

## 2014 Convention Schedule 8/26/2014

### Monday, Sept. 15

1:30-2 p.m.

**Welcome!** ASNE President David Boardman, APME President Debra Adams Simmons and APPM President Kevin Martin with special guest Chicago Mayor Rahm Emanuel.

**Crystal Ballroom, Green Level**

2-4:15 p.m.

#### **What's New/What's Next? Trends Every Editor Should Know About**

Tom Rosenstiel, executive director, American Press Institute, and Amy Webb, CEO, Webmedia Group, will highlight the latest trends involving news audiences and emerging technology, followed by a discussion on what these trends could mean for news organizations and journalists. Also featuring:

-Rob King, senior vice president, SportsCenter and News, ESPN

-Mike Klingensmith, publisher and CEO, Star Tribune, Minneapolis

-Joyce Terhaar, executive editor, The Sacramento Bee

-Moderator: Mike Oreskes, senior managing editor, The Associated Press

**Crystal Ballroom, Green Level**

2-15-3:45 p.m.

**APPM**

#### **On Site Photo Editing**

Kii Sato, Central regional photo editor, The Associated Press

**Wrigley Suite, Bronze Level**

4:00-5:30 p.m.

**APPM**

#### **Social Media/Blogs**

Alex Garcia, independent visual journalist

**Wrigley Suite, Bronze Level**

4:30-5:30 p.m. Concurrent Sessions

#### **Session A: How to Save Community Journalism and Thrive Doing It**

We've heard it from readers and critics: Newspapers are dying. But does that have to be the case? Join us for a Town Hall-style forum with two industry leaders focused on what community newspapers can do to ensure their survival, and the implications for editors and their newsrooms. Featuring:

-Penelope Muse Abernathy, Knight Chair in Journalism and Digital Media Economics, University of North Carolina

-Robyn Tomlin, chief digital officer, Pew Research Center

-Moderator: Bill Church, executive editor, Herald-Tribune, Sarasota, Fla.

#### **Session B: Hey, Editors: Let's Talk About You**

Day after day, you carry out a plan to help your organization succeed. But what about a strategy for yourself? Do you have a plan for growing as a leader—and is it working? Join the Poynter Institute's Jill Geisler and Butch Ward for an informal conversation about how you can identify areas for leadership growth—and create a plan for making it happen.

6:30-8:30 p.m.

## **Opening Night Reception and Auction**

Come eat, drink and spend your hard-earned money at what will be a fun and lively evening with entertainment by members of the comedy group Second City. Help APME and ASNE serve journalists by bidding for great items in our live and silent auctions. You might take home a great weekend getaway package, autographed photos or pucks by Chicago Blackhawks' stars, matching his and her Harley Davidson jackets, ticket package to the Chicago Bulls or Blackhawks, fashion jewelry, Broadway tickets and much more.

**Tribune Tower, 435 N. Michigan Ave.**

## **Tuesday, Sept. 16**

9-9:45 a.m.

### **Come Vote for the 2014 APME Innovation Award Winner**

Three news organizations – the Herald-Tribune, Sarasota, Fla.; The Wall Street Journal and The Columbus (Ohio) Dispatch – will showcase innovations that have garnered national recognition as finalists for the prestigious APME Innovator of the Year award. After their brief presentations, audience members from APME, ASNE and APPM will be able to ask questions and then vote for the 2014 Innovator of the Year.

Presenters:

- Bill Church, executive editor, Herald-Tribune, Sarasota, Fla.

- Andy Regal, senior executive producer, The Wall Street Journal

- Vanessa O'Connell, entrepreneurship editor, The Wall Street Journal

Alan D. Miller, managing editor, The Columbus (Ohio) Dispatch; APME president-elect 2014-2015

Moderator: Joe Hight, editor, The Gazette, Colorado Springs, Colo.

**Crystal Ballroom, Green Level**

10-10:45 a.m.

### **The New News Ecology: What Can We Learn from Startups?**

A conversation with Jim Bankoff, chairman and CEO, Vox Media, owner of SBNation, The Verge and other fast-growing, high-profile journalism brands. What are the hot startups doing that you're not? How are they so successfully engaging audiences? Why would bright, young news techies rather work there? Also featuring Verge product manager Lauren Rabaino, who will discuss the cultural differences between Vox's newsroom and a legacy operation.

Interviewer: Emily Bell, director, Tow Center for Digital Journalism, Columbia University Graduate School of Journalism

**Crystal Ballroom, Green Level**

10-11:30 a.m.

**APPM**

### **Interactive/Video and Long Form Projects**

A.J. Chavar, videojournalist, The New York Times

**Wrigley Suite, Bronze Level**

11-11:45 a.m.

### **Create an Innovation Culture: How to Just Do It**

If orange is the new black, innovation must be the new pocket phone. Media organizations say they're being innovative, but what does it mean and how does it work? This panel, part of Toolkit Tuesday, features compelling and differing perspectives from nationally

recognized experts on innovation. From academic to startup to legacy, learn what innovation means and why it's more than the latest buzzword. Featuring:

-Gerould Kern, editor, Chicago Tribune

-S. Mitra Kalita, ideas editor, Quartz

-Miranda Mulligan, executive director, Northwestern University Knight Lab

-Chuck Peters, CEO, The Gazette Company, Cedar Rapids, Iowa

-Moderator: Mizell Stewart III, vice president/content, The E.W. Scripps Co.

**Crystal Ballroom, Green Level**

12-2 p.m.

**ASNE/APME Awards Lunch**

**Salute to the courageous: We pause for a brief video tribute to those who put their lives at risk to bring us news from the front lines.**

The luncheon honors winners of:

-ASNE awards for Batten Medal for public service journalism, Burl Osborne Award for Editorial Leadership, Punch Sulzberger Award for Online Storytelling, Deborah Howell Award for Nondeadline Writing, Mike Royko Award for Commentary/Column Writing, Distinguished Writing on Diversity, Local Accountability Reporting, Community Service Photojournalism and Breaking News Writing

-APME awards for Public Service, First Amendment, International Perspective, Digital Storytelling, Innovator of the Year for College Students, Al Neuharth Award for Innovation in Watchdog Journalism, Best Mobile Platform and Photo of the Year

-APME awards to AP staffers for Deadline Reporting, Enterprise Reporting, Feature Writing, John L. Dougherty Award for younger staffers, Best Use of Multimedia, Best Use of Video, Charles Rowe Award for distinguished state reporting, News Single Photo, News Story Photo, Feature Single Photo and Feature Story Photo

-APME award for Community Journalism Public Service Initiative

-Robert G. McGruder Awards for Diversity Leadership

Moderators: APME President Debra Adams Simmons, vice president, news development, Advance Local, and Susan Goldberg, editor in chief, National Geographic magazine and News

**Crystal Ballroom, Green Level**

2:30-3:15 p.m. Concurrent Sessions (Also APPM)

**Session A: How to Tell Great (Interactive) Stories**

What does it take to put together an interactive story in your newsroom? Kainaz Amaria, supervising visuals editor, NPR, helped create and lead the award-winning project "Planet Money Makes a T-shirt," for which a team of multimedia journalists went around the globe to follow the making of a T-shirt from cotton fields to factories to container ships. In a joint session with APPM, she will take the audience through the process of creating an interactive project and discuss opportunities for innovative storytelling in newsrooms of all sizes.

**Session B: Creating and Managing News Partnerships**

Partnerships among news organizations – and with outside groups such as foundations and universities – have become an increasingly common part of the media ecosystem.

Collaborations can help broaden the reach of your work and provide new resources for ambitious journalism efforts. Join editors from three innovative organizations for a conversation about the opportunities and challenges of media partnerships. Featuring:

-Debbie Galant, associate director, Center for Cooperative Media, Montclair State University, Montclair, N.J., and director of the NJ News Commons

-Steve Engelberg, editor-in-chief, ProPublica  
-Ngoc Nguyen, environment editor, New America Media  
-Moderator: Alan D. Miller, managing editor, The Columbus (Ohio) Dispatch; APME president-elect 2014-2015

3:30-4:30 p.m. Concurrent Sessions

**Session A: Growing Audience through Engaging Communities**

Join a conversation about engaging the diversity of your community that builds on lessons from recent events in Ferguson, Missouri, and from the ASNE/Journalism That Matters Community Connection and Inclusion initiative. We'll draw from experiences at the Democrat and Chronicle's Unite Rochester, the Oakland Tribune's Voices project and the Cedar Rapids Gazette's We Create Here as well as the Engagement Hub – a peer-to-peer learning network. You will leave this session having discussed what works with representatives of these sites and with each other so that you can put the ideas to use in your newsroom. Featuring:

-Karen Magnuson, editor and vice president/news, Democrat and Chronicle, Rochester, N.Y.  
-Martin Reynolds, senior editor-engagement, Bay Area News Group

- We Create Here, The Gazette Company, Cedar Rapids, Iowa. Members include Sarah Binder, Ben Kaplan, Brian Morelli, Quinn Pettifer and Kiran Sood.

-Moderators: Mike Fancher, interim director, Center for Journalism Innovation and Civic Engagement, University of Oregon, and Peggy Holman, Journalism That Matters co-founder, author and consultant

**Session B: From Online First to Mobile First: How to Succeed at Mobile Before It's Too Late**

Mobile isn't simply on the rise. It's the present and future. For media organizations focused on growth, a mobile-driven strategy is essential to understanding and cultivating new audiences. Hear from a panel of nationally recognized experts who will discuss mobile-first and social-media trends, the competitive landscape, and emerging best practices for news organizations of all sizes. Featuring:

-Max Zimbert, managing editor, Yahoo News Digest  
-Jodi Gersh, director of social media and engagement, Gannett  
-David Ho, editor of mobile, tablets and emerging technology, The Wall Street Journal  
-Moderator: Sam Kirkland, digital media fellow, Poynter Institute

3:30-4:30 p.m.

**APPM**

**APPM Manager's Toolbox  
Wrigley Suite, Bronze Level**

4:45-5:30 p.m. APME and ASNE Business Meetings

4:45-5:45 p.m.

**APPM**

**Keep in Flight**

John H. White, formerly of the Chicago Sun-Times  
**Wrigley Suite, Bronze Level**

6:30 p.m./7:05 p.m.

**Evening activities.** Two great events to choose from:

**Cruise the Chicago River** – Enjoy the night air, a reception and a cruise of the Chicago River on the Mystic Blue, sponsored by the Illinois Press Association and Illinois Associated Press Media Editors. Boarding starts at 6 p.m. at the Navy Pier, located at 600 E. Grand Ave. The cruise is from 6:30 to 8:30 p.m. with food and a cash bar.

**Night at the Ball Game** – See the Chicago Cubs and the Cincinnati Reds at historic Wrigley Field, which was built in 1914 and is playing host to Major League Baseball for the 100th season this year. Game starts at 7:05 p.m. (Transportation on your own – an easy ride from the hotel by cab or public transportation to the field at 1060 W. Addison St. Directions: <http://chicago.cubs.mlb.com/chc/ballpark/transportation.jsp?content=cta>)

### **Wednesday, Sept. 17**

8:00-8:30 a.m.

#### **The Personal News Cycle: A Focus on African American and Hispanic News**

##### **Consumers**

Join Tom Rosenstiel of the American Press Institute and Trevor Tompson of The Associated Press-NORC Center for Public Affairs Research as they present new data from The Media Insight Project on the personal news cycles of African American and Hispanic news consumers and a new understanding of the ethnic digital divide. The data include a look at how these communities view the news media's coverage of their communities and how those views influence media consumption. This project was conducted in collaboration with the Maynard Institute, New America Media and the McCormick Foundation. Breakfast will be served.

#### **Crystal Ballroom, Green Level**

8:30-9:15 a.m.

#### **From Ferguson to College Football: Why news literacy is more important than ever**

Tweets from Ferguson, Missouri, changed our understanding about the shooting death of Michael Brown. Instagram photos of Johnny Manziel partying changed the image of Johnny Football. These recent social media sensations remind us that news is no longer the domain of just the daily paper and local TV. The digital age has made millions of Americans both news consumers and news creators with their smartphones and social media outlets. Communities everywhere are trying to figure out how to keep people informed and engaged on important local issues in this new news ecology. Today, ASNE, in partnership with The News Literacy Project, the American Press Institute and MediaShift, announces the launch the National Community and News Literacy Roundtables project. Over the next 24 months, ASNE will work with communities across the country to build greater understanding of the essentials of news literacy and help people learn how to separate the noise from the news in their local communities.

Featuring:

-Alan C. Miller, CEO, News Literacy Project

-Clark Bell, journalism program director, Robert R. McCormick Foundation

-Moderator: Chris Peck, assistant editor, The Ranger, Riverton, Wyo.; ASNE president-elect 2014-2015

#### **Crystal Ballroom, Green Level**

##### **APPM**

8:45 a.m. Nikon presentation

9:15 a.m. Canon Presentation  
**Wrigley Suite, Bronze Level**

9:30-10:30 a.m.

**Women at the Top: Moving the Conversation Forward**

For decades, the predominance of white males in top editors' offices has been a topic of conversation and concern in the panel rooms, hallways and bars of journalism conferences. This year, with the high-profile ouster of the first female editor of The New York Times, those conversations went public, generating a lot of heat and at least a few rays of light. This panel, featuring three of the nation's most prominent women editors and a journalist focused on the issue of women in business leadership, will pick up these threads and move them forward. What is the reality for women (and people of color) in news leadership these days? What has changed and what obstacles remain?

Are news companies doing enough to prepare women and minorities for leadership, and supporting them when they get there? Does the gender of an editor actually manifest in the culture of a newsroom and in the journalism it produces? Featuring:

-Debra Adams Simmons, vice president, news development, Advance Local; APME president 2013-2014

-Kathleen Carroll, executive editor, The Associated Press

-Kathleen Davis, leadership editor, Fast Company

-Aminda Marques Gonzalez, executive editor, Miami Herald

-Moderator: Geneva Overholser, senior fellow, Center for Communication Leadership and Policy at the USC Annenberg's School for Communication and Journalism

**Crystal Ballroom, Green Level**

10:00-11:15 a.m.

**APPM**

**Strong Performance from a Small Town Paper**

Sean Proctor, photographer, Midland Daily News

**Wrigley Suite, Bronze Level**

10:45-11:45 a.m.

**Associated Press Spotlight**

**The High Price of Gathering the News**

Journalism has rarely been more challenging. From Washington to Kabul covering the news has become increasingly difficult and, in some places, frighteningly dangerous.

The digital revolution has given government far greater control over information. We all know the high price that has been paid this year by journalists trying to bring back the news from conflict zones. In the meantime, here at home we are having to fight

harder and harder to protect our sources and to gain access to events and information. Senior AP news executives discuss these challenges to the industry and what we all can be doing. Featuring:

-Kathleen Carroll, executive editor

-Mike Oreskes, senior managing editor

-John Daniszewski, senior managing editor, international news

-Brian Carovillano, managing editor, U.S. news

-Santiago Lyon, director of photography

-Sally Buzbee, Washington chief of bureau

**Crystal Ballroom, Green Level**

12:00 - 2:00 p.m.

**Luncheon: First Amendment Under Fire with James Risen and a Distinguished Panel**

At both the federal and state levels, government efforts to control information and access are making it increasingly difficult for news organizations to do their job and serve the public. New York Times reporter and author James Risen, a Pulitzer Prize winner who is facing jail time for refusing to reveal a confidential CIA source, will deliver a short keynote address, followed by a panel discussion of how state and national news organizations are fighting efforts to curb press freedoms. Also featuring:

-Kevin Goldberg, ASNE legal counsel

-Dana Priest, Knight Chair in Public Affairs Journalism, University of Maryland, and reporter, The Washington Post

-Ellen Gabler, reporter and assistant editor, investigative team, Milwaukee Journal Sentinel

-Moderator: Gene Policinski, chief operating officer, Newseum Institute, and senior vice president, First Amendment Center

**Crystal Ballroom, Green Level**

2:15-3:15 p.m.

**APPM**

Board meeting (open to the members)

**Wrigley Suite, Bronze Level**

Adjournment