



Updated 6/11/4

## **Tuesday, July 29, 2014**

**9:00 a.m. – 5:00 p.m.      NABJ Board of Directors' Meeting**

**4:00 p.m. – 8:15 p.m.      Executive Suite (Invitation Only)**

This exclusive series of workshops led by news and corporate executives will help middle managers who aspire to more senior roles to gain a better sense of what it takes to be an executive editor, a publisher, a news director or a general manager. You'll come away with a better understanding of the skills and relationships it takes to land and keep those jobs. From hiring and managing to building the skills and connections you'll need to move up, the Executive Suite will help you prepare for advancement.

**6:00 p.m. – 9:00 p.m.      NABJ Town Hall Meeting**  
*Hibernian Hall*  
*Roxbury, Massachusetts*  
*Transportation will be provided*

**6 p.m. – 8 p.m.              Student Opening Reception**

## **Wednesday, July 30, 2014**

**7:00 a.m. – 7:00 p.m.      Registration and Welcome Center**

**8:00 a.m. – 5:00 p.m.      Deep Dive Learning Labs (All Day)\*\***

**8:30 a.m. – 7:30 p.m. Executive Suite (Invitation Only)**

This exclusive series of workshops led by news and corporate executives will help middle managers who aspire to more senior roles to gain a better sense of what it takes to be an executive editor, a publisher, a news director or a general manager. You'll come away with a better understanding of the skills and relationships it takes to land and keep those jobs. From hiring and managing to building the skills and connections you'll need to move up, the Executive Suite will help you prepare for advancement.

**PR Career Boot Camp**

If you are ready to make a change in your career and need some tips and stable rules as you put together the resume and start this endeavor, or if you're wondering why you aren't getting called in for interviews -- you need to come to this seminar. We'll review tips on how to do a cover letter that captures the attention of the recruiter...you don't have to be Hemingway - it's a really simple tip. And we'll talk about resumes that get you in the door. Working with recruiters, preparing for interviews, networking tips and more. If you're about to enter the job market, been having trouble with your job search or want to make a change in the direction of your career, you should have this information...it will make a big difference!! We'll critique your resume and get it back to you the day of the seminar. [#nabjprcamp](#)

**Panelists:**

**Dawn Angelique Roberts**, NABJ Associate Representative, Co-founder and Managing Partner of KD Communications Group

**Dawn Kelly**, Vice President, Prudential

**8:00 a.m. – 3:00 p.m. Chapter Day****9 a.m. – 5 p.m. Career Fair and Exhibition Move-In****1:00 p.m. - 2:30 p.m. Journalism Graduate School Programs****1:00 p.m. – 2:30 p.m. Journalism Fellowships**

Journalism fellowships offer accomplished and promising journalists the opportunity to study, innovate and experiment in a stimulating academic setting surrounded by inspiring colleagues from around the world. Alumni from three fellowships—the Knight Journalism Fellowships at Stanford University, the Knight-Wallace Fellows at the University of Michigan, and the Nieman Foundation for Journalism at Harvard—discuss

the lasting professional impact these programs can have and answer questions that can help you decide if a fellowship is right for you. #nabjfellowships

**Moderator: Justin Ellis, Assistant Editor of the Nieman Journalism Lab**

**1 p.m. – 5 p.m.                      Deep Dive Learning Labs (Half Day) \*\***

### **Google for Media Bootcamp NABJ 2014**

The Google for Media team is a group of cross product specialists dedicated to providing inspiration, empowerment and knowledge to journalists seeking to improve their storytelling abilities in the 21st century. As part of our ongoing outreach efforts, Google is working with NABJ in 2014 to provide a series of in depth workshops, encouraging best practices and teaching skills for utilizing Google's tools like a professional. The program will offer presentations, hands-on demos and a chance for intimate Q&A sessions. These hour long sessions will focus on tools to research stories, visualize information and engage with audiences in more dynamic ways using Advanced Search, Google Trends, Google Maps and Google Earth, Fusion tables and Google+ with Hangouts On Air, among others. Bring your laptop and be prepared to dive into the latest tips and tricks. #nabjgooglecamp

#### **Panelists:**

**Sherlon Christie**, Sports Reporter, Asbury Park Press

**Daniel Sieberg**, Senior marketing manager, Google

**Vanessa Schneider**, Geo Media Manager, Google

**Nicholas Whitaker**, I'm a communicator, educator, and producer, Google

**1 p.m. – 5 p.m.                      #loweclass Comes to NABJ**

Students! Graduates! You're killing it in student media and internships. But how do you get recruiters to pick you over others? Join Herbert and Mira Lowe for this bootcamp in the fundamentals of letting recruiters know who you are, what you want, why do you want it and where to find it all using one hyperlink, preferably [www.yourname.com](http://www.yourname.com). Come learn about crafting cover letters and resumes that make a difference, creating digital portfolios that showcase your work, exploiting social media to help build your audience and demonstrate your passion for journalism – and what skills and competencies are most attractive to editors in a digital newsroom. We also hope to present some emerging journalists who can offer what they know now that they wished they knew when they were like you. #loweclass

**Panelists:**

**Herbert Lowe**, Professional in Residence, Director of Journalism for Social Change, Marquette University

**Mira Lowe**, Senior Editor for Features, CNN Digital (Atlanta); former Editor-in-Chief, JET magazine

**1:00 p.m. – 4:00 p.m. Data Journalism 101**

*Brought to you by: Southern New England Association of Black Journalists and Boston Association of Black Journalists*

#nabjdata

**Part I – Introduction**

**Part II – Application**

**Panelist:**

**Ron Nixon**, Washington correspondent, The New York Times

**6:30 p.m. – 8:00 p.m. Welcome Reception and Opening Ceremony**  
**Hosts: Carol Simpson, Emerson College**  
**Paul Burton, WBZ-TV**

**9:30 p.m. – 11:30 p.m. Film Festival –**  
**“Get On Up,” the James Brown Story**  
***Powered by Comcast/NBCUniversal***  
**Landmark Theater**

**Thursday, July 31, 2014**

**7:30 a.m. – 5:00 p.m. Registration and Welcome Center**

**7:30 a.m. – 9:00 a.m. Professional Development Breakfasts**  
**Sports Mentorship Breakfast**  
***Powered by ESPN***

**7:30 a.m. – 8:30 a.m. Morning Workout**

**8:30 a.m. – 5:00 p.m. Executive Suite (*Invitation Only*)**

**9:00 a.m. – 5:00 p.m. CNN REPORTERS WORKSHOP**

Are you a journalist looking to hone your skills? Are you working as a reporter now but aspiring to become a national correspondent? Then you should consider applying for this broadcast training session. Gain firsthand knowledge in this daylong interactive workshop that will provide the tools to build on existing skills. Leaders from the broadcast and cable news industry will provide their insights. This workshop is open to 20 applicants who submit a resume, cover letter explaining why you should be selected and reel for consideration. #nabjcnnworkshop (***Advance registration and selection required***)

**9:00 a.m. – 5:00 p.m.**

**Career Fair and Exhibition**

**NABJ Authors Showcase and Bookstore**

**Cyber Café Lounge**

**Branding Exchange**

Register early for the new NABJ Branding Exchange to get a chance to hear from our media icons. NABJ members have forged careers at major news organizations and established stellar careers. This year, NABJ will offer our members a chance to experience intimate conversations with top journalists from our own ranks who will show us how they built their brand. We will feature some of journalism's biggest names, including Kevin Merida, managing editor of the Washington Post; Sheila Brooks, founder and CEO of SRB Communications; Benét Wilson, aviation journalist and blogger; Dwayne Wickham, NABJ founder and dean of the School of Global Journalism & Communication at Morgan State University; Danese Kenon, NABJ Visual Task Force Chair and multimedia photojournalist at The Indianapolis Star; and Jemele Hill, on-air reporter for ESPN. #nabjbranding (***Advance registration required***).

**Thursday's Icons**

**DeWayne Wickham 2:30 p.m. – 4:00 p.m.**

**Kevin Merida 2:15 p.m. – 3:45 p.m.**

**Sheila Brooks**

**4 p.m. – 5:30 p.m.**

**9:30 a.m. – 11 a.m.**

**Newsmaker Plenary**

Discussion focusing on Mid-term Elections with Republican National Committee Officials #nabjrcmidterms

**Moderators:**

**Michaela Pereira** , Anchor, CNN

**Kelly Wright**, Anchor, Fox News

**11:30 a.m. – 12:15 p.m.**

**Task Force Meetings**

**11:30 a.m. - 12:30 p.m.**

**Lunch and Learn  
NABJ Founders**

**12:30 p.m. – 5 p.m.**

**Learning Lab- (*Invitation Only*)  
I-1  
Producing Better Producers**

*Powered by Lin Media, Gannett and Hearst and NBC/Comcast*

News directors always need strong line producers. This interactive workshop will put current producers through exercises that will make them better writers, managers and producers. Topics covered include creating a show rundown, crafting good scripts, making crucial editorial decisions and managing on-air and off-air staff.

#nabjbetterproducers

**Moderator:**

**Anzio Williams**, WCAU, Philadelphia

**Panelists:**

**James Finch**, Raycom Media

Lin Media Gannett

**Lori Waldon**, Hearst Television

**12:30 p.m. – 2 p.m.**

**Interactive Session I**

**IV-1 Activist Journalism in the New Age of Dissent**

For Black journalists there is often a personal connection to racial justice activism. This work is in the legacy of Ida B. Wells, Frederick Douglass, Vernon Jarrett and so many other black pioneers in journalism who merged activism with their craft. We would like to propose a panel discussion on the ways for NABJ members to include activism in our

work, the challenges that come along with that, and the effect that becoming a Black activist-journalist could have on our careers. This panel will not only facilitate a dialog about more radical journalism within NABJ, but will also discuss some of the dangers and difficulties in taking this path. This panel will inform NABJ members about trends in activist-related news which creates news beats specializing in activism. This panel will engage journalist of all levels to think about the impact of their work and will challenge NABJ members to consider their connections to the social justice stories they cover.

**Panelists:**

**Herb Boyd**, Journalist and Author, New York Amsterdam News

**Kelley Chunn**, Kelley Chunn & Associates

**Jamilah King**, News Editor, Colorlines.com.

**Kimberley McLeod**, Entertainment Editor, ELIXHER Magazine

**I-2 Mine Your Life—But Not Too Deep**

At the 2013 NABJ convention in Orlando, author and pop culture critic Helena Andrews offered advice from her seat on the “Getting Paid in 2013” panel: “Mine your life.” But then she followed it up it with words that have haunted my decisions (and indecision) since: “You don’t owe your adolescence to the internet.” Without a doubt, we are in a new stage in the digital era, where the internet is more of a stage than a library, a collection of quips than a conversation. The 2014 convention is the perfect moment to focus intensely on coming-of-age and becoming a digital adult in the 21st century. Personal essay journalism, ‘personality journalism’ and think pieces seem like quick ways to get our voices into the stratosphere, but at what personal and professional cost? #nabjminelife

**Panelists:**

**Helena Andrews**, Journalist, Reporter, WaPo's Reliable Source

**Kiese Laymon**, Associate Professor of English, Vassar, "How To Slowly Kill Yourself and Others in America"

**Demetria Lucas**, Blogger, “A Belle in Brooklyn” and “Don’t Waste Your Pretty”

**Darnell Moore**, Writer and Activist

**Mychal Denzel Smith**, Blogger, The Nation

**I-3 Hanging Your Own Shingle: Making the Leap Into Entrepreneurship**

More and more journalists are making the decision to go into business for themselves. This workshop takes a look at what goes into being an entrepreneur from how to structure your idea to how to create a business plan that will get you funded.

Participants will walk out with the beginnings of a business plan to get them started.

#nabjshingle

**Panelists:**

**Denise Clay**, Editor/Columnist, Philadelphia Sunday Public Record

**Yanick Rice Lamb**, Associate Professor and Interim Assistant Chair of the Department of Media, Journalism and Film

**Kafi Rouse**, President/CEO, Kafi Rouse Communications, Inc.

**Gayle Saunders**, President, The Saunders Company

#### **I-4 Writing, Editing, Design, Computing: An Introduction to Computational Journalism**

Computational journalism means mastering new news gathering skills that go beyond interviewing, reporting, writing, research, but developing programs that scrape public records databases and designing interfaces to make that information accessible, as well as creating data visualizations of complex public policy issues. All these skills help them further the principles of the First Amendment, which is to provide accurate and reliable information to help citizens distill important information and function in a democratic society. Important trends in the profession include journalists developing computer science skills to present and analyze data; and computer science and graphic design professionals working with journalists to develop new digital tools to showcase, promote and disseminate information. This workshop will introduce journalism educators to some of the basic tools of and underlying thought processes resulting from computational thinking in journalism. The presenters will share their own experiences introducing computational thinking in the journalism classroom and report on collaborative projects with colleagues in computer science and related disciplines involving the creation of databases, news games and other platforms for interactive newsgathering, discussion and presentation. Participants will receive hands-on training in using Google Fusion tables. Educators will also learn about opportunities to engage in collaborations with computer science faculty as part of a National Science Foundation-supported study on a new pedagogical model for infusing computational thinking across disciplines.

#nabjcompute

**Panelists:**

**Kim Pearson**, Associate Professor of Journalism, The College of New Jersey

**Ingrid Sturgis**, Assistant Professor, New Media, Howard University

#### **I-5 On the Management Track**

After years of being on the front lines as a reporter or a producer, how do you elevate your career, where do you move, what do you do? Is a career in management the natural next step? Hear from individuals who have moved up the ranks and become middle managers, and executives. What skills should you acquire if you want to be a



manager? How do you become a 'good manager' who is seen as a natural leader, is universally viewed as firm but fair, but who draws out the best in people?

#nabjmanagement

**Moderator:** Derrick Rose, Anchor/Reporter, WPMI-TV

**Panelists:** Kim Bondy, Senior Executive Producer, "America Tonight," Al Jazeera America

**Gregory Lee**, Executive Sports Editor, South Florida SunSentinel

**Yvette Miley**, Senior Vice President & Executive Editor, MSNBC & The Grio

**Ebony Reed**, Interim Director Local Markets Business Development, Associated Press

**Wendy L. Wilson**, Managing Editor, EBONY Magazine

## **I-6 Multimedia Gadgets and Lighting**

The first half of this workshop will focus on the hardware used to create multimedia. It will explain what microphones can be best used for your iPhone and DSLR cameras and the latest apps and editing tools by the people who use them every day professional. The second half of this workshop will focus on the fail proof lighting set ups. It will break down how to light an average portrait to a more complicated set up. This workshop will use a live demonstration. #nabjgadgets

### **Panelists:**

**Dennis Kimbro**, Professor & Author, Clark Atlanta University

**Pamela Mitchell**, President, The Reinvention Institute

## **I-7 Digital Journalism 101: Write, Click, Tweet**

**DESCRIPTION:** Journalists will learn more about the use of such devices including Instagram and TOUT, and also why journalists should also utilize Twitter as often as possible and create a professional Facebook "fan page" away from their personal version where you can not only display your work, but also gain followers through promoting what you do on a regular basis while sharing your published material with others. #nabjdigital101

### **Panelists:**

**Tim Gaughan**, Director of Digital News Gathering and Special Events, CBS News

**Cherri Gregg**, Community Affairs Reporter, KYW Newsradio

**Rodney Hawkins**, Digital Journalist, CBS News

**William Ketchum**, Entertainment Reporter, MLive/Flint Journal  
**Soraya McDonald**, Reporter, The Washington Post  
**Ron Nixon**, Washington Correspondent, The New York Times  
**Walter Smith-Randolph**, Reporter and Anchor for NBC25 News

**I-8 Authors Showcase –**

**Greenlighting 101: Going from Manuscript to Major Book Deal**

Editorial directors of three major publishing houses will offer insights on turning your idea into a successful book deal. #nabjbookdeal

**Moderator: Sybril Bennett, Ph.D**, Professor, Belmont University

**Panelists:**

**Dawn Davis**, Publisher, Simon Schuster  
**Chris Jackson**, Editorial Director, Random House  
**Tracy Sherrod**, Editorial Director, HarperCollins

**I-9 Our Changing Weather**

*Powered by NBCUniversal*

So much of every newsrooms' coverage across the country, from snow to mudslides, has us all focused on weather. With the Weather channel part of the NBCU family, we would definitely draw on their expertise as well. The panel would entail are below:

- the larger weather stories from the year
  - the challenges each news room faces to cover these stories
  - increasing role of weather related stories (Joplin, earthquakes, Tsunami, record snow this past winter)
  - most importantly, to serve as an important outlet for young students/ meteorologists to get questions answered about how to break into the weather side of local news
  - encourage more people of color and women to join this field
  - what is most important to viewers vs. getting forecast off phone or how to drive them to our specific sites.
- #nabjweather

**Moderator: Brittney Shipp**, Meteorologist, WCAU, Philadelphia

**Panelist:**

**Marshall Shepherd, Ph.D.**, President of American Meteorology Society

**2:15 p.m. – 3:45 p.m.**

**Interactive Session II**

**II-1 Just the Two of Us: Defining the Reporter/Photographer Relationship**

Making sure both parties work together to achieve a successful working relationship. Valuing the input from each party will help to improve story content. Well sounding and looking packages are made from team work and communication between a reporter and photographer. News packages can be mundane but the right story told the right way

through a creative stand up and use of sound can make a team stand out in the news room. Learn how teamwork can make your story work. This workshop is to better engage news photographers and make them more involved in NABJ conventions. I have heard photographers say workshops don't cater to them and why should they come to the convention. I think by offering this workshop will not only enhance their skills but it will also teach reporters how to be a better team player with their partner. #nabjtwoofus

**Panelists:**

**James Jackson**, News Photographer, WJBK

**Dedrick Russell**, Reporter, WBTV, NABJ Vice President of Broadcast

**II-2 Crisis Communication Survival Camp Workshop**

Today, news spreads in a matter of minutes. You must be ready to respond to a crisis at a moment's notice. Imagine what would happen if a disgruntled employee spread damaging rumors to get even with management; your company is named in a class action lawsuit; one of your senior executive's personal life erupts in scandal; someone gets seriously injured at one of your facilities; a product gets recalled, etc. Recent headlines have proven that a crisis can strike at any moment and spread virally, causing serious damage to your corporate reputation and threatening your survival. That's why you can't afford to miss this Crisis Communication Survival Workshop. The best way to prepare for a crisis is by having both an offensive and defensive communications strategy. You must be prepared to interact with the media in a crisis situation when news reporters demand your response and online chatter demands real time action. The Crisis Communication Survival Workshop will allow participants to walk through real crisis communications scenarios and present their own strategy before hearing how the crisis was really handled. Prizes will be awarded to the case studies handled in the most effective way. Participants will be divided in teams, and will walk through three crisis situations. The moderators will have a large group discussion with each scenario to discuss with participants how the crisis was really handled and what lessons can be learned and applied. At the end prizes will be awarded to the team with the best case study scenario given during the workshop. #nabjcrisis

**Panelists:**

**Alicia McNease**, Georgia World Congress Center Authority

**Aprill O. Turner**, President, Turner Communications, LLC

**Marc Willis**, Public Affairs Specialist, Bureau of Alcohol Tobacco Firearms and Explosives

### **II-3 G.O.A.T: The Architects of Black Entertainment Magazine Journalism**

We gather some of the greatest (G.O.A.T) entertainment magazine journalists of ALL TIME, who have written some of the most storied pieces EVER, and have them break down how they got the story. We've NEVER had this caliber of journalists together at one time and it'll be a huge hit. We will hear from journalists who wrote the stories that rocked magazines. We'll also do a Q&A. #nabjmagazine

#### **Panelists:**

**Dream Hampton**, Freelance Journalist

**Kierna Mayo**, Digital Editor, EBONY

**Jesse Washington**, Race Reporter, Associated Press

**Elliott Wilson**, Editor, Rap Radar

### **II-4 Grants and Crowdsourcing - Funding Your Dream Journalism Projects**

More people are freelance journalists, and therefore more people are seeking money to fund their dream journalism projects. The money is out there but you have to know where to look. You also have to know how to raise the money yourself. This workshop will focus on two ways to raise money - through the traditional way--grants/fellowships and through the recent phenomenon of internet crowdsourcing. Three journalists will tell their personal stories of funding their dream projects along with the steps and pitfalls they experienced along the way. The panel will also explain when and when NOT to embark upon a crowdsourcing campaign. Conference goers will leave with an elaborate list of grants and fellowships and a step by step guide of running a successful crowdsourcing campaign. When conference goers leave the workshop, they will feel inspired to go out and find money for that project they've always wanted to do! We plan to also highlight some of the best journalism crowd funding projects, including the Dutch website De Correspondent. We'll also address the issue of why there are few journalism crowd funding projects by African-Americans. #nabjgrants

#### **Panelists:**

**Lisa Armstrong**, International Reporter and CUNY Journalism School

**Kiratiana Freelon**, Freelance Reporter, CUNY Journalism School

**David Wilson**, Founder, theGrio

### **II-5 Transforming Media: Fairly and Accurately Reporting on Black Trans Americans**

Black transgender people, like the Orange is the New Black's Laverne Cox, continue to make news across the country, but unfortunately the headlines that seem fit to print are usually tragic and sensationalized. Reporters who want to learn how to pitch and cover fair and accurate stories about Black transgender people's lives should attend this workshop. Last year, 16 of the

17 transgender women murdered in the U.S. were Black. These women are often doubly victimized. Instead of empathetic coverage that calls for outrage and social change, the media judges, sensationalizes, and often blames transgender women for their own deaths. Inaccurate reporting not only victimizes the women in death, but it perpetuates the notion that transgender women are deceptive predators who are unworthy of love, respect, and safety. This session will explore the role that reporters play in framing the narratives about Black transgender people. Whether it be covering the death of a murdered trans woman or the coming out of a trans athlete, how can reporters tell stories that reflect the fullness of transgender people's lives and not exploit their identity? A panel of journalists and advocates will address the violence against black transwomen, the myths, the truths, and how we can affect change through the media.  
#nabjtransform

**Panelists:**

**Janet Mock**, Former Journalist, People Magazine

**Bali White**, Scholar, Advocate

**Kellee Terrell**, Journalist, Filmmaker

**Kierna Mayo**, Editorial Director, Ebony.com

**II-6 The Black Press: Impact of an Increased Digital Presence**

A look at the state of the black press as it increases its speed on the Information Superhighway and creates jobs at a time when mainstream newspapers are cutting them. This workshop will give attendees a complete look at what exists nationally in print, radio and broadcast and offer insights from those who remain devoted to providing stellar coverage of Black communities when mainstream outlets can't - or won't.  
#nabjblackpress

**Moderator:**

**Tené Croom**, President, Tené Croom Communications

**Panelists:**

**Joe Armstrong**, Owner, WJBE-FM/AM/ Tennessee State Representative

**Lee Bailey**, Founder, Eurweb

**Johann Calhoun**, Metro Editor/Recruiter, The Philadelphia Tribune

**Mitzi Miller**, Editor-in-Chief, Ebony Magazine

**II-7 Covering the Business Beat**

Entrepreneurship, the euro, local economic development, job creation, the stock market, small businesses, corporations — all part of business reporting. In a survey done by the Society of American Editors and Writers (SABEW), for 2013, 17.3 percent of news organizations said they plan to hire a business reporter. Most of the companies

surveyed said they are looking to hire more reporters. This session will allow attendees to hear best practices on how to develop a nose for business reporting and how to break into this growing and popular beat. #nabjbusiness

**Panelists:**

**Zain Asher**, CNN

**Sharon Epperson**, Contributor, TODAYMoney, NBC Today Show and Adjunct Professor at Columbia | SIPA

**Vince Hill**, Anchor, KYW NEWSRADIO

**Keith Reed**, NABJ Treasurer and Senior Editor, ESPN The Magazine

**II-8 JournoPreneurs: What It Takes To Build A Media Company**

***Powered by the John S. and James L. Knight Foundation***

When it comes to digital media innovation, journalists of color are largely missing from the landscape. Earlier this year, the American Society of News Editors surveyed 68 online news organizations about the percentage of journalists of color inside their newsrooms and found that 43 sites didn't have any person of color on staff. Meanwhile, more journalists, including journalists of color, are creating their own media companies or hyperlocal sites. JournoPreneurs: How To Build Your Own Media Company will provide hands-on experience with drafting business plans, filing articles of incorporation, advice on how to access funding and build teams as well as concrete steps on how to launch a media company and what happens after the launch. #nabj

**Panelists:**

**Michael Bolden**, Knight Foundation

**Deanna Sutton**, Founder, Clutch Magazine, Sutton New Media LLC

**Kelly Virella**, Dominion of New York and The Urban Thinker

**II-9 Covering Nelson Mandela**

This NABJ Founders program will offer an opportunity for African journalists to discuss the recent coverage of the death of Nelson Mandela, the revered anti-apartheid revolutionary, politician and philanthropist who served as President of South Africa from 1994 to 1999.

**Moderator: Joe Davidson**, Columnist, The Washington Post

**II-10 A Conversation with Dean Baquet, Executive Editor, The New York Times**  
**Moderator: Stephanie Elam, Los Angeles Correspondent, CNN**

**II-11 Brown vs Board - 60 Years Later**

Brown vs Board of Education of Topeka, Kan. was a landmark decision that was designed to take education from "separate, but equal" to just plain "equal". And for a while, "equal" looked possible. But 60 years later, the learning disparities between students of color and whites have grown, school districts are buckling under the weight of financial cuts and high-stakes testing, and those who can are voting with their feet. This panel looks at the public school system post-Brown. Where do our public schools stand? Has a combination of financial woes on the part of the nation's school districts, high-stakes testing and ever-changing educational policy led to a new "separate, but not at all Panelist?"

**Moderator: Michelle Miller, CBS News**

**Panelists:**

**Karen Grisby-Bates**, Correspondent, NPR  
**Nikole Hannah-Jones**, Reporter, ProPublica  
**E.R. Shipp**, Journalist in Residence at Morgan State University

**4 p.m. – 5:30 p.m.**

**Interactive Session III**

**III-1 Radio: Alive and Kicking**

If you think radio is obsolete media and is in the shadow of the web – think again. Nearly 243 million Americans turn to local radio each week to get the news, information and music they want – all for free. Local radio stations are broadcasting in AM, FM and HD, offering a wide variety of content to listeners. Whether you prefer all-news, talk or hip hop on your morning drive, local radio has something for every taste and it's free – no monthly subscription service necessary.

**Moderator:**

**Cherri Gregg**, Community Affairs Reporter, KYW Newsradio

**Panelists:**

**Freddie Coleman**, Host, "The Freddie Coleman Show," ESPN Radio  
**Vince Hill**, Business & Finance Editor, KYW Newsradio 1060

**Roy Sampson**, Manager, Broadcast Marketing, iBiquity Digital Corporation

### **III-2 Celebrity Reporting: You Think You Know 2.0**

This went over SO well in 2013, so let's turn it up a notch. The world of entertainment and pop culture is a complicated one. Join a panel of top-tier celebrity publicists, entertainment journalists and producers as they offer a behind-the-scenes view of the real world of one of journalism's glitziest jobs. This workshop will cover the biggest challenges, nuances, risks, as well as rewards of celebrity reporting. We'll have 4 celebrity reporters and a moderator.

#### **Panelists:**

**Hillary Crosley**, Entertainment Journalist

**Gerrick Kennedy**, Music Critic, L.A. Times

**Adrienne Samuels Gibbs**, Culture Writer, Chicago Sun-Times

### **III-3 The Midterm Elections: Understanding the Issues and Covering Them Smartly**

Everything from President Obama's fluctuating approval ratings to the hotly debated Affordable Care Act will play a role at the polls on Nov. 4, when voters take part in the Midterm Elections - the Congressional races at that halfway point between presidential contests. A slate of people whose work takes them deep into the heart of Capitol Hill will share what issues promise to be at the center of these races and, if you're a reporter, how to insure you can wrangle a spot on the coverage team and deliver impactful, useful stories

#### **Moderator:**

**Robb Harleston**, Editor/Producer/Talk Show Host, C-SPAN

#### **Panelists:**

**Geoff Bennett**, NY/1

**Marcia Johnson-Blanco**, Co-director of the Voting Rights Project for the Lawyers' Committee for Civil Rights Under Law

**Hazel Trice Edney**, President and CEO, Trice Edney Communications, Editor-in-Chief, Trice Edney Newswire

**Raynard Jackson**, GOP Political Consultant

**Wesley Lowery**, Reporter, The Washington Post

**Juana Summers**, Education Reporter, NPR



### **III-4 From Intern to Professional: How to Break In and Thrive**

This interactive workshop is to teach students and recent graduates how to write a compelling cover letter and resume for their first journalism job. This interactive workshop will be led by journalists who understand what newsroom recruiters/ hiring managers expect to see in a cover letter and resume, from students who are looking for their first entry-level job.

#### **Moderator:**

**Benet Wilson**, Social Media/Newsletters Editor and Aviation/Travel Freelance Journalist, the Aircraft Owners and Pilots Association

#### **Panelists:**

**Justin Madden**, digital breaking news reporter at Lexington Herald-Leader

**Aaron Morrison**, reporter at The Record.

**Denise Sawyer**, Video Journalist, WBOC 16

**Stacy Williamson**, Recruiter, ESPN

### **III-5 Fashion Blackout**

This year, there was renewed focus on the lack of black models on runways \_ but what about what's happening in the fashion media world? There's a blackout happening there too, and it's manifesting in the struggle to get faces of color featured in fashion spreads, whether it's a top-selling magazine or a local newspaper, the fight for minority fashion designers to get coverage, or get their stories told in the mainstream. Top fashion journalists and tastemakers discuss why the lack of diversity in fashion goes far beyond Fashion Week. This will be a lively panel discussion, then we will have a Q&A from the audience. This would be a great panel to have and include more of the fashion side in the A&E panels.

#### **Panelists:**

**Robin Givhan**, Fashion Correspondent for *The Daily Beast* and *Newsweek*

**Bethann Hardison**, Fashion Maven

**Londell McMillian**, Publisher, Jones Magazine

**Nekesa Moody**, Global Entertainment & Lifestyles Editor, The Associated Press

**John-John Williams IV**, Fashion Journalist, Baltimore Sun

### **III-6 Sports - Promised Land or Just Another Plantation?**

The global superpower and cult of celebrity that is Sports has spawned many of the most affluent and recognizable African-Americans. It also has delivered "acceptable" black faces into living rooms across the planet. But is it the land of opportunity and

equality or an institution that perpetuates the plantation mentality and distracts our community from creating real solutions for the other 99.5 percent? While a small minority of athletes hit the lottery, Sports is rife with elitism, racist views, virulent fans. Consider that just as many people were offended by Richard Sherman as were disturbed by Donald Sterling. Every time we cite passion as the reason fans are excused from racist chants and hateful social media it signals there is nothing to fix.

Sports is often viewed as the progressive place where social issues play out a head of the curve. But is the Sports industry in position to take up the fight against the new racism? Can we challenge its owners and the media executives to be bold leaders when the business model is working just fine for them?

**Moderator: Elle Duncan**, Reporter/Host New England Sports Network

**Panelists:**

**Greg Anthony**, NBA/College Basketball Analyst, CBS/Turner

**Bomani Jones**, Co-Host, Highly Questionable, ESPN, Radio Host

**Dr. Richard Lapchick**, Endowed Chair, DeVos Sports Business Management Program, University of Central Florida /Founder of the Center for the Study of Sport in Society (CSSS), Northeastern University/Author of the Annual Report Card on Race and Diversity in Sports

**Adam Silver**, NBA commissioner

**Michael Wilbon**, ESPN Host, Sports Columnist, The Washington Post

### III-7 How to be a Wordpress VIP

WordPress is one of the most popular platforms for blogs, powering about 1 in 5 websites worldwide. Beyond personal blogs and basic websites, WordPress is being used by major organizations to power their online delivery of news and information. In this session you will learn how newsrooms are utilizing WordPress in addition to tips, best practices, plugins, and tools that you can use for quick and effective publishing and a better workflow. If you have the basics of WordPress down this session will show you how to maximize the platform like a pro. For this workshop, we envision having an expert panel including a WordPress account engineer, a web developer, and others who are using WordPress at an enterprise level. The session would start with the panelist from WordPress, who would give a big picture overview of WordPress plugins, tips, best practices, etc. and how organizations are utilizing them. Then the other panelists would each talk about how they are using WordPress at their particular companies. The session would end with a Q&A where the audience can ask the panel questions.

**Panelists:**

**Danielle Belton**, Editor-at-Large, Owner/Creator Clutch Magazine Online, The Black Snob

**Zeninor Enwemeka**, News Producer, Boston.com/The Boston Globe

**Stephanie Miller**, Director of Station Relations and Communications, NPR Digital Service **Tobias Rose**, Founder & Principal, Komplex Creative

**Stephanie Yiu**, Account Engineer, Wordpress.com

### **III-8 The Five Ws of Corporate Journalism: Using Newsroom Models for Stellar Storytelling: Content Marketing 101: Making the Case for PR**

Corporate journalism is the new normal for communicators and media professionals working in the nonprofit, government, private sectors, and the five Ws still apply. Learn how to work the corporate beat using trending promising practices in producing news shows, managing online newsrooms, turning deadline stories, podcasting, live-streaming, managing corporate interviews, getting the scoop on and producing an engaging news product. This workshop is designed for mid- to senior-level communications and media professionals who want to learn how to build teams for success in the Digital Age using a newsroom model, and also those who have already done so and are looking to expand their content platforms. Many communications departments are modeling their work after newsrooms. Staffers have beats, teams have editorial meetings and content is produced against deadlines. Chrysler and FedEx are stellar examples. This workshop is designed for mid- to senior-level communications and media professionals who want to learn how to build teams using a newsroom model, and also those who have already done so and are looking to expand their content platforms. Topics will include feature writing, reporting tools, video, social media, sourcing and data journalism.

#### **Panelists:**

**Terry Allen**, CEO, 1016 Media PRSA

**Mike Frisby**, President, Frisby and Associates

**Maiya Hollie**, CEO, MH Public Relations

**Tenisha Mercer**, Content Evangelist, Mercer Media Group

**Marc Willis**, Public Affairs Specialist, ATF

**9 p.m. – 11 p.m.**

**President's Reception**

Prince Lobel Tye LLP

***(Invitation Only)***

**10 p.m. – Midnight**

**Students' Party**

7 p.m. – 10 p.m.                      **Boston Chapter Experience**  
*Doors open at 7 p.m. and*        **Comedy Night: *Featuring Dick Gregory and Paul***  
*show begins at 8 p.m.*            **Mooney**

## **Friday, August 1, 2014**

7:00 a.m. – 5:00 p.m.                      **Registration and Welcome Center**

7:30 a.m. – 9:00 a.m.                      **Professional Development Breakfasts**  
**African Americans and Personal Finances**  
*Powered by Prudential Financial*

7:30 a.m. – 8:30 a.m.                      **Morning Workout**

8:30 a.m. – 10:30 a.m.                      **NABJ Business Meeting**

9:00 a.m. – 5:00 p.m.

**Career Fair and Exhibition / NABJ Authors' Showcase and Bookstore /Cyber Café Lounge**

### **Branding Exchange**

Register early for the new NABJ Branding Exchange to get a chance to hear from our media icons. NABJ members have forged careers at major news organizations and established stellar careers. This year, NABJ will offer our members a chance to experience intimate conversations with top journalists from our own ranks who will show us how they built their brand. We will feature some of journalism's biggest names, including Kevin Merida, managing editor of the Washington Post; Sheila Brooks, founder and CEO of SRB Communications; Benét Wilson, aviation journalist and blogger; DeWayne Wickham, NABJ founder and dean of the School of Global Journalism and Communication at Morgan State University; Danese Kenon, NABJ Visual Task Force Chair and multimedia photojournalist at The Indianapolis Star; and Jemele Hill, journalist and on-air reporter for ESPN. (Advance registration required).

### **Friday's Icons:**

**Jemele Hill, Columnist, Host, ESPN** **10:45 a.m. – 12:15 p.m.**

**Danese Kenon, Multimedia Photojournalist ,** **10:45 a.m. – 12:15 p.m.**

**The Indianapolis Star**

**Benét Wilson, Social Media Editor,** **3:45 p.m. – 5:15 p.m.**

**Aircraft Owners and Pilots Association**

**10:45 a.m. – 12:15 p.m. Interactive Session IV**

#### **IV-2 Pitch Me With Your Best Shot**

You only have seconds to deliver a successful pitch! This panel will give you the insight you need to make those seconds count. Pitching skills and tools have evolved right along with technology and social media. So whether you're tweeting, emailing or calling, learn the nuances that give your story the best chance to be picked up in today's media markets!" Back by popular demand (after a hiatus in 2013), this "Pitch Me" panel is always engaging and informative. The audience has: 30 seconds to pitch their story to media panelists in the front of the room. Feedback is provided-- both positive and constructive. There have been many potential story ideas to come from these panels in the past!

#### **Panelists:**

**Kim Bardakian**, Director of PR & Partnerships, Visit Oakland

**Michaela Pereira**, News Anchor, "New Day", CNN

**Darren Sands**, Sports Business Reporter, Black Enterprise

#### **IV-3 The State of the Black Sports Reporter in Today's Age**

What is the true state of black sports reporters in newspapers? White reporters and columnists outweigh their black newspapers counterparts by a landslide. A lot of black sportswriters are going to the Internet in other capacities. There is also a perception that most black reporters are covering the NBA or NFL. There is also talk that black sports reporters refuse to go to small towns which hurts numbers too. What lies ahead for black sports writers in print and internet media? Is the black sports writer becoming extinct? Additionally, is social media taking the place of traditional media and the sports writer? Specifically in sports, athletes are immediately taking to social media to express

their feelings about the outcome of a game, their teammates, opponents instead of waiting until the press conference. By the time reporters file their stories, the news' shelf life is expiring. How does a reporter remain valid when the scoop is no longer exclusive but shared with the world in a matter of seconds?

**Moderator:**

**Kyle Draper**, Host of Celtics Pre & Post Game Live on Comcast SportsNet New England

**Panelists:**

**Chris Broussard**, Sportswriter, ESPN

**Vince Goodwill**, Detroit Pistons beat writer, the Detroit News

**Carlton Thompson**, Executive Editor, MLB.com

**Gary Washburn**, National Basketball Reporter, Boston Globe

**IV-4 Publicists vs. Journalists – Round 2**

Last year, journalists discussed their pet peeves in engaging with PR professionals and how they navigate entertainment journalists when publicists sometimes are trying to block their access. This year, we turn the tables as we have PR professionals talk about their key frustrations with how journalists handle themselves, sometimes misrepresent their agenda and about how journalists and PR professionals can have a good working relationship. A mixture of PR professionals and journalists will be on this panel.

**Panelists:**

**Mesfin Fekadu**, Music Writer, Associated Press

**Nekesa Moody**, Global Entertainment & Lifestyles Editor, The Associated Press

**Alicia Quarles**, Correspondent, E! Entertainment

**Gwendolyn Quinn**, Publicist, Gwendolyn Quinn Public Relations

**IV-5 Social Media Reporting Tools: Using Social Media to Leverage Your Journalism Brand: Apps, Tech and Tools for Journalists**

This session will focus on leveraging social media to promote your journalism brand. From a brief overview of which platforms to engage to developing and mastering an appropriate brand voice. The session will address appropriate engagement activities on different platforms; understanding social media as an informative medium, not just a group chat function; enhancing social media efforts to increase followers and interaction; leveraging the media for tips and sourcing; establishing a consistent brand to draw credibility as a subject matter expert and promoting your work (and yourself) online.

**Panelists:****Autumn Arnett**, Editor, HBCU Digest**Kiratiana Freelon**, Graduate Student, Journalism CUNY**Michael Lyle, Jr.**, Staff Reporter, The Middletown Press**Soraya Nadia McDonald**, Reporter, The Washington Post**Kyra Kyles**, Digital Operations, Jet Magazine**IV-6 Exploring the World of Travel Writing**

The opportunities for travel writers and bloggers are endless and the field is continually growing. In this panel session, we will explore opportunities in travel writing; pitching travel stories to an editor; delve into the world of travel blogging, discuss the importance of diversity in this field and more.

**Moderator:****Jenea Robinson**, Media Relations Manager, VISIT PHILADELPHIA**Panelists:****Donna Battle**, Contributing Editor, Magazine founder Pierce Black America Cooks & Skillet Diaries**Heather Davis Greenwood**,freelance writer, Globetrottingmama.com**Kimberly Wilson**, Freelance travel writer**Michelle Deal Zimmerman**, Content editor, The Baltimore Sun**IV-7 Do the Pro Leagues Really Get Diversity and Inclusion?***Powered by NASCAR*

Sports and entertainment organizations are constantly challenged with growing and measuring the relevancy and impact of their D&I efforts. This session will engage participants in a conversation with an expert panel representing NASCAR and other prominent sports leagues. The panel will address what each organization is doing in the diversity and inclusion arena and ways that journalists can better engage with these organizations in covering this topic and other related growth areas.

**IV-9 Becoming a Power Producer: The Ins and Outs of TV Producing***Powered by NBCUniversal*

The workshop provides an opportunity for those aspiring to become “Power Producers” to understand what it takes to become well-regarded television news producers. How do

you develop the skill set, which demonstrates that you're an exceptional storyteller? How does one position his or herself to be considered for positions of increasing responsibility? Once a manager, how do you go about best managing a team? How do you position yourself to continue climbing once on the management track? Participants will hear from producers at every level of their careers about what works, and what doesn't work.

**Moderator:**

**Craig Robinson**, Executive Vice President & Chief Diversity Officer, NBC Universal

**Panelists:**

**Rashida Jones**, Managing Editor, MSNBC

**Janelle Richards**, Associate Producer, NBC News

**Kerwin Speight**, Nightside Executive Producer, WRC-TV

**Ken Strickland**, VP & Washington Bureau Chief, NBC News

**IV-10 Authors Showcase: Content is King: How Research Can Make or Break Your Book**

This session will give authors the opportunity to discuss the type of research that will result in a successful book.

**Moderator:** **Wayne Dawkins**, Author "City Son"

**Panelists:** **David Banks**, Author of *Soar: How Boys Learn, Succeed and Develop Character*

**Jean Love Cush**, Author "Endangered"

**IV-11 Founders Program: Breaking the National Security Agency Story**

Washington Post columnist and NABJ Founder **Joe Davidson** One-on-One with Washington Post Managing Editor **Kevin Merida**

**IV-12 Healthy NABJ**

Health Reporting and Technology

**Panelist: Mark Luckie**, Creative Content Manager, Journalism & News

*Powered by Eli Lilly Corporation*

**12:30 p.m. – 1:45 p.m.**

**Brown Bag Lunch & Learn Sessions**

*Lunch and Learn*



**Race for Results: Building a Path to Opportunity for All Children**  
**Powered by Annie E. Casey**

The president's My Brother's Keeper initiative has focused attention on boys and men of color, and this year, there has been heightened attention of the barriers that African-American, Latino and American Indian kids encounter. This session will show how journalists can use a new index to measure where children from various racial backgrounds are on the path to opportunity, examine ill-conceived juvenile justice policies that disproportionately impact children of color and generate story ideas that can highlight both challenges and solutions.

**Moderator:** John Fortt, CNBC Anchor

**Panelists:** Harold Jackson, editorial page editor, Philadelphia Inquirer                      Lisa Hamilton, vice president for external affairs, the Annie E. Casey Foundation  
 Nell Bernstein, author, *Burning Down the House: The End of Juvenile Prison* Online journalist TBD

**12:30 p.m. – 1:45 p.m.                      W.E. B. DuBois Lecture/Government in the Media**

It seems the government increasingly has been taking actions that infringe on a truly free press. The Justice Department last year secretly obtained two months of telephone records of reporters and editors for The Associated Press. The White House has been restricting access to many presidential events and meeting and distributing its own photographs rather than granting access to photojournalists. The administration also is aggressively prosecuting government workers and contractors who leak information, potentially deterring sources from speaking to journalists. The sources can shed light of government activities that could be unethical, illegal or otherwise not in the best interest of citizens or the nation. The documents released by Edward Snowden, for example, revealed extensive surveillance of Americans' telephone and email traffic by the National Security Agency.

**2:00 p.m. – 3:30 p.m.                      Newsmaker Plenary**

Discussion focusing on Mid-term Elections with Rep. **Debbie Wasserman Schultz**, D-Fla., chairwoman, Democratic National Committee

**3:45 p.m. – 5:15 p.m.                      Interactive Session V**

**V-1      From Local to National- Making the Leap**

Meet the people who have made the jump from the local station scene to the network/cable arena. We'll explore what it takes to survive and thrive. Learn about the skills you must have and gain valuable insights from those who have made the transition and are active in creating those opportunities for others.

**Moderator:**

**Crystal Johns**, Director, Talent Development & Diversity, CBS News

**Panelists:**

**Kurt Davis**, VP, Newspath, CBS News

**Jeff Pegues**, CBS News

**Ron Mott**, Correspondent, NBC News

**Rehema Ellis**, Correspondent, NBC News

**V-2 Reporting International News: Getting the Assignment & Staying Safe Overseas**

**Powered by Chrysler Corporation**

There's a world of international news out there that is relevant to American news consumers - American minorities serving in the US military overseas, how Vatican reform affects American Catholic communities, South Africa's transition to a post-Nelson Mandela era, for example - but there are very few international affairs correspondents of color. Foreign correspondents - whether on temporary assignment overseas, or permanently based abroad - are key to bringing important global issues to our communities, as well as play an important role in covering communities of color outside the United States. However, a growing number of journalists have been killed, wounded or kidnapped in recent years in conflicts from Syria to Congo. Combatants are targeting both local and foreign journalists simply because they are doing their jobs. Additionally, governments included the United States have been attacking the journalist/source relationship. This workshop showcases television, print, wire agency, and multimedia/new media journalism professionals - including from NABJ's World Affairs Task Force - who are or have been based overseas or have covered conflict. We argue there are more opportunities for international reporting, despite cutbacks in so-called 'traditional newsrooms' - our panelists will show workshop participants where to look. We'll will discuss best practices for working in conflict zones and help members understand the risks of working in some of today's hot spots. Our panel will also share advice on how to overcome early career challenges, how to connect global issues to local viewers/readers/listeners and how US-based journalists can better pitch international assignments. The workshop will also cover how to keep your data and communications safe both at home and abroad. With government intelligence agencies around the world targeting journalists, it is crucial to know how to both encrypt data and

communicate safely with sources. We believe this will be of use to members traveling and working overseas as well as those working domestically on potentially sensitive stories.

**Moderators:**

**Alphonso Van Marsh**, London Correspondent, CBS News

**Damaso Reyes**, NABJ Global Journalism Task Force & Multimedia Journalists

**Panelists:**

**Jacqueline Charles**, Reporter, Miami Herald

**Eugenia Harvey**, Head of Entertainment Programming, Arise Entertainment 360 at Arise Television Networks

**Ann Simmons**, Multimedia Journalist, The Los Angeles Times

**V-3 Gatekeepers: Who's Responsible for African-American images in the Mass Media?**

This workshop will look at how African Americans are being mis-defined because of laziness, ignorance or a lack of interest. Executives representing some of the oldest and most respected Black owned media companies in the nation, as well as an academic will discuss how this practice of mass media racialism results in an erroneous and a potentially harmful impression of African Americans.

**Moderator:**

**Tené Croom**, President, Tené Croom Communications, Co-Chair NABJ Black Press Task Force

**Panelists:**

**Cloves Campbell**, Chairman, National Newspaper Publishers Association

**Richard B. Muhammad**, Editor-In-Chief, Final Call

**Reggie Thomas**, Director of Advertising, NAACP Crisis Magazine

**Eric Deggans**, NPR (TV critic), Author, "Race-Baiter: How the Media Wields Dangerous Words to Divide a Nation"

**Reginald Jackson**, Ph.D., Emeritus Professor of Communications, Simmons College, Dean of International Relations, African University College of Communications in Ghana

**V-4 TMZ, Reality Shows and Sports Journalism's New Normal**

It's not enough to just cover your beat anymore. Sports stars are pop culture celebrities and, in a few cases, pop culture superstars. What are the lines by which we define the new normal? How does a site like TMZ Sports change our perspective on what it means

to cover athletes off the court? What tools can journalists take with them to cover the other side of this emerging and permanent trend? We will cover three themes: NBA and fashion, pop culture associations, gossip and reality shows (Basketball Wives), and what journalistic principles should reporters and decision makers take into their news meetings?

**Panelists:**

**Darren Sands**, Sports Business editor, Black Enterprise

**Kelley Carter**, Entertainment Journalist, Freelance

**Darnell Mayberry**, Oklahoma City Thunder beat writer, The Oklahoman

**Toure**, Journalist, MSNBC

**V-5 Doing the Write Thing: Using an Old-School Skill for New-School Storytelling**

Whether you work for a newspaper, a television or radio station, or an online publication, good storytelling still begins with the written word. In this workshop, you'll get tips and tricks on how to stay on top of your writing game. Included will be ways to edit when time is of the essence, what NOT to write on social media, and why now, more than ever, spelling counts.

**Panelists:**

**Denise Clay**, Editor/Columnist, The Philadelphia Sunday Sun, Philadelphia Public Record

**Michael Lyle Jr.**, Reporter, The Middletown Press

**Carol Bowdry**, Los Angeles Senior Correspondent, Arise News & Executive Producer, The Showrunner/Patrick's Journey

**Stephen Buckley**, Dean of Faculty at the Poynter Institute

**Kyra Kyles**, Managing Web Editor, JETMag.com

**Yolanda Joe**, Professor and producer, Columbia College Chicago

**Vince Hill**, Professor and Business Editor, Temple University and CBS

**V-6 Meet the Executive Recruiter**

Join us and meet the Executive recruiter for PR, Corporate Communications, Investor Relations, Employee Communications and related fields. Whether you're a student trying to land that first communications job or a seasoned Journalist looking to make a change, it is important to do your homework and find out where to focus your job search efforts. This session will tell you what are the hot communications jobs and which ones to avoid, how to be the one who gets the gig, and most importantly, how to make yourself indispensable once you're on board.

**Panelists:**

**Sandra Charet**, President, Charet & Associates

**Dawn Roberts**, NABJ Associate Representative, Co-Founder/Managing Partner, KD Communications Group

### **V-7 Terms, Conditions, Career Strategy and Planning: Salary Negotiation for Dummies**

In the early stages of a career, a young journalist is often more excited about landing a job than the salary that comes with it. But after a few years, that take-home pay starts to matter. Learn the strategies for expert salary negotiation. This workshop will show journalists how to negotiate the best salary either up front when offered a job or when asking for a raise.

**Panelists:**

**Mary Cavallaro**, Assistant National Executive Director, News and Broadcast, SAG-AFTRA

### **V-8 What We Lost When We Lost Section 5 of the Voting Rights Act**

In June of 2013, the Supreme Court gutted Section 5 of the Voting Rights Act (VRA). This ended federal pre-approval of voting changes in states with the most egregious histories of discriminatory voting practices. In the year since, politicians have swiftly taken advantage by passing new laws and policies that make it harder to vote – discriminatory measures that especially impact voters of color. These policies – including strict voter ID laws, cuts to early voting, bans on same-day registration, voter roll purges, and “show me your papers” proof-of-citizenship-to-register laws – are being enacted mostly in southern states that used to be covered by Section 5, such as North Carolina, Virginia, Mississippi and Alabama. The tactics have also spread to parts of the country that were never covered, including Ohio, Wisconsin and Kansas. On this panel, national and local experts will discuss the extent of what’s happened to voting rights since losing the protection of the VRA’s Section 5, how organized communities of color are fighting back (through mass voter registration and mobilization, litigation, ballot initiatives, and other measures), and how this landscape will play out in the 2014 election.

**Moderator:**

**Cynthia Gordy**, Deputy Communications Director, Advancement Project

**Panelists:**

**Phillip Agnew**, Executive Director, The Dream Defenders

**Rev. Dr. William J. Barber**, President, The North Carolina State Conference of the NAACP

**Melanie L. Campbell**, President and CEO, The National Coalition on Black Civic Participation

**Judith Browne Dianis**, Co-Director, Advancement Project

**V-9 Healthy NABJ: Reporting to Readers, Viewers and Listeners for Better Health/ The Politics of Health in the Midterms**

*Powered by Planned Parenthood*

**V-10 Authors Showcase: Ghostwriting: Establishing a Literary Career as a No. 2**

**Panelists:**

**Misty Copeland**, Ballerina, the American Ballet Theatre

**Audrey Edwards**, Author

**Charisse Jones**, travel reporter, USA Today

**Ed Lewis**, Publisher, Essence Magazine

**V-11 Founders Program**

**Meet the Press Secretaries**

**IV-8 What nobody tells you about landing an on-air job in sports TV and keeping it**

*Powered*

*by New England Sports Network*

**Moderator: Elle Duncan**, NESN Host/Reporter

**Panelists: Eric Haugen**, NESN Director of Programming

**Larry Lawson**, NESN News Director

**Joseph Maar**, NESN VP of Programming & Production/Executive Producer

**Howard Zalkowitz**, NESN Director of Production

**3:30 p.m. – 4:30 p.m. Regional Caucus**

**5:00 p.m. – 6:00 p.m. Film Festival**  
**“Finding Samuel Lowe: From Harlem to China”**

*Powered by the Africa Channel*

**5:00 p.m. – 6:00 p.m. Upfront:**  
**The Braxtons**

<b>6:00 p.m. – 7:30 p.m.</b>	<b>Media Receptions</b>
<b>7:00 p.m. – 11:00 p.m.</b> <b>Ceremony</b>	<b>Arts and Entertainment Reception/Awards</b>
<b>9:00 p.m. – 11:00 p.m.</b>	<b>Founder’s Reception (<i>Invitation Only</i>)</b>
<b>11:00 p.m. – 2:00 a.m.</b>	<b>Sports Task Force Jam</b> <i>Powered by Turner Sports</i> <i>House of Blues</i>

## **Saturday, August 2, 2014**

<b>7:30 a.m. – 9:00 a.m.</b>	<b>5K Walk/Run *</b> <i>DCR's Charles River Esplanade</i> <i>Powered by The Coca-Cola Company</i>
<b>7:30 a.m. – 4:30 p.m.</b>	<b>NABJ Golf Tournament*</b> <i>William J. Devine Golf Course at Franklin Park</i> <i>1 Circuit Drive, Dorchester, MA 02121</i> <i>Transportation will be provided</i> <i>Powered by The Coca-Cola Company</i>
<b>8:00 a.m. – 9:15 a.m.</b>	<b>Professional Development Breakfasts</b>
<b>8:00 a.m. – 12:00 p.m.</b>	<b>Registration and Welcome Center</b>
<b>9:00 a.m. – 12:00 p.m.</b>	<b>Career Fair &amp; Exhibition / NABJ Authors</b> <b>Showcase Bookstore /Cyber Café Lounge</b>
<b>9:30 a.m. – 11:00 a.m.</b>	<b>Interactive Sessions VI</b>

### **VI-1**

#### **Covering Islam: Facts and Fiction**

From Boko Haram to honor killings to the Taliban, Islam is a daily news topic. However, when Islam is mentioned the stories, faces and spokespeople are nearly all immigrant or from immigrant families. What about African American Muslims? What can they contribute to the issues faced today by Islam and Muslim communities around the world? This workshop will introduce to some and present to others African American Islamic Scholars, educators and activists that are credible sources for any story on Islam but they are rarely used. They will present some of the common issues in the

news and separate fact from fiction. The workshop will also distribute a resource list of African American Islamic Scholars, educators, Imams and activists around the country, both male and female, that are qualified to speak on a variety of topics. This will be an excellent workshop for participants to learn more about the hot topic Islam, learn story ideas and develop sources for future stories.

**Panelists:**

**Imam Abdul Jalil Muhammad**, President, Deen Intensive Academy-Moderator

**Dr. James Jones**, Professor Manhattanville College

**Dr. A. Akbar Muhammad**, Islamic historian

**leasha Prime**, Islamic Educator and Activist

**Mauri Saalakhan**, President, Peace and Justice Foundation

**VI-2 Being a Black Celtic**

There are a lot of truths and misconceptions on what it was like to be black on the Celtics. The following would be a panel with former Celtics great and a current player to tell the truth being the perception of racism from the team, city, media and fans in Boston and the reality of it. Confident I can get former Celtics Satch Sanders, JoJo White and Cedric Maxwell and patriarch Red Auerbach's daughter to join. Also would work on getting NBA All-Star Rajon Rondo. With the convention being in Boston, such a plenary discussion would be educational and fun to hear. Such might even get some local and national attention. I used to cover the Boston Celtics for The Boston Globe and heard a lot of interesting things that Bill Russell and others went through. But a lot of people don't know that the Celtics made the first NBA trade for a black player, had one of the three first black players in NBA history, and had the first black coach and more. It could be a great panel discussion.

**Moderator: A. Sherrod Blakely**, Comcast SportsNet New England

**Panelists:**

**Satch Sanders**, Former Celtic

**Cedric Maxwell**, Former Celtic

**Jared Sullinger**, Current Celtic

**Ron Thomas**, Member, NABJ Sports Task Force Member, Director, Journalism Program, Morehouse College

**Doc Rivers**, Former Celtics Head Coach, Head Coach & VP of Basketball Operations, Los Angeles Clippers



### **VI-3 Telling our Story: Keeping the History of African American Historic Places Alive and in the Spotlight**

**Moderator:**

**Stephanie Meeks**, President and Chief Executive Officer, National Trust for Historic Preservation

**Panelists:**

**Brent Leggs**, Field Officer, National Trust for Historic Preservation

**Dr. Clement Price**, Professor of History/Director of the Rutgers Institute on Ethnicity, Culture, and the Modern Experience;

**Beverly Morgan-Welch**, Executive Director, Museum of African American History

### **VI-4 Robot Reporters**

Computers can write scripts, and avatars and robots can shoot, report and anchor the news autonomously. If put into practice in newsrooms, where will human beings fit in? Hear from founders and experts in the Robot Revolution in journalism. Gino Vicci, formerly of Narrative Science, will discuss auto-scriptwriting. The Director of Northwestern University's Medill/McCormick Center for Innovation in Technology, Media and Journalism Kris Hammond has the inside scoop on computer-animated anchors and reporters. Daniel Ellis, Founder & CEO of SkySpecs, will bring in his company's robots and demonstrate how they shoot and deliver the news.

**Panelists:**

**Daniel Ellis**, Founder, SkySpecs

**Kristian Hammond**, Director of the Medill/McCormick Center

### **VI-5 Tackling the Ivory Tower**

Top journalism schools now incorporate digital tools and technologies to prepare students for a global news industry. Journalism professors not only are required to teach students a mix of new learning technologies; they also are expected to raise funds, conduct research, perform "service," and often pursue elusive quests for tenure. This session is designed for current and future journalism professors who seek to successfully navigate careers in the ivory tower. Rapid changes in traditional news platforms have led to downsizing and layoffs. Rather than abandon their love and thirst for news, many news professionals seek to share their skills and knowledge in academic settings.

**Panelists:**

**Sybril Bennet**, Ph.D., Professor, Belmont University

**Bonnie Davis**, Endowed Professor of Journalism, North Carolina A&T State University

**Wayne Dawkins**, Associate Professor, Hampton University

**Cathy Jackson**, Associate Professor, Norfolk State University

#### **VI-6 Becoming a Better Field Producer**

This workshop will be aimed at those who may have reporting experience but lack the technical/logistical knowledge and experience in working with crews to produce a creative story for air whether for news or entertainment. For this workshop, I envision having an expert panel of producers who have worked in News and Entertainment. The session would start with an introduction of their background, experiences and tips and advices for a successful field shoot. The session would end with a Q&A where the audience can ask the panel questions.

#### **Panelists:**

**Rony Camille**, Media Program Director, Town of Tyngsborough, MA

**Seniboye Tienabeso**, Producer, ABC News

**Michelle Sigona**, Freelance Producer/Reporter

**Anne-Marie Dorning**, Media Relations, Olin College

**Ross Levitt**, Field Producer, CNN

#### **VI-7 Future of Print: Startups & Diversity. Is There a Place for African Americans?**

#### **Moderator:**

**Monica Peters**, VP Print, Philadelphia Association of Black Journalists

#### **Panelists:**

**Talia Buford**, Energy Reporter, Politico

**Xavier Higgs**, Multimedia Journalist, President, Black Journalists Association of Southern California

**Jaimi Holguin**, Manager of News Development, Associated Press

**Ava Perrine**, Communications Instructor, Delaware State University

**Ann Simmons**, Multimedia Reporter, The Los Angeles Times

#### **VI-8 Campus Television Newscasts: The Lead-in to a Great Career**

This session is very timely as more news directors are looking at schools with good shows. We want students and professors to walk away with tips on how to produce

award-winning newscasts and stories that get the attention of these news directors. Oftentimes, students say they don't have the time, and they struggle with finding jobs after graduation because they don't have a good reel. This is especially true among some of our smaller HBCUs. In addition, professors struggle with helping students to find the balance with student newscasts, greek life, academics, etc.

**Panelists:**

**Sunny Fridge**, Asst. Professor/Campus Media Adviser; Dept. of Mass Comm., Jackson State University

**Rich Landesberg**, Assoc. Professor/Campus TV Adviser, School of Communications, Elon University

**Alisha McDevitt**, News Director, WMUR-TV

**Nagatha D. Tonkins**, Assistant Professor, Director, Internships / External Relations School of Communications, Elon University

**Jasmine Turner**, Multimedia Journalist/Anchor, Elon Local News, Elon University

**VI-9 Makeup for Journalists**

**Panelists:**

**Patrice Williams**, CBS

**Elizabeth Wellington**, fashion writer, The Philadelphia Inquirer

**11:00 a.m. – 3:00 p.m.**

**NABJ Day of Service**

*Powered by Chrysler Corporation*

Pine Street Inn, 444 Harrison St., Boston, outreach and job-training program to benefit Boston-area homeless veterans.

**11:15 a.m. – 12:45 p.m.**

**Interactive Sessions VII**

**VII-1 Reverse Mentoring: Who's a Mentor These Days, Anyway?**

Has the dynamic changed? Mentors used to just be the older folks in the newsroom who had been in the game longer and knew the ropes better. With the Internet and social media gaining popularity, more of the knowledge - and the management-level newsroom jobs - are going to younger journalists. Along with that has been a reversal of roles, where the young guns are teaching the veterans about the new supplies in the toolkit. Through the mutually beneficial relationship! Students share tech and tools, while veterans can share the basic skills. We're redefining the relationship.

**Panelists:**

**Don Hudson**, Executive Editor, Decatur Daily

**Amalie Nash**, Assistant Managing Editor/News, Des Moines Register  
**Maria Roberts**, Creative Director, Written Word Communications  
**Marlon Walker**, Reporter, Detroit Free Press

## **VII-2 Basic DSLR Video Construction**

This is an interactive workshop. The participants would bring their DSLR cameras and actually create a video. They would go out in groups with an instructor and bring back short video clips and create a short video piece. This workshop will welcome all skill levels.

### **Panelists:**

**Danese Kenon**, The Indianapolis Star

## **VII-3 Bloggers, Tweeters, and Journalists - What is the Difference**

Nowadays, social media serves as a channel to receive timely and relevant content from a bevy of new sources. From journalists to bloggers and tweeters, the lines have been blurred in what is relevant and credible for consumers of media. What makes these new media superstars shine? Can a savvy tweeter make a career in journalism? Three leaders in the industry will discuss how they broke through to find success and share how others can flourish in the social media channel.

### **Panelists:**

**Morgan Campbell**, Host of Sportonomics, Toronto Star  
**John Gotty**, Editor-In-Chief, The Smoking Section  
**Syreeta Hubbard**, Blogger, TheNFLChick.com

## **VII-4 Smart Starts and Designing a Career Path in the New American Economy**

The session will begin by sharing the divergent career paths of the panelists, which all began with their jobs as working journalists. Discussion will include the real worth of internships and how to get the most out of an internship, why taking an entry-level job outside of a major market is where the real learning occurs, working your way up while diversifying skills, identifying new opportunities, getting paid your worth, networking and identifying the personal path that best fits you.

### **Panelists:**

**Valeria Davis**, Senior University Relations Specialist, University of Wisconsin

**Naomi Patton**, Communications Director, Mayor of Detroit, Former Reporter, Detroit Free Press

**Melissa Payne**, Director of News, JSUTV

**Jeff Winbush**, Freelance Journalist

### **VII-5 How to Launch a Career as an Expert on TV**

Ever wonder how Dr. Oz got his start in TV....well it wasn't on Oprah. He did what many professionals looking to take their knowledge beyond the courtroom, boardroom, hospital or university do...he started as a guest contributor. Learn how doctors, lawyers, professors and other experts take their professional knowledge and transfer it to the world of journalism and beyond. This workshop is for anyone who wants to either contribute to or break into the world of TV, radio, print and online. You will hear from those who have done it and even gotten their own shows. You will be able to ask them how you can do it too. You will also be able to find out just how valuable, or not, an advanced specialized degree is in the world of journalism. This workshop, "How To Launch A Career as an Expert on TV", embodies everything the Communication Station track is about. It reaches beyond the scope of just journalism and into the realm of black professionals everywhere. This is an opportunity for those not in the field of journalism to learn about what we do and how they can do it too. (The workshop can also serve as a tool for students wondering about getting an advanced degree and turning it into a journalism career.

#### **Moderator:**

**Julie Walker**, Correspondent, Associated Press

#### **Panelists:**

**Midwin Charles**, Criminal Defense Expert

**Jeff Gardere**, Psychologist, Media Personality

**Sunny Hostin**, TV Legal Expert

### **VII-6 Rapid Fire Roundtable: How Did You Do It?**

Major stories of the year are covered by all media (TV, magazines, print, radio, online/blogs, social) but all covered differently. How does each medium cover each story, make it interesting and keeping readers engaged? During this panel, top media professionals from each platform will discuss how they covered the top news stories from 2013-14. Major stories of the year are covered by all media (TV, magazines, print, radio, online/blogs, social) but all covered differently. How does each medium cover each story, make it interesting and keeping readers engaged? During this panel, top media professionals from each platform will discuss how they covered the top news stories from 2013-14. Each media professional will provide tips and techniques on how

they made their version of the story stand out and will offer attendees advice on how they can develop stories that appeal to their audience.

**Moderator:**

**Nischelle Turner**, Headline News Entertainment Reporter

**Panelists:**

**Michael Bullerdick**, Managing Editor, Essence Magazine

**Michael Doyle**, Managing Editor, NBA Digital

**Marc Spears**, NBA Writer, Yahoo! Sports

**VII-7 Founders Program- History of NABJ**

**VII-8 The Realities of an Entrepreneur Journalist**

Several veteran journalists, either voluntarily or otherwise have left traditional newsrooms. A lot of those displaced people have decided to change their whole approach to journalism and have become entrepreneur journalists. But is really the best choice to make. We will take a look at the good, the bad and the ugly realities about it really takes to make it in this side of the business. We will discuss things as insurance, tax status, finding a logo, developing new business partners and whether this is the best choice for you. We will hear the real life stories of those who have succeeded and failed in these adventures. This will also be a best case summary designed to give participants actual first hand knowledge on how to incorporate best case practices in their own businesses.

**Panelists:**

**Sheila Brooks**, CEO and President, SRB Productions

**Sidmel Estes**, CEO and President, BreakThrough Inc. Media

**Neil Foote**, President, Neil Foote.com

**Dennis Kimbro**, Professor and Author, Clark Atlanta University

**Pamela Mitchell**, President, The Reinvention Institute

**VII-9 The Price of Education Reform on the African American Community**

*Powered by the American Federation of Teachers*

**12:30 p.m.**

**Buses Depart for Theaters**

**1:00 p.m. – 2:30 p.m.**

**Film Festival I**  
"Contradiction"

*Powered by the American Atheists, Inc.*  
Followed by a Q&A Panel on Non-Believers.

**1:00 p.m. - 2:30 p.m.**

**Film Festival II**

“Black & White”

Special Guest- Kevin Costner

Q&A Panel Moderated by Allison Samuels

**3:00 p.m. – 4:30 p.m.**

**Film Festival III**

“The New Black” Our Time is Now: The Rise of Black LGBTQ People Through Digital Media

3:00 p.m.- 4:30 p.m.

**Film Festival IV**

“Dear White People”

Q&A Panel Moderated by Eric Deggans

**1:00 p.m. – 4:00 p.m.**

**Visual Task Force**

**Photo Auction & Reception**

**6:00 p.m. – 10:00 p.m.**

**2014 NABJ Salute to Excellence Awards Gala\***

**Host:**

**Bill Whitaker, Correspondent “60 Minutes “**

**10:30 p.m. – 2:00 a.m.**

**2015 Minneapolis Kickoff Party**

**Sunday August 3, 2014**

**8:00 a.m. – 10:00 a.m.**

**NABJ Gospel Brunch\***

**10:00 a.m. – 12:00 Noon**

**NABJ Board of Directors Meeting**

\*Ticketed Event requires additional registration payment