



- 9:00 – 9:15 a.m. *Welcome*
Charlie Cook, AMM-Con Planning Committee Chair
- 9:15 – 09:45 a.m. *Reporting on Injustice*
Lee Williams & Patrick “Tate” Adamiak
- 9:45 – 10:15 a.m. *On the Air: What We Look for in Our Guests*
Amanda Suffecool & Cheryl Todd, AMM-Con Committee Members
- 10:15 – 10:45 a.m. *Stop Chasing Traffic, Become the Source*
Robyn Sandoval, A Girl and A Gun
- 10:45 – 11:30 a.m. *AI & Ethics: How 2A Media Can Use AI Without Losing Trust*
Rich Yumul, Gun Owners Radio & 1791 Group
- 11:30 – 11:45 a.m. *A Word From Our Gold Sponsor: **Topple***
- 11:45 – 12:30 p.m. *Lunch* — Provided by Topple
- 12:30 – 1:00 p.m. *How to Read & Understand 2A Court Decisions for Non-lawyers*
Mark Smith, Four Boxes Diner YouTube Channel
- 1:00 – 1:30 p.m. *A View From the Other Side of the Horizon*
Christopher Swainhart, Gun Stuff TV
- 1:30 – 2:00 p.m. *Navigating YouTube & the Need for Authentic 2A-Focused Content*
Jason Oliver, Texas Gun Vault YouTube Channel
- 2:00 – 3:00 p.m. *Panel & Conversation: Media as a Tool — Moderated by Dan Wos*
Cam Edwards, William Kirk, and Jake Wiskerchen
- 3:00 – 3:15 p.m. *Break* — Coffee Provided by SEAL 1
- 3:15 - 3:30 p.m. *A Word From Our Silver Sponsor: **SEAL 1***
- 3:30 – 4:00 p.m. *From Blogging, to Journalist, to Publisher: The Road to ‘The Reload’*
Stephen Gutowski, Founder of The Reload
- 4:00 – 4:45 p.m. *Keynote: The Brave New World: The Evolution of 2A Communications*
Mark Keefe, Managing Director of Public Affairs and Editorial, NRA
- 4:45 p.m. *Closing Remarks*