



Updated 6/24/14

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.

(12:00 p.m. – 1:30 p.m. **Duchesne Drew**, Managing Editor for Operations, Minneapolis Star Tribune, talks with **Ben Smith**, Editor-in-Chief, BuzzFeed, on how he is steering digital disruption in the newsroom.)

Public Relations Career Boot Camp

If you are ready to make a change in your career and need some guidance as you get started, you need this session. Panelists will review tips on how to write a cover letter that captures the attention of the recruiter. They'll also help you work with recruiters and prepare for interviews, as well as offer networking tips. Panelists also will critique resumes. [#nabjprcamp](#)

Moderator:

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

Panelists will include:

Kelly Chunn, Principal, Kelly Chunn & Associates

Geri Denterlein, President, Founder, Denterlein

Dawn Kelly, Vice President, Prudential

Michelle Miller Groves, Founder, Social Good Marketing, Inc.

Alicia Rodgers Alston, Vice President, Global Communications

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**

#nabjgradschool

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 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, Nieman Journalism Lab

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

Google for Media Boot Camp 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 its 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 Q&A sessions. These hourlong 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, Communicator, Educator, 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 boot camp 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. 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

Hosts::

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

Emerging Journalists:

Errin Whack (2006), Reporter, The Washington Post, Board Member, NABJ

Mara Schiavocampo (2007), Correspondent, ABC News

Michael J. Feeney (2010), Reporter, NY Daily News, President, New York Association of Black Journalists

Gerrick Kennedy (2012), Music Writer, Los Angeles Times

Yamiche Alcindor (2013), Reporter, USA Today

Wesley Lowery (2014), Reporter, The Washington Post

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 – Welcome Reception:

Paul Burton, General Assignment Reporter, WBZ-TV News

Carole Simpson, Leader in Residence, Journalism Department, Emerson College

Host - Opening Ceremony:

Michael Smith, Host, “Numbers Never Lie,” ESPN

Sarah-Ann Shaw, Retired (Boston’s first black television reporter)

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)

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.

(12:00 p.m. – 1:30 p.m., The New York Times: Dean Baquet, Executive Editor, and Arthur Ochs Sulzberger, Jr., Publisher and Chairman)

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; **Sybril Bennett, Ph.D**, Professor, Belmont University DeWayne 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

As we look toward what promises to be a heated midterm election in November, second-term Republican National Committee chairman Reince Priebus joins NABJ for a detailed conversation on party plans, elections and the future of the country. Priebus, a lawyer, started out as a volunteer with the organization and rose to become the chairman for Wisconsin before graduating to his current position. The conversation also will focus on black voter outreach and engagement with local communities.

#nabjrnmidterms

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 Television and NBC/Comcast
News directors always need strong line producers. This interactive workshop will put 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

Al Carl, News Director, WTNH (Conn.) for Lin Media

Patti Dennis, Regional Vice President and News Director, KUSA, Denver

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. This panel discussion will present ways for NABJ members to include activism in their work, the challenges and the effects that becoming a black activist-journalist could have on their 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. Participants also will learn about trends in activist-related news.

Panelists:

Herb Boyd, Author and Journalist, 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 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"

Darnell Moore, Writer and Activist

Mychal Denzel Smith, Blogger, The Nation

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

More journalists are making the decision to go into business for themselves. This workshop details what it takes to become 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

Tiffany Williams, CEO of Twice Media Productions

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 Grid

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

Wendy L. Wilson, Managing Editor, EBONY Magazine

I-6 Photojournalism Matters and Lighting Techniques

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 pros who use them every day. The second half of this workshop will focus on lighting set ups-and how to light an average portrait to a more complicated set up. This workshop will include demonstrations. #nabjgadgets

Panelists:

Kenneth Irby, Senior Faculty, Visual Journalism & Diversity, The Poynter Institute, Author, “Why Photojournalism Matters”

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

Journalists will learn more about the use of Instagram, Twitter and Facebook and how to utilize these digital avenues in their daily reporting. Panelists will show examples of how social media has contributed to their reporting and even landed them stories. Journalists will learn how to share their work on digital platforms and how to join the on-going, ever-changing conversation.

Moderator:

Walter Smith-Randolph, Reporter, NBC25 News

Panelists:

Ron Nixon, Washington Correspondent, The New York Times

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

Rodney Hawkins, Digital Journalist, CBS News

Cherri Gregg, Community Affairs Reporter, CBS Philadelphia/PABJ

Soraya McDonald, Reporter, The Washington Post

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

A growing amount of newsroom coverage across the country has us focused on weather-related events, from snow to mudslides. The panel will focus on the year’s

larger wether stories, challenges to covering weather, the increasing prominence of weather-related stories and how to break into this field. #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

When it comes to the reporter/photographer working relationship, it is important that both journalists value the input from each other to help improve story content. Well-sounding and good-looking packages are made from 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 newsroom. Journalists and photographers will learn how teamwork enhance stories and photos for their readers. This workshop aims to better engage news photographers and strive to make them more involved in the reporting process. #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 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

Moderator:

Aprill O. Turner, President, Turner Communications, LLC

Panelists:

Alicia McNease, Georgia World Congress Center Authority

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, Vice President, Digital Content, EBONY

Jesse Washington, Race Reporter, Associated Press

Elliott Wilson, Editor, Rap Radar

Aliya S. King, Freelance Writer

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 transgendered people, like Laverne Cox of “Orange is the New Black” 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 the black transgender community 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

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

Moderator:

Shani O' Hilton, Deputy Editor-in-Chief, BuzzFeed

Panelists:

Michael Bolden, Editorial Director, Knight Foundation

Ezra Klein, Co-Founder, Vox Media

Carlos Watson, Founder, Ozy.com

Kelly Virella, Founder, Dominion of New York, Longview

II-9 Covering Nelson Mandela

Covering Nelson Mandela

This NABJ Founders program will look at the life of Nelson Mandela, the role the media played in the making of a “new” South Africa and coverage of the recent death of 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

Interviewer:

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 all?"

Moderator:

Michelle Miller, CBS News

Panelists:

Corey Dade, Contributing Editor & Blogger, TheTake at TheRoot.com

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

Laura Kutscher, Director of Sails, Nielsen Audio

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 of one of journalism's glitziest jobs. This workshop will cover the biggest challenges, nuances, risks, and rewards of celebrity reporting.

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 ensure 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, Political Reporter, The Washington Post

Juana Summers, Education Reporter, NPR

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

This interactive workshop will teach students and recent graduates how to write a compelling cover letter and resume for their first journalism job. ~~This interactive workshop~~ It will be led by journalists who ~~how~~ 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:

Dr. Sybril Bennett, Author, Professor of Journalism, Belmont University

Panelists:

Justin Madden, Digital Breaking News Reporter, Lexington Herald-Leader

Aaron Morrison, Reporter, 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. 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.

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?

Sports has spawned many of the most affluent and recognizable African-Americans and their celebrity. 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 and 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

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.

Moderator:

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

Panelists:

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

Rony Camille, Media Program Director/Information Technology Coordinator
Town of Tyngsborough, Mass.

Mo Jangda, Presenter/Blogger/Expert, WordPress

III-9-- Founders Program—**Female HBCU Presidents**
Powered by Alabama State University new program added 6/17/14

III-8 Making a Case for PR- Utilizing the Power of Content, Marketing and Influencer Networking

Content marketing is the latest buzzword in marketing circles. But for journalists, it's nothing new; they use content marketing -- or storytelling -- every day. Learn how journalists, ex-journalists and PR professionals can benefit from this popular trend. And how companies are literally clamoring for professional writers to tell their corporate stories -- on blogs, in social media, and throughout their advertising -- as a "new" way to reach their customers and differentiate their brands. We'll tell you step-by-step how to position yourself to become a content marketing expert; how to start a new, profitable journalism based business with corporate clients. Also, we will showcase how journalists can become successful Influencers in the nonprofit, education and/or public affairs/public relations industry and how to create transition strategies to excel in the non profit, public sector employment and PR jobs. We will show crucial-key steps on how to create or match your journalism success to community-based organizations or a smoother transition to a public relations firm. Several tools will cover embracing new media, online publishing, marketing and public relations strategies, departmental publications, producing pod-casts and other essentials for media relations best practices. Whether you have been pushed into shifting career gears and joining the world of public relations and the media-related professions or just want to boost your freelance income with high-paying, stable work, this workshop is for you.

Moderator:

Terry Allen, CEO, 1016 Media PRSA

Panelists:

Tenesha Merce, Content Evangelist, Mercer Media Group

Kayla Tucker Adams, Senior Director of Public Relations, T.D. Jakes Ministries

Neil Foote, Foote Communications

9 p.m. – 11 p.m.

President's Reception

Hosted by Prince Lobel Tye LLP

(Invitation Only)

Host:

Latoyia Edwards, Weekend Anchor, New England Cable News

10 p.m. – Midnight	Students' Party
7 p.m. – 10 p.m. <i>Doors open at 7 p.m. and show begins at 8 p.m.</i>	Boston Chapter Experience Comedy Night: Featuring Dick Gregory and Paul 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 <i>Powered by Prudential Financial</i>
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; 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

Sybril Bennett, Ph.D, Professor,

Belmont University

3:45 p.m. – 5:15 p.m.

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 won't work in small towns, which hurts staffing numbers too. What lies ahead for

black sportswriters in print and online media? Is the black sportswriter becoming extinct? Additionally, is social media taking the place of traditional media and the sportswriter? 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:

LaChina Robinson, NBA-TV Analyst/Reporter

Panelists:

Carlton Thompson, Executive Editor, MLB.com

Gary Washburn, National Basketball Reporter, Boston Globe

Mike Freeman, NFL Insider for BleacherReport.com

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

Kyra Kyles, Digital Operations, Jet Magazine

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

Soraya Nadia McDonald, Reporter, The Washington Post

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 Pierce, 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, "Soar"

Eugene Jones Gibson, Author, "Because of Them We Can"

Jean Cush Love, Author, "Endangered"

Julia Yarborough, Author, "Highway to a Husband"

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**, who oversaw The Post's Pulitzer Prize winning coverage of the government's massive electronic surveillance program.

IV-12 Healthy NABJ *Powered by Eli Lilly Corporation*

Health Reporting and Technology

Panelists:

Mark Luckie, Creative Content Manager, Journalism & News, Twitter

Danielle N. Lee, Ph.D., "The Urban Scientist" blog, Scientific American Blog Network; Post-Doctoral Research Associate, Department of Psychology, Cornell University

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 The Annie E. Casey Foundation

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, Anchor, CNBC

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"

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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.

Moderator:

Pierre Thomas, Senior Justice Correspondent, ABC News

Panelists:**Steve Adler**, Editor-in-Chief, Reuters News**Dean Baquet**, Executive Editor, The New York Times**Brian Carovillano**, Vice President and Managing Editor, U.S. News, The Associated Press**12:45 p.m. – 2:15 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!

Moderator:**Kim Bardakian**, Dir. of PR & Partnerships, Visit Oakland**Panelists:****Anthony Harper**, Producer, "The Wendy Williams Show"**Darren Sands**, Sports Business Reporter, Black Enterprise**1:30 p.m. – 2:00 p.m. Remarks, Mignon Clyburn, Commissioner, Federal Communications Commission**

Though she has served five years with the FCC, Mignon Clyburn comes from the ranks of journalism. She co-owned and operated the family-owned newspaper The Coastal Times for 14 years before spending 11 years on the Public Service Commission of South Carolina. She began her service at the FCC in 2009 and President Barack Obama appointed her in May 2013 as acting chairwoman, a role she filled until November. She is serving a second term as a Democrat on the commission.

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

President Barack Obama nominated Rep. Debbie Wasserman Schultz, a democrat representing south Florida, to chair the Democratic National Committee in 2011 and

members elected her shortly after. Following her own battle with breast cancer, she successfully pushed through legislation funding a national campaign on breast cancer awareness and the particular risks to women in certain racial and ethnic groups. She also advances legislation as chief deputy whip. Wasserman Schultz will discuss the democratic view of the upcoming November elections and the issues that are at stake.

Moderators:

Mara Schiavocampo, Correspondent, ABC News

Wesley Lowery, Political Reporter, Washington Post

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

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

There's a world of international news relevant to American news consumers - American minorities serving in the U.S. military overseas or how Vatican reform affects American Catholic communities, for example.

But there are very few international affairs correspondents of color. Foreign correspondents – on temporary assignment or based abroad - are key to bringing global issues home, as well as to covering communities of color outside our borders. Recently, journalists have been killed, wounded or kidnapped in conflicts from Syria to Congo. Governments, including the United States, have been attacking the journalist/source relationship.

Hear from TV, print and multimedia journalism professionals with experience living overseas and covering conflict.

Our panelists will show workshop participants where to look for international reporting opportunities and help attendees understand the risks of working in today's hot spots. Our panel will also share advice on how to overcome early career challenges and how to connect global issues to local newsrooms.

With government intelligence agencies targeting journalists, the workshop will also cover how to keep your data and communications safe.

Moderators:

Damaso Reyes, NABJ Global Journalism Task Force & Multimedia Journalists

Alphonso Van Marsh, London Correspondent, CBS News

Panelists:

Jacqueline Charles, Reporter, Miami Herald

Eugenia Harvey, Director of Programming, Arise Entertainment, Arise Television Networks

Ann Simmons, Reporter, 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:

Kelley Carter, Entertainment Journalist, Freelance

Darnell Mayberry, Oklahoma City Thunder beat writer, The Oklahoman

Darren Sands, Sports Business editor, Black Enterprise

Toure, Co-host, "The Cycle," MSNBC

Monique Walker Jones, NFL-Ravens Editor/Sports Content Editor, The Baltimore Sun

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.

No matter the current stage of your career path, it is important to do your homework so that your next step will get you where you want to go. You need to know how to focus your job search and how to get the attention of HR people, recruiters and hiring managers. This session will tell you how to interpret the job process, how to use LinkedIn effectively, and provide you with tips on cover letters and resumes. Learn which communications jobs are right for you how to navigate through the job search and hiring processing.

Panelists:

Sandra Charet, President, Charet & Associates

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

V-7 Terms, Conditions, Salary Negotiation and Career Strategy

Your journalism career requires strategic decisions and smart planning. Whether you are landing your first job, thinking about the next, accepting a new assignment, taking a buyout or being laid off, your plan should include a working knowledge of employment contracts in the media industry, salary negotiation skills and an understanding of the myriad career strategies in the ever-changing work landscape. In this session, leading industry professionals will share best practices on how you can proactively plan your career, negotiate the best pay and make informed decisions.

Panelists:

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

Pam Cross, News Anchor, WCVB-TV, Boston

Vickie Thomas, City Beat Reporter, WWJ/CBS Radio, Detroit

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

Covering the black woman’s experience

Often times, mainstream reporting does not link the power of the black woman’s voting bloc to pressing policy issues like health care. But as history proves otherwise, black women are critical to successful

elections – ask President Obama and Governor Terry McAuliffe. In recent years, threats to reproductive justice, voting rights, access to jobs, and education have all impacted black women in America. But exactly how can journalists elevate those experiences to encourage voting turn out during midterms? Hear from the journalists who cover these issues, and the advocates that put the black woman experience at the forefront of their work.

V-10 Authors Showcase: Ghostwriting: How to make a Career Out of Collaboration

Moderator:

Sylvester Monroe,

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

Developing a successful reel for sports, How to present and prepare yourself for the company you're interviewing with, What's an executive looking for in a reel and interview, How to make yourself marketable to work on-air in sports television, When should you get an agent, What it takes to get more diversity in decision making roles in sports television, Understanding the business on sports networks, What it takes to be successful at a 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
- 6:00 p.m. – 7:30 p.m.** **Media Receptions**
- 7:00 p.m. – 11:00 p.m.** **Arts and Entertainment Reception/Awards**
Ceremony
- 9:00 p.m. – 11:00 p.m.** **Founder’s Reception (*Invitation Only*)**
- 11:00 p.m. – 2:00 a.m.** **Sports Task Force Jam**
Powered by Turner Sports
House of Blues

Saturday, August 2, 2014

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

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

Ieasha 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, 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.

Moderator:**Andrew Humphrey**, Meteorologist, Reporter, WDIV-TV Local 4**Panelists:****Daniel Ellis**, Founder, SkySpecs

Larry Birnbaum, Professor, Electrical Engineering & Computer Science, Intelligent Information Laboratory, Northwestern University

Gino Vicci, Reporter and Fill-In Anchor, WNEM TV5 (Former Associate, Narrative Science)

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 is aimed at those who may have reporting and production 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. In this workshop, panelists who have worked in both news and entertainment, discuss their backgrounds, experiences and provide tips for a successful field shoot.

Moderator:

Rony Camille, Media Program Director, Town of Tyngsborough, Mass.

Panelists:

Seniboye Tienabeso, Producer, ABC News

Michelle Sigona, Freelance Producer/Reporter

Anne-Marie Dorning, Media Relations, Olin College

Carol Bowdry, Los Angeles Correspondent, ARISE TV News

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

The explosion of start-up online news publications and the new wave of personal brand journalism startups are changing the new media landscape. With the growth and success of The Marshall Project, Project X and others, how can black Americans get their foot in the door and insure their voices and perspectives are part of the new media? This session will explore the skills needed for black Americans to be competitive in this new and changing market?

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

Jaime Holguin, Manager of News Development, Associated Press

Ava Perrine, Communications Instructor, Delaware State University

Ann Simmons, Multimedia Reporter, The Los Angeles Times

Kelly Virella, Digital Entrepreneur, Former Investigative Reporter, The Chicago Reporter, Publisher, Longview Magazine

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

VI-10 A Conversation with Dr. Louis Sullivan

Dr. Louis Sullivan is president emeritus of the Morehouse School of Medicine and served as U.S. Secretary of Health And Human Services under President George H.W. Bush from 1989 to 1993. He is author, along with David Chanoff, of the newly released "Breaking Ground: My Life in Medicine." Outside of the years he served in the U.S. Cabinet, Sullivan was president of the Morehouse School of Medicine for more than two decades. Dr. Sullivan also has ties to the Boston area. Included in a list of accomplishments is a two-year stint teaching at Harvard Medical School from 1963 to 1964. He and his wife, E. Ginger Sullivan, are sponsors of the Sullivan 5K Run/Walk Road Race for Health and Fitness on Martha's Vineyard, Mass.

Moderator:

Joy Ann Reid, Anchor, MSNBC, Managing Editor, TheGrio.com

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: Designing a Career Path in the New American Economy

In the ever-changing media landscape, it's important to be prepared for the demands and needs of the current newsroom or public relations shop. This session will focus on the real worth of internships and how to get the most out of them. Panelists also will discuss how entry-level jobs outside of major markets can offer real learning. Other topics will include 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:

Dr. Jennifer Caudle, Family Physician, On-Air Health Expert, CNN, CBS, Tom Joyner Morning Show, More

Midwin Charles, TV Legal Expert

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

NABJ History: From the Pioneers Who Created It

NABJ Founders engage new members and other convention attendees in an informational back-and-forth discussion about the history of the organization. They will share thoughts on the meeting that took place in Washington, DC, on December 12, 1975, when the 44 journalists founded the organization, and offer stories about the pioneers' early trials and tribulations.

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

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

Film Festival IV

“Dear White People”

Q&A Panel Moderated by Eric Deggans

Winner of the 2014 Sundance Film Festival's Special Jury Award for Breakthrough Talent, Dear White People is a sly, provocative satire of race relations in the age of Obama. Writer/director Justin Simien follows a group of African American students as they navigate campus life and racial politics at a predominantly white Ivy League college in a sharp and funny feature film debut that earned him a spot on Variety's annual “10 Directors to Watch.”

Dear White People stars Tyler James Williams,

Tessa Thompson, Teyonah Parris, Brandon P. Bell and Dennis Haysbert.

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***

Hosts:

Arthel Neville, Anchor, Fox News
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*

Hosts:

Kelly Wright, General Assignment
Reporter, Co-Host, “America’s News
Headquarters,” Fox News
Dr. Mallika Marshall, Medical Reporter,
WBZ-TV

10:00 a.m. – 12:00 Noon

NABJ Board of Directors Meeting

*Ticketed Event requires additional registration payment