

Newsroom Training

**Offered in partnership by
The Meek School of Journalism & New Media
The Meridian Star
and the MPA Education Foundation**

Location:

Meridian Community College
Workforce Development Center
Room 124
1524 Hwy 19 North
Meridian, MS 39307

Time:

10:30 AM to 1:30 PM

PROGRAMS

Putting the Social in Media

Description: Discussion of how your audience uses social media and what they expect from you; how to talk to your audience and what to say; when and how to listen; why you can still put most of your eggs in one basket (Hint: starts with "Face."); ways to use social media to get to know your audience better in order to give them what want and need to know.

Presenter: Brad Conaway was a long time, Emmy award-winning local news producer before he made the jump to digital. In his stops at newsroom management positions around the country (including WLBT in Jackson), he discovered a passion and knack for talking to audiences, especially on digital platforms and most especially on social media. He considers his style "aggressive" and audience-centric.

Cross-platform Storytelling

Description: Tips and best practices for optimizing your print content for digital and vice versa.

Presenter: Cynthia Joyce has been a writer, editor, and web producer for more than 20 years and has contributed to several regional and national publications, including The Washington Post, Newsday, NPR.org, Entertainment Weekly, and MSNBC.com, where she was a senior producer from 2007-2011; Nola.com, where she worked briefly as a producer post-Katrina, and Salon, where she was arts and entertainment editor from 1995-2000.

Mobile Journalism: Tips and Tricks for a Better Workflow

Presenter: Ji Hoon Heo teaches journalism innovation, web development and social media. He is a graduate of the Meek School of Journalism and New Media at the University of Mississippi. He is an FFA certified drone pilot and regularly utilizes new technology, such as drones, virtual reality and data journalism in his courses. He has public work in Ted, the Huffington Post and on Mississippi Public Broadcasting, among others. He is an Adobe Certified Associate in Video Communication and a member of the National Press Photographers Association.

All three presenters are on the faculty at the Meek School of Journalism and New Media.

To RSVP, contact **Alexander Gould**, Publisher, The Meridian Star, agould@thmeridianstar.com