

**6:30 p.m.**

Interview with Mark Little, Live and Recorded  
*Interviewed by Bridget Grogan, WUFT News Assistant Director*

**8 p.m.**

Dinner with Dean Diane McFarlin and Faculty  
*Downtown Gainesville*

**FRIDAY, SEPTEMBER 19**

**8:45 a.m.**

Pick Up at Hampton Inn Downtown  
*Transfer to University of Florida Campus, Weimer Hall*

**9:35 a.m.**

Guest Lecture in RTV 3405 TV and American Society  
*Yu-Hao Lee, Asst. Professor, Department of Telecommunication  
Gannett Auditorium*

**10:30 a.m.**

*Break*

**11 a.m.**

Brainstorm with Faculty: Designing an Ethics 101 syllabus for students of modern media  
*Moderated by Johanna Cleary, Assoc. Professor, Department of Telecommunication  
INC Conference Room*

**12:30 p.m.**

Lunch and Future Collaborations  
*Diane McFarlin, Dean; Randy Bennett, Director of Entrepreneurship and Partnerships  
Matt Sheehan, Director, Innovation News Center; Ted Spiker, Interim Chair, Department of Journalism  
AHA! CoLab*

**2 p.m.**

*Break / Follow up conversations*

**4:30 p.m.**

*Transfer to GNV Airport*

**6:00 p.m.**

*Depart GNV Airport*