



As of July 15, 2013

* Ticketed Event

** Requires Pre-Registration

NABJ Convention ID Badges are non-transferrable and must be worn to all functions for entry

SUNDAY~JULY 28, 2013

10:00 a.m – 6:00 p.m. --Sunday

9:00 a.m – 9:00 pm. -- Monday

9:00 a.m – 9:00 p.m. -- Tuesday

9:00 a.m. – 3:00p.m. -- Wednesday

9:00 a.m. – 6:00 p.m.-- Thursday

JSHOP

Location: Florida Exhibition Hall C

Powered by Dow Jones Foundation

The NABJ High School Journalism Workshop (JSHOP) is a five-day workshop for local high school students in the host city of NABJ's Annual Convention and Career Fair. The JSHOP's goal is to provide an enlightening, informative, hands-on, and challenging introduction of the journalism profession to a multicultural mix of high school students. The workshop provides interactive learning opportunities through lectures, presentations, hands-on training and field trips. The students learn journalism fundamentals for newsgathering, writing, photography, video production, radio, graphic design, editing, and social media. Professional journalists, educators, and journalism college students provide mentorship and supervision.

By the conclusion of the workshop, participants will leave with a portfolio of professionally-developed media products including articles, photographs, and video clips. Also, the students will have a greater sense of what the journalism profession entails and a strong foundation with which to possibly pursue journalism at their high schools, in college, and as a career.

MONDAY~JULY 29, 2013

Location: Sanibel

Reception for Student's Projects

TUESDAY~JULY 30, 2013

7:00 a.m. – 5:00 p.m.

Student Multimedia Projects – Powered by Hewlett-Packard Company, Southwest Airlines, The Orlando Sentinel, & Dow Jones Foundation

Location: Florida Exhibition Hall C

Tuesday ~ July 30, 2013
Continued...

Winners of NABJ student fellowships are providing daily newspaper, television and Web coverage of the convention. The fellowships cover all expenses for the students to attend the convention. Once here, they work alongside professional journalists and journalism educators to produce content for the NABJ Monitor newspaper, NABJ TV and nabjconvention.org. The Monitor is available throughout NABJ's convention space at the Gaylord Palms, and the broadcasts can be viewed in guest rooms.

9:00 a.m. – 5:00 p.m.

NABJ Board of Directors Meeting
Location: St. George Meeting Room # 114

5:30 p.m.

NABJ Feeds the Homeless

Please join the NABJ Board of Directors and the Central Florida Association of Black Journalists as they partner with the Coalition for the Homeless of Central Florida, the largest provider of homeless services in Central Florida, to serve dinner to those in need.

Location: Center for Women and Families - 639 W. Central Blvd., Orlando, FL 32801

WEDNESDAY ~ July 31, 2013

7:00 a.m. – 7:00 p.m.

Registration & Welcome Center
Location: Florida Exhibition Hall B

Attendees who pre-registered should pick up their convention materials at the Registration & Welcome Center. Those who have not registered should do so here as well. This also is the place to sign up for special events, including the NABJ Celebrity Golf Tournament and NABJ 5K Walk/Run, and buy tickets to the Salute to Excellence Awards Gala and Gospel Brunch.

7:00 a.m. – 5:00 p.m.

Student Multimedia Projects – Powered by Hewlett-Packard Company, Southwest Airlines, The Orlando Sentinel, & Dow Jones Foundation
Location: Florida Exhibition Hall C

Students who won NABJ fellowships are working alongside professional journalists and journalism educators to provide daily coverage through the NABJ Monitor, NABJ TV and nabjconvention.org. The Monitor is available throughout NABJ's convention space at the Gaylord Palms, and the broadcasts can be viewed in guest rooms.

8:00 a.m. – 4:00 p.m.

Chapter Day
Location: Osceola A

Chapter Day offers leaders of NABJ's professional and student chapters a chance to take part in a day of training and focused leadership development. Participants will learn about fundraising and effective governing. The session is produced by the NABJ Council of Presidents Task Force.

8:00 a.m. – 5:00 p.m.

New U Loft**
Location: St. George Meeting Room #112

This 2½-day boot camp will help business-minded people get a good start and help existing business owners reach new heights. New U is designed to help increase the number of diverse idea-makers in media. Participants learn to where to access development capital, meet like-minded people and get personalized mentoring to support their professional growth. Assistance will be provided on a range of

topics, including creating business plans, marketing, presentation, market research and analysis, networking, budgeting, and branding. There also will be a chance to compete for two \$20,000 start-up seed grants.

Presenters:

Doug Mitchell, Co-Project Director, The New U: News Entrepreneurs Working Through UNITY

Alli Joseph, Co-Project Director, The New U: News Entrepreneurs Working Through UNITY

Ashley Cisneros, Co-Founder, Chatter Buzz Media, Orlando, FL

William Crowder, Managing Director, DreamIt Ventures Philadelphia, PA

Jason Frazer, CEO/Founder, Wealth Empowerment Network, Columbus, OH

Harry Lin, Consumer Internet Executive/Startup Advisor, Pasadena, CA

Dr. Cynthia Liu, CEO/Founder, K12NewsNetwork, Pasadena, CA

Tim Reese, Founding Partner, National Minority Angel Network, Philadelphia, PA

Kelly Virella, Founding CEO and President, Restoration Publishing, New York, NY

8:00 a.m. – 5:00 p.m.

All Day Deep-Dive Learning Labs **

Producing Better Producers – (Invitation Only)

Powered by Comcast/NBC Universal, 21st Century Fox, Raycom, Meredith and Cox

Location: Osceola 1-3

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

Moderator:

Bob Butler, Reporter, KCBS Radio

Presenters:

Anzio Williams, News Director, WCAU-TV

Lori Waldon, News Director, KCRA-TV

Rashida Jones, News Director, WIS-TV

Ken Jobe, News Director, WHBQ-TV

Skillset and Mindset: Change or Miss the Bus

Location: Osceola 4-6

This session features professionals who have pushed past industry setbacks to create growth opportunities by learning online, cultivating digital and life skills or forging new paths outside journalism. Join this team of experienced editors, recruiters, career advisors, leadership trainers and life coaches for straight talk, role playing and career tips.

Presenters:

Glenn Proctor, Founder/Training Director, REDDjobb, LLC

Jackie Jones, Owner/Certified Life Coach, Jones Coaching LLC

Walter Middlebrook, Assistant Managing Editor, Detroit News

Clif Caldwell, Clif Caldwell Communications

Grava tars, Plugins, Widgets and Themes: WordPress Crash Course

Location: Naples

As one of the most popular blogging platforms in the world, WordPress powers more than 25 million sites, large and small, including BBC America, TechCrunch and the site of ESPN analyst Stephen A. Smith. This crash course will show you how to get your blog or website off the ground. You also will learn how to make the most of this free and open source personal publishing software.

Presenters:

Ingrid Sturgis, Assistant Professor of New Media, Howard University

1:00 p.m. – 5:00 p.m.

Half Day Deep Dive Learning Labs **

The Business of Me (1:00 p.m. – 4:00 p.m.)

Location: Sarasota

Whether you're attached to a mainstream news organization or trying to make it on our own with a blog, news site or freelance business, we're all media entrepreneurs these days. In this half-day session, you'll learn how to brand and market yourself, pitch ideas, plus understand the basics of financial and time management. You'll also target the next steps toward advancing your career as an entrepreneur.

Presenters:

Mark Luckie, Manager of Journalism & News, Twitter

Digging Deeper With Social Media

Location: Miami 1-2

For reporters, social media sites offer a treasure trove of clues and information about people, businesses and organizations. In this session, you'll learn new tricks and tactics for digging deep with Facebook, Twitter, LinkedIn and other social sites. This workshop also will focus on the rapidly changing field of geo-location, which enables reporters to find sources in real time in specific places. The payoff: fresher story ideas, more relevant sources and a real-time reporting edge on deadline against the competition

Presenters:

Doug Haddix, Professional Director, Kiplinger Program, Ohio State University

Multimedia Boot Camp

Location: Tampa 1-2

Stand out from the rest with solid skills and great storytelling. This one-day workshop will focus on a range of multimedia storytelling approaches. There will be three sections: Multimedia Skills Boot Camp, Mobile Media, and On Assignment. The workshop will benefit all journalists — from beginning level to advanced. It will offer hands-on training to those interested in emerging digital news and multiplatform content.

Presenters:

Val Hoepfner, Director of Education, Freedom Forum Diversity Institute

Susan Mango Curtis, Assistant Professor, Medill, Northwestern University and Gerald Farro, Business Development N.A. Adobe

Tiffany L. Williams, Owner, Twice Media Productions, LLC; Multimedia Coordinator, Defender Media Group

Gerald Farro, Digital Publishing Business Development, Adobe

4:00 p.m. – 5:00 p.m.

Regional Caucus

Location: Osceola A

8:00 p.m. – 10:30 p.m.

Welcome Reception & Opening Ceremony – Powered by Disney

Location: Disney Parks (Transportation to be provided)

NABJ welcomes members, panelists, sponsors and other attendees to our 38th Annual Convention & Career Fair in sunny Central Florida with our kick-off reception and opening ceremony hosted by our partners at Disney. Join us for an evening of food, fun and connecting with friends, both old and new. Hosted by **Jemele Hill**, ESPN.

Buses depart from the Transportation Lobby near the main entrance of the Gaylord Hotel beginning at 7:15 p.m.

THURSDAY~ AUGUST 1, 2013

6:00 a.m. – 7:00 a.m.

Morning Workout –Powered by McDonald's

Location: Florida Exhibition Hall B

Start your day way with some Florida sun, fresh air and a great morning workout.

7:00 a.m. – 5:00 p.m.

Registration & Welcome Center

Location: Florida Exhibition Hall B

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7:00 a.m. – 5:00 p.m.

Student Multimedia Projects– Powered by Hewlett-Packard Company, Southwest Airlines, The Orlando Sentinel, & Dow Jones Foundation

Location: Florida Exhibition Hall C

7:30 a.m. – 9:00 a.m.

Professional Development Breakfasts

Location: Osceola A

Professional Development Breakfast - Energizing Communities of Color: Why Today's Energy Sector Matters – Powered by BP/Chevron

The oil and natural gas industries touch our lives in countless ways each day — from fueling our cars to heating our homes, and from cooking our meals to the carpeting in our home. Today's emphasis is on "clean" fuels as well as innovation in the production of traditional fossil fuels. This breakfast session will offer insider perspectives from policy makers and private decision makers.

Moderator: **Simone Sabastian**, Assistant Editor, FuelFix, Houston Chronical Media Group

Presenters:

Frank Stewart, President Emeritus, American Association of Blacks in Energy
Rayola Dougher, Senior Economic Advisor, Media Relations, American Petroleum Institute
Lonnie Johnson, Exxon Mobil Corporation

Professional Development Breakfast -- *Coffee and Conversation: Let's Talk About Managing Credit— Powered by Wells Fargo* **LOCATION: Sun Ballroom D**

Your credit history is a critical factor when considering buying a home, applying for a credit card, financing your education or consolidating debt. Join a panel of experts from Wells Fargo for an interactive and candid conversation over breakfast about credit. Find out how lenders view an applicant's credit history when making lending decisions. Get tips on how to be prepared as a perspective borrower. Loan or credit approval is not impossible, especially if you take steps to prepare and arm yourself with good information.

Moderator:

Presenter:

Cerita Battles – Senior Vice President, Wells Fargo Home Mortgage
Carl Miller – Executive Vice President, Small Business Strategy Leader
Beverly Anderson (TBD) – Will confirm today/tomorrow

Sports Mentorship Breakfast - Powered by ESPN
Location: Osceola B

Join the NABJ Sports Task Force for its annual mentorship breakfast, where aspiring journalists are paired with professional mentors from broadcast, print and online newsrooms.

Moderator: **Cari Champion**, Host, ESPN2's *First Take*

Featured Speaker: **Jemele Hill**, Analyst & Columnist, ESPN

Presenters:

Al Jaffe, Vice President Talent & Production Recruitment, ESPN
Shemar Woods, Associate Editor, ESPNNewYork.com
Ohm Youngmisuk, New York Giants Beat Writer, ESPNNewYork.com

8:30 a.m. – 5:00 p.m.

NABJ Executive Suite featuring the ASNE Minority Leadership Institute, sponsored by Scripps Howard and CQ/Roll Call (Invitation Only)

Top news and corporate executives lead workshops for middle managers who aspire to land more senior roles.

9:00 a.m. – 5:00 p.m.

NABJ Career Fair & Exhibition
Location: Florida Exhibition Hall A

9:00 a.m. – 5:00 p.m.

Healthy NABJ Pavilion – Powered by Chrysler, LLC & AARP

Location: Florida Exhibition Hall A

Stop by the Healthy NABJ Pavilion to participate in sessions on health and health care policy and get information that will be helpful when covering these complex topics. The pavilion also offers free health screenings to convention attendees. Also, stop by the McDonald's Healthy Kitchen, where you can sample the restaurant's new healthy menu items.

9:00 a.m. – 5:00 p.m.

**NABJ Authors Showcase & Bookstore -
Powered by News Corp/HarperCollins Publishers**

Location: Florida Exhibition Hall A

9:00 a.m. – 5:00 p.m.

**Cyber Café Lounge –
Powered by Rent-A-Center**

Location: Florida Exhibition Hall A

9:00 a.m. – 5:00 p.m.

RADIO ROW

Location: Florida Exhibition Hall

9:00 a.m.- 5:00 p.m.

New U Loft

Location: St. George Room #112

This 2½-day boot camp will help business-minded learn how to access development capital, meet like-minded people and get personalized mentoring. There also will be a chance to compete for two \$20,000 start-up seed grants.

9:00 a.m – 6:00 p.m.

JSHOP 2013 --Powered by Dow Jones Foundation

Location: Florida Exhibition Hall C

9:30 a.m. – 11:00 a.m.

Newsmaker Plenary: NABJ Live!

Location: Osceola C-D

So much has happened in the past year affecting African-Americans that people still are talking about and news organizations still are covering. This high-energy session will delve into several of those topics — from the Supreme Court ruling on the Voting Rights Act to the Trayvon Martin case to questions about black leadership. Nothing is taboo.

Moderator:

Roland Martin, Host, *Washington Watch with Roland Martin*

Presenters:

Kasim Reed, Mayor, Atlanta, Georgia

Bishop T.D. Jakes, Founder/Senior Pastor, The Potter's House of Dallas

Janis Mathis, Vice President for Legal Affairs for the Rainbow PUSH Coalition

Jesse J. Holland, Supreme Court Reporter, Associated Press

11:00 a.m. -12:30 p.m.

The Verdict: Black Journalists' Role in Covering the Trayvon Martin Case and the Portrayal of Black Males

The public has been bombarded with negative images of black males in film, music videos, reality television and other forms of media. In the wake of the verdict in the George Zimmerman trial, this workshop will explore the media's coverage of Trayvon Martin and the cheapening of black male images. Panelists will discuss why black males continue to be portrayed in the media as criminals and physical threats to society at large and what black journalists can do to demand better coverage and a more complete picture.

Moderator:

Rev. Al Sharpton, Host, PoliticsNation, MSNBC

Presenters:

Mark Russell, Editor, Orlando Sentinel

Yamiche Alcindor, Reporter, USA Today and NABJ Emerging Journalist of the Year

Corey Dade, Contributor, TheRoot.com and NABJ Region II Director

Toure, Co-host of The Cycle, MSNBC and Author, " IWould Die 4 U: Why Prince Became an Icon"

Sherri Williams, Adjunct Professor, Newhouse School, Syracuse University

11:30 a.m. – 12:15 p.m.

Task Force Meetings

Arts and Entertainment Task Force

Location: Osceola 4-6

Associates Task Force

Location: Tampa 3

Black Press Task Force

Location: Miami 1-2

Broadcast Task Force

Location: Sarasota 3

Business Journalism Task Force

Location: Sanibel 1

Copy Editors Task Force

Location: Sarasota 1-2

Digital Journalism Task Force

Location: Osceola 1-3

Global Journalism Task Force

Location: Sanibel 2-3

LGBT Task Force
Location: Tallahassee1-2

Political Journalists Task Force
Location: Tallahassee3

Print Task Force
Location: Gainesville

Students Task Force
Location: Naples 1-2

Visual Task Force
Location: Tampa 1-2

Young Black Journalists Task Force
Location: Destin

12:15 p.m. – 2:00 p.m.

**School to Prison Pipeline Luncheon Powered by
Southern Poverty Law Center**

Location: Osceola A

Fifty years after students in Birmingham marched for their civil rights, many African-American children nationwide are in prison cells instead of classrooms. This session covers what the Southern Poverty Law Center and other organizations are doing through litigation and advocacy to address zero tolerance policies at schools and the increased presence of police in their hallways. The groups contend that these policies and practices have created a pipeline to prison.

Moderator: Kristen Welker, NBC

Presenters:

Jody Owens, Managing Attorney, Southern Poverty Law Center

Ebony Howard, Attorney, Southern Poverty Law Center

12:30 p.m. – 2:00 p.m.

Workshop Session I

Breaking Into Business Journalism

Location: Osceola 4-6

Lots of topics fuel the business journalism engine, including entrepreneurship, global economics, local business development, job creation and the stock market. A survey by the Society of American Business Editors and Writers found that 17 percent of news organizations planned to hire a business reporter this year. This is an improvement of job prospects in this field. This workshop will offer tips on how journalists can move into these exciting spots.

Presenters:

Robert Doherty, General Manager, United States, Reuters

Will Sutton, Director, 2013 Business Reporting Residency, Dow Jones News Fund

Shartia Brantley, Producer, CNBC
Darius Walker, New York Bureau Chief, CNN
Philana Patterson, Small Business Editor, The Associated Press
Darren Sands, Digital Producer/Reporter, Black Enterprise

Meet the Black Press: An Overlooked Gem for Journalists

Location: Miami 1-2

Executives and journalist who work for black media will share why the black press offers a wealth of jobs for journalists ranging from beginners to long-time professionals. Panelists also will discuss the objectives of black-owned media and the evolution of the black press in an increasingly multicultural and digital society.

Moderator:

Tene' Croom, Veteran broadcaster and President, Tene' Croom Communications

Presenters:

Lee Bailey, Legendary broadcaster and founder, EURweb.com
Johann Calhoun, News Editor/Metro Recruiter, *Philadelphia Tribune*
Mitzi Miller, Editor-In-Chief, *Jet* magazine
Richard B. Muhammad, Editor-in-Chief, *Final Call*
Reggie Thomas, Director of Advertising, NAACP *Crisis Magazine*

Turning Spreadsheet Data Into Visual Stories

Location: Tallahassee 1-2

With a wealth of free and accessible data and digital presentation tools, journalists can easily find ways to offer audience-friendly stories on social, demographic and economic differences. Crunching numbers and presenting data in visual ways is a lot simpler than it once was. The Marketplace Wealth & Poverty desk has spearheaded a number of these initiatives and can help journalists find ways to use data visualization software and interactive project tools to tell compelling stories.

Presenters:

Noel King, Reporter, Wealth and Poverty Desk, Marketplace
Ethan C. Lindsey, Senior Digital Editor, Marketplace

Everything Rises and Falls on Leadership

Location: Sarasota 1-2

Navigating the waters of a newsroom is challenging. Even experienced journalists and leaders are tested by technology change and added job responsibilities, while striving to improve results. How do you achieve success? The answer may be summed up with one word-- Leadership. It changes everything. Learn to position yourself for promotion and add value to your organization regardless of your title.

Moderator:

Alexander Quince, Assistant News Director, ABC 33/40

Presenters

Camille Edwards, Vice President & News Director, WABC-TV
Tim Traylor, Human Resource Officer, WJLA-TV/Allbritton Communications
Lori Waldon, News Director, KCRA 3 TV/ KQCA MY58 TV
Anzio Williams, Vice President of News, WCAU-TV

Legends of the Game: A Candid Conversation with Ken Griffey Jr., Gary Sheffield, Fred McGriff and Raymond Lankford

Location: Osceola B

When they dominated Major League Baseball, these African-American players —13-time All-Star Ken Griffey, Jr., nine-time All-Star Gary Sheffield, five-time All-Star Fred McGriff and power slugger Ray Lankford — were known for their candor. Come witness more of that candor and engage in conversation with these four baseball greats, who will share their experiences and give their thoughts on the future of African-Americans in baseball.

Moderator:

Jemele Hill, Columnist & Television Analyst, ESPN

Presenters:

Gary Sheffield, Former baseball player, MLB
Ken Griffey, Jr., Former baseball player, MLB
Raymond Lankford, Former baseball player, MLB
Fred McGriff, Former baseball player, MLB

How to Get Paid in 2013: Working Without Walls in the New Economy

Location: Destin

Many journalists and professional communicators are struggling in this era of downsizing and outsourcing. According to the Freelancers Union, one in three in the business are toiling as freelancers, temps, contractors, contingent workers and the like. More newsrooms are finding it easier and cheaper to use freelancers. This workshop will address areas such as needed skills, the benefits of entrepreneurship and getting paid as a freelancer.

Moderator:

Teresa Wiltz, Deputy Editor, *Essence* magazine

Presenters:

Helena Andrews, Journalist and Pop Culture Critic
Jamaal Abdul-Alim, Independent Writer
Lauren Williams, Deputy Editor, TheRoot.com

Bringing Social Media Sanity and Analytics to the Newsroom

Location: Naples 1-2

Social media has become a regular part of the newsgathering and dissemination process. But sometimes you have to demonstrate its effectiveness to your bosses. In this workshop, veteran social media editors and community managers will discuss what works in their newsrooms, how they quantify the results and how to select the right mix of tools. Attendees will walk away with a better understanding of tools, best practices and the most effective ways to collect analytics.

Moderator:

Benét J. Wilson, Social Media/eNewsletters Editor, Aircraft Owners and Pilots Association

Presenters:

Sarah Glover, Social Media Editor, NBC10 Philadelphia

Holly Edgell, Community Editor, WCPO.com

Akoto Ofori-Atta, Assistant Editor & Social Media Manager, The Root.com

Photography and Video for the Non-Visual Journalist

Location: Tampa 1-2

Just about everyone can take a picture and shoot video, but not all can do them in a way that tells a story people understand. Yet photos and video are increasingly becoming the responsibility of everyone in the newsroom. In this workshop, non-visual journalists will learn that by following common-sense photography rules, they can create publishable work. The session also will focus on composition, lighting and exposure.

Presenters:

Sonja Foster, Chair, NABJ Visual Task Force

Mark Gail, Freelance Photojournalist

Michael Leftwich, Freelance TV News Photographer

Science Journalism 101

Location: Sanibel 1-2

The African-American community's relationship with STEM (science, technology, engineering, and math) has been fraught with challenges. Opportunities to report on recent discoveries at local colleges or by African-American scientists has largely been overlooked by the media, including media outlets, targeted at this audience. Additionally, lack of news coverage by Ethnic News organizations on important topics such as energy, the environment, technology, product safety, personal health and other science topics is partly due to the unease general news reporters may have in covering science-intensive stories.

While it is impossible for a reporter to be an expert in all areas of science, it is entirely possible for a reporter to develop a network of science consultants that can greatly broaden the diversity and depth of one's reporting. This workshop will focus on helping reporters cultivate relationships with media-ready African-American scientists and engineers.

Presenters:

Jamila Bey, Reporter, Voice of Russia Radio

David Kroll, Ph. D., Director of Science Communications, Nature Research Center, North Carolina Museum of Natural Sciences, North Carolina State University

Ivan Oransky, Executive Editor, Reuters Health

Robin Lloyd, News Editor, *Scientific American*

Authors Showcase: Finding Your Voice, Fueling Inspiration: How to Write Motivational Books

Location: Osceola 1-3

This session will provide practical tips on motivational writing for potential authors. Panelists will discuss their books, which include *The Wealth Choice*, by writer and lecturer Dr. Dennis Kimbro, and *Let it Go* by pastor and best-selling author **Bishop T.D. Jakes**.

Moderator: **Jacquie Hood Martin, Author, "Fulfilled! The Art and Joy of Balanced Living"**

Presenters: **Bishop T.D. Jakes , Author, "Let It Go"**

Dr. Dennis Kimbro, Author, "The Wealth Choice"

Merri Dee, Author, "Life Lessons on Faith, Forgiveness & Grace"

2:15 p.m. – 3:45 p.m.

Workshop Session II

Celebrity Reporting: You Think You Know

Location: Miami 1-2

This panel will deliver the give and take of covering the world of celebrity. Top tier celebrity publicists and celebrity journalists/producers will discuss the nuances, challenges, and rewards of this face paced world. This is an off-the-record conversation about the real world of the glitziest of jobs.

Moderator:

Nekesa Moody, Global Entertainment Editor, Associated Press

Presenters:

Gerrick Kennedy, Music Journalist, The Los Angeles Times

Arienne Thompson, Celebrity Reporter, USA Today

Gwendolyn Quinn, President, GQ Media

Tresa Sanders, President, Tremedia

Lee Hawkins, Entertainment Reporter, *The Wall Street Journal*

Kelley L. Carter, Freelance Entertainment Reporter

Hillary Crosley, Entertainment Reporter, *Parlour Magazine*

Cassandra Butcher, VP of Publicity Fox Searchlight

Radio in the Digital Era: It's More Than Playing the Hits

Location: Osceola 4-6

Once the most dominant form of media, radio has slipped behind television, digital and print media in terms of prestige. But journalists are making a mistake if they ignore this form of communication. There are numerous online, satellite, mobile and syndication opportunities. In this session, you'll hear a panel of radio veterans discuss their career paths, the jobs available now and how to fit your skills into this medium.

Moderator:

Marcus Osborne, Show Host/Executive Producer, "The Straight Male Friend Show"

Presenters:

Farai Chideya, Distinguished Writer in Residence, Arthur L. Carter Journalism Institute, New York University

Troy Johnson, News Anchor, WNEW & WHUR

Ava Perrine, Instructor, Delaware State University
Amani Ali, Executive Producer, "The Gloria Neal Show"
Condace Pressley, Program Director , WSB AM and FM
Deya Smith, Lead Producer, Tom Joyner Morning Show; Creator & Host, *Girlfriend FM & Beyond the Studio*

Writing On The Fly: Mastering Multimedia Storytelling

Location: Tallahassee 1-2

Multimedia journalists are now charged with doing it all. The most successful can write Web copy, write a broadcast script, take photos, post to the Web, update social media, shoot video and report from the field. Key to all of this is good writing. But can the need for speed lower the quality of a multimedia journalist's writing? Journalists offer tips for writing quickly without abandoning clear, concise and masterful storytelling.

Moderator:

Christopher Nelson, Assignment Editor, NBC News

Presenters:

Derrick Rose, Anchor/Reporter, WPMI-TV
Adriana Diaz, Digital Journalist, CBS News
Evan Lambert, Reporter WKMG Local 6
Sia Nyorkor, Multimedia Journalist, KWCH-TV

Making Your War Stories Meaningful in the Classroom

Location: Naples 1-2

Many professors have had careers as practitioners before entering the classroom. They may have begun lectures by saying: "Back in my day." Although those stories might have grabbed interest, what did you really learn that could be applied to your career? On this panel, former journalists and communications professionals will share ideas for developing lectures and assignments that draw on their experience and also have relevance for students.

Moderator:

Bonnie Newman Davis, Janice Bryant Howroyd Endowed Professor, North Carolina A & T State University

Presenters:

Jayne Bradford, Assistant Professor & Mass Communications Coordinator, Voorhees College
Allissa Richardson, Professor, Bowie State University

Double Standard: African-American Women in Sports Media

Location: Sarasota 1-2

The numbers of women in the sports journalism industry are small and they are even smaller for African-American women. African-American women working in front of the camera and behind the scenes will discuss their career paths and experiences in sports media. They'll relay that being a double minority in a competitive field may not be easy, but it's not impossible either.

Moderator:

LaChina Robinson, Basketball Analyst & Reporter

Presenters:

Tara August, Senior Director of Talent Services, Turner Sports
Nischelle Turner, Sports & Entertainment Reporter, CNN/HLN
Monique Walker-Jones, Sports Content Editor, *Baltimore Sun*
Shannon Owens, Sports Columnist, *Orlando Sentinel*
Jemele Hill, Analyst & Columnist, ESPN

How Education Reforms Can Help or Hurt Students

Powered by Black Alliance for Educational Options

Location: Osceola 1-3

Join this critical discussion about how public school children, particularly African-Americans, are affected today and in the future by education reforms. Learn more about Common Core, vouchers, charter schools, blended learning, opportunity scholarships and other attempts to change the way millions of students get their educations. This will be a spirited discussion on the pros and cons of these efforts.

Moderator:

Roland Martin, Host, *Washington Watch with Roland Martin*

Presenters:

Dr. Howard Fuller, Founder & Board Chair, Black Alliance for Educational Options
Tim King, Founder, President and CEO of Urban Prep Academies

Ethics on Deadline: Assessing Speed vs. Accuracy

Location: Tampa 1-2

It's critical to pause and make tough, ethical decisions during the fast-paced, competitive 24-hour news and blogging cycle. This panel will examine the consideration given to journalistic values — solid reporting and fact-checking and ethical decision making — when assessing the impact of speed during deadline reporting.

Presenter:

Kenny Irby, Senior Faculty, Director of Community Relations & Diversity Programs, Poynter Institute

Authors Showcase: Conversations with Civil Rights Legend: Simeon Booker

Location: Gainesville

This Authors Showcase panel is a one-on-one interview with NABJ Hall of Fame inductee and Civil Rights legend, Simeon Booker, whose book, *Shocking the Conscience: A Reporter's Account of the Civil Rights Movement* was released Feb. 25, 2013. In 1952, Booker became the first black reporter for *The Washington Post*. Booker is best known for his Civil Rights era reporting for *Jet* and *Ebony* magazines, including his coverage of the 1955 murder of 14-year-old Emmett Till in Mississippi and the subsequent trial, one of the most noted pieces of journalism from the era. In 1982 he became the first African-American journalist to win the National Press Club's Fourth Estate Award for lifetime contributions to journalism. Booker retired in 2007 at the age of 88, after serving as *Jet's* Washington Bureau Chief for 48 years.

Moderator:

Joy-Ann Reid, Managing Editor, TheGrio.com; Contributor, MSNBC

Presenter:

Simeon Booker, former Washington Bureau Chief, *Jet* Magazine

Healthy NABJ: Effectively Covering Mental Health

Location: Sanibel 1-2

Journalists often struggle with how to report about mental health accurately, ethically, sensitively and responsibly. Many will avoid reporting about it altogether, but the media can play a powerful role in educating the public about mental health, including common causes of mental health issues, common symptoms, trends in suicide rates and effective treatment advances. This presentation will provide journalists with research-based best practices for reporting about this important national health problem.

Moderator:

Cindy George, Health Reporter, "Houston Chronicle"

Presenters:

Angelo McClain, PhD, LICSW, Chief Executive Officer, National Association of Social Workers

Wylie Tene, Media Relations Manager, American Foundation for Suicide Prevention

Muriel Jones, Executive Director, Federation of Families Central Florida; Vice President, NAMI Greater Orlando

A Fight to Deliver Our Message by Any Means Necessary--Powered by the Africa Channel

Location: Destin

It's not news that the media landscape of 2013 is changing rapidly. From local content delivery to mobile phones to YouTube to Amazon to apps, we're currently undergoing the most rapid shift in reaching our audience since we leaped from radio to television in the 40s. THE AFRICA CHANNEL, the only network devoted exclusively to showing positive modern images of Africa and the Diaspora, is traversing these digital waves of change every minute of every day in an effort to reach every Black household on the planet. Our goal with the luncheon is to share strategies and insights from THE AFRICA CHANNEL's own journey in an attempt to help each NABJ member be better prepared for the media challenges ahead.

Presenters:

Lee Gaither, GM/EVP – The Africa Channel

James Andrews, Founder/CEO—Social People

Alma Derricks, Director, Media & Entertainment Customer Strategy - Deloitte Consulting

Melva Benoit, President - Goffney-Benoit Research Consulting

4:00 p.m. – 5:30 p.m.

Workshop Session III

Going Solo: The Joy and Pain of Independent Consulting

Location: Sanibel 1-2

This session with freelancers and consultants will give an inside look at the rewards and challenges of building a successful freelance career in public relations. The benefits of working on your own are significant, but so are the workload and responsibilities, especially if you're inexperienced. Learn steps for starting, maintaining and growing a practice. Panelists also will discuss how to find and secure clients, negotiate rates and manage resources.

Presenters:

Kelley Chunn, Principal, Kelley Chunn & Associates
Dawn Roberts, Managing Partner, KD Communications
Arnesa Howell, Freelance Writer
Julie Walker, Freelance Writer
Lesly Simmons, President, Digital District

Social Media Jobs: The Next Frontier

Location: Naples 1-2

The numbers of traditional media jobs are shrinking, but opportunities in social media are exploding. From social media editor in a newsroom to communications manager at Tumblr, the opportunities are boundless. This workshop will highlight these social media positions, the skills to get them and why journalists should consider this emerging field.

Presenters:

Sarah Glover, Social Media Editor, NBC10 Philadelphia
Sherri Williams, Adjunct Professor/Social Media Editor, Syracuse University
Kari Cobham, Social Media Director, WFTV Channel 9
Neal Mann, Multimedia Editor WSJ

Life Imitates Art - Defining Black Media Roles– Powered by Comcast/NBC Universal

Location: Osceola 4-6

This session charts the portrayal of black executives in film and television and the importance of those depictions in countering negative imagery. Panelists will explore the effects of TV programs such as "The Cosby Show," as well as films such as "The Best Man" and its sequel. Discussion also will touch on MSNBC's diverse slate of anchors and contributors.

Presenters:

Taye Diggs, *The Best Man Holiday*
Nia Long, *The Best Man Holiday*
Malcolm D. Lee, Writer/ Director/ Producer, *The Best Man Holiday*
Touré, Host, *The Cycle*, MSNBC
Tamron Hall, MSNBC
Yvette Miley, Senior Vice President & Executive Editor, MSNBC
Joy Reid, TheGrio.com; MSNBC Contributor
Goldie Taylor, Social Critic & Political Contributor, MSNBC
Chris Witherspoon, Associate Editor, theGrio.com; Entertainment Analyst, MSNBC

“The Environment: Is it a Black Issue?” – Powered by Toyota Foundation

Location: Osceola 4-6

Hazards such as air pollution and water contamination tend to affect black neighborhoods more often than other communities. The Center for American Progress reports more than 71 percent of African-Americans live in areas that fail to meet at least one of the government’s air quality standards. With environmental dangers affecting black communities at disproportionate rates, this session will explore programs offering culturally relevant solutions and ways journalists can educate and drive change.

Moderator: **Terrell Brown, CBS**

Presenters:

Phaedra Ellis-Lamkins, CEO, Green for All

Chandra Taylor Smith, Ph.D., Vice President for Community Education and Conservation, National Audubon Society

From the Blogs to the Runway: Fashion Reporting in the 21st Century

Location: Tallahassee 1-2

Hazards such as air pollution and water contamination tend to affect black neighborhoods more often than other communities. The Center for American Progress reports more than 71 percent of African-Americans live in areas that fail to meet at least one of the government’s air quality standards. With environmental dangers affecting black communities at disproportionate rates, this session will explore programs offering culturally relevant solutions and ways journalists can educate and drive change.

Moderator

Celia Smith, Fashion Editor, Essence.com

Presenters:

Nichelle Gainer, Journalist, InStyle, Glamour, Woman's Day & Newsweek.com; Creator, Vintage Black Glamour

Julee Wilson, Fashion & Style Editor, Huffington Post Black Voices

Nana Brew Hammond, Author & Style Editor, Bluefly.com

Breaking Ground: The Story of the Sports Journalism Institute

--Powered by ESPN

Location: Osceola 1-3

This year, the Sports Journalism Institute celebrates 25 years of existence. The program prepares college students for careers in the highly competitive sports journalism industry. This session will study the impact of the program and how it has created a platform for new voices in sports journalism.

Moderator:

Leon Carter, Vice President, ESPN; Co-founder, Sports Journalism Institute

Presenters:

Jonathan Abrams, Writer, Grantland.com

Shannon Owens, Columnist, *Orlando Sentinel*

Ohm Youngmisuk, New York Giants Beat Writer, ESPNNewYork.com

Sherlon Christie, Reporter, Asbury Park Press
Heather Dinich, ACC Blogger, ESPN.com

Taking Full Advantage of Technology in the Journalism Toolbox

Location: Tampa 1-2

This interactive panel will showcase the latest in technology tools and apps for reporters. It will also explain the best ways for content producers to use digital tools and help spark ideas for other creative ways to use them. Come armed with smartphones, tablets and laptops!

Moderator:

Kiratiana Freelon, Principal, Eunique Enterprises

Presenters:

Adena Andrews, Digital Sports Columnist

Dr. Sybril Bennett, Professor of Journalism, Belmont University

4:00 p.m. – 5:30 p.m.

NABJ Candidates Forum

Location: Sarasota 1-3

4:00 p.m. – 5:30 p.m.

Film Festival:

American Promise: A National Effort to Advance Black Male

Achievement—Powered by American Documentary/POV

Location: Osceola

In 1999, Filmmakers Michele Stephenson and Joe Brewster turned cameras on two families — including their own— as they grappled with the ups and downs of preparing their sons for academic success. At the time, they weren't quite sure where the project would take them. But as they navigated the education system and wrestled with the same questions most new parents face, they knew that they had a story to tell. They also knew that, as black boys, their sons' futures were riddled with extra hurdles: they would be twice as likely as their white counterparts to be held back in school, three times as likely to be suspended and half as likely to graduate college. And both sets of parents were fiercely committed to doing everything in their power to defy those odds.

Michèle Stephenson, Producer/Director, American Promise

6:00 p.m. – 8:00 p.m.

Receptions

Black Alliance for Educational Options (Private)

CBS Reception (Private)

CNN Reception (Private)

Digital Journalism Taskforce Reception- Powered by Gannett

Fox Audience Strategies

Medill School of Journalism

Newscorporation

Prudential Financial Media (Private)

Raycom Media

Sports Journalism Institute Reception

Young Black Journalists Reception

7:00 p.m. – 8:30 p.m.

**Film Festival: I'm in Love with a Church Girl –Powered
by Reverend Gospel Media**

Location: Osceola A

Miles Montego (Ja Rule) has it all - cars, boats, good looks, mansion, money, women, but more importantly, he has a past. Miles is a retired high level drug trafficker who is now completely legitimate. Even though Miles has turned over a new leaf, the DEA can't seem to let him out of their sights. Miles' only downfall is that he is extremely loyal to his circle of friends and former colleagues who are not retired from the lucrative business. Struggling to keep on the right side of the law, Miles meets the one girl of his dreams but she's not the usual type of girl that he's used to dating. Vanessa (Adrienne Bailon) is a church girl in every sense of the word. They are tested to their last ounce of faith and strength in God and each other.

7:00 p.m. – 8:00 p.m.

His & Hers Live Podcast--Powered by ESPN

Location: Osceola 4-6

ESPN hosts **Michael Smith** and **Jemele Hill** will record one of their hit podcasts "His & Hers" live in front of an NABJ audience of convention attendees. Listen in on the conversation and then find out how to take your podcast to the next level.

8:00 p.m. – 10:00 p.m.

**Cocktails & Conversations
Powered by ESPN Pulse**

Location: Osceola 4-6

Come mix, mingle, and find out about new career opportunities! PULSE (People United to Lead Serve and Excel) is one of nine employee resource groups at ESPN. PULSE's mission is to recruit, mentor, promote and retain African American employees across ESPN Inc. Pulse works to pursue innovative business opportunities, develop more efficient operations and build momentum behind the ESPN brand among African American communities.

8:00 p.m. – 10:00 p.m.

**Conversations & Cocktails
Makeup & Martinis-- Powered by CBS News**

Location: Osceola 1-3

On-air talent worries more about the wrinkles and blemishes that HDTV reveals than the myth of cameras adding an extra ten pounds. Come learn tips on how to look your best on and off camera. Get advice and learn the best tricks of the trade from CBS makeup artist Patrece Williams. Williams has worked in the fashion and beauty business for more than a decade. She is one of the prime makeup artists at CBS This Morning and has worked with an impressive list of on-air personalities.

9:00 p.m. – 11:00 p.m.

**President's Reception (Invitation Only) – Powered by Al
Jazeera America, Remy Cointreau and General Motors
(ID required for entrance)**

Hosted by: Jovita Moore, WSB-TV

10:00 p.m. – 2:00 a.m.

Students' Party

Location: Sanibel

Here's the perfect time for student journalists and young professionals to meet in a comfortable social setting. Join the NABJ Emerging Journalist of the Year, NABJ Student Journalist of the Year and NABJ Student Representative of the Year for an exclusive evening reserved for networking. We will recognize

students and professionals who have graduated or accepted new positions this year. Refreshments will be provided.

**10:00 p.m. – 2:00 a.m. Orlando Nights: Casino, Celebrities and Location: Osceola B
a Cause—
Powered by Visit Orlando, WESH-TV/WKCF-TV, Pepsi, Bright House Networks Local Programming
Group**

Join the Central Florida Association of Black Journalists for a night of games, prizes and music. Try your hand at blackjack, poker, roulette and craps. Roll the dice with celebrity dealers including **Roland Martin, Jemele Hill, Richelle Carey**, hip hop legend **MC Serch** and others. A portion of the proceeds benefit the host chapter's scholarship fund. Tickets are \$10 in advance, \$15 at the door.

FRIDAY~AUGUST 2, 2013

6:00 a.m. – 7:00 a.m. Morning Workout—Powered by McDonald's
Start your day with some Florida sun, fresh air and a great morning workout.

7:00 a.m. – 5:00 p.m. Registration & Welcome Center
Attendees who pre-registered should pick up their convention materials at the Registration & Welcome Center. Those who have not registered should do so here as well. This also is the place to sign up for special events, including the NABJ Celebrity Golf Tournament and NABJ 5K Walk/Run, and buy tickets to the Salute to Excellence Awards Gala and Gospel Brunch.

7:00 a.m. – 5:00 p.m. Student Multimedia Projects – Powered by Hewlett-Packard Company, Southwest Airlines, The Orlando Sentinel, & Dow Jones Foundation
College students are working alongside professional journalists and journalism educators to produce coverage of the convention for the NABJ Monitor, NABJ TV and nabjconvention.org.

7:30 a.m. – 9:00 a.m. Professional Development Breakfasts

**Cultivating Personal Wealth--Powered by Prudential
Location: Osceola A**

This breakfast seminar brings together personal finance and business journalists, financial advisors and executives from Prudential for an in-depth discussion about wealth building and retirement planning strategies. Learn how to better build your portfolio to withstand risks. Seminar leaders will give tips and strategies both for covering the issues and achieving personal financial success.

Moderator:

Sharon Epperson, Senior Commodities and Personal Finance Correspondent, CNBC

Presenters:

Valerie Coleman Morris, Author and Personal Finance Expert

Michelle Singletary, Personal Finance Columnist, *Washington Post*

Michael Davis, Senior Vice President, Stable Value, Prudential Retirement

LaToya Smith, Multimedia Content Producer/Personal Finance, BlackEnterprise.com

Ivory Johnson, Founder, Delancey Wealth Management LLC; Blogger, CNBC

**Healthy NABJ Professional Development Breakfast: The Health Insurance Marketplace Exchange –
Powered by Kaiser Permanente**

Location: Osceola B

One of the major key pieces of the Affordable Care Act was the creation of The Health Insurance Marketplace. It is designed to make buying health coverage easier and more affordable. Starting in 2014, the Marketplace will allow individuals and small businesses to compare health plans, get answers to questions, find out if they are eligible for tax credits for private insurance or health programs like the Children's Health Insurance Program (CHIP), and enroll in a health plan that meets their needs. It is the role of journalists to educate their audiences with accurate information and debunk myths and misinformation on this Health Marketplace. We are honored to welcome key administration officials to describe the Marketplace and highlight resources available to journalists.

Moderator:

Presenter:

Cheryl R. Campbell, Senior Vice-President of Health & Compliance Programs and Defense Agency Programs, CGI

Rahn Bailey, MD, VAMA, President, National Medical Association

8:30 a.m. – 4:30 p.m.

NABJ Executive Suite featuring the ASNE Minority Leadership Institute, Sponsored by Scripps Howard and CQ/Roll Call (Invitation Only)

8:30 a.m. – 10:30 a.m.

Location: Osceola C

NABJ Business Meeting

9:00 a.m. – 5:00 p.m.

Location: Florida Exhibition Hall A

NABJ Career Fair & Exhibition

9:00 a.m. – 5:00 p.m.

Location: Florida Exhibition Hall B

**NABJ Authors Showcase & Bookstore -
Powered by News Corp/HarperCollins Publishers**

9:00 a.m. – 5:00 p.m.

**Cyber Café Lounge –
Powered by Rent-A-Center**

Location: Florida Exhibition Hall B

9:00 a.m. - noon

New U Loft**

This 2½-day boot camp will help business-minded learn how to access development capital, meet like-minded people and get personalized mentoring. There also will be a chance to compete for two \$20,000 start-up seed grants.

9:00 a.m. – 5:00 p.m.

RADIO ROW

Location: Florida Exhibition Hall

9:00 a.m. – 5:00 p.m.

**Healthy NABJ Pavilion – Powered by Chrysler, LLC &
AARP**

Location: Florida Exhibition Hall A

Stop by the Healthy NABJ Pavilion to participate in sessions on health and health care policy and get information that will be helpful when covering these complex topics. The pavilion also offers free health screenings to convention attendees. Also, stop by the McDonald's Healthy Kitchen, where you can sample the restaurant's new healthy menu items.

9:00 a.m. – 5:00 p.m.

NABJ Elections Balloting

Location: Florida Exhibition Hall

10:45 a.m. – 12:00 p.m.

Workshop Session IV

The Rookie Journal

Location: Osceola 1-3

As the journalism industry evolves, many students and recent graduates aren't fully exposed to the tools that can prepare them to navigate this changing landscape. This workshop will offer advice and detailed accounts of experiences for young journalists by allowing participants and panelists to share and build on their successful techniques.

Presenters:

Trey Green, Professional Editorial Intern, The Huffington Post

Kirstin Garriss, Desk Assistant, NBC News Washington

Georgia Dawkins, Senior Producer, KSLA-TV

Navigating the Field and Newsroom: Being Pro LGBT in Pro Sports

Location: Osceola 4-6

A growing number of pro athletes are joining the fight for LGBT equality. This session will explore the role reporters play in elevating LGBT athletes. Whether the issue is bullying or support of an athlete who comes out, is LGBT advocacy a distraction or a key part of the sports news cycle? This panel of sports journalists, athletes, and advocates will address the media's role in reporting on these issues.

Moderator:

Michael Arceneaux, Contributor, Ebony.com and TheGrio.com

Presenters:

Wade Davis, Former Football Player, NFL

Kye Allums, Transgender Advocate; Former Basketball Player, George Washington University

Roxanne Jones, Founding Editor, "*ESPN The Magazine*;" Former Vice President, ESPN

Reporting on Technology With Authority, Not Hype

Location: Tallahassee 1-2

This session will help journalists interested in covering technology learn how to stay focused as they report on innovation, civic data initiatives, angel investments and failures. Panelists discuss how to cover technology without undue hype or overly dramatic reporting on failures.

Moderator:

Retha Hill, Executive Director, Digital Media Entrepreneurship Lab, Cronkite School of Journalism, Arizona State University

Presenters:

Mark Luckie, Manager of Journalism and News, Twitter

Mike Green, Founder, Saving America's Black Boys National Campaign and Solutions Summit; Co-Founder, The America21 Project

Crossing the Line: From Journalism to PR

Location: Naples 1-2

Many journalists are leaving the newsroom for public relations or communications. If you're weighing a transition, you should know it takes more than writing a punchy press release or successfully pitching a story. Session attendees will hear proven strategies on landing and keeping that first job and surviving in a competitive environment. There also will be discussion about corporate and agency public relations as well as going out on your own.

Presenters:

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

Deirdre C. Hopkins, Strategic Communications Manager, Pennsylvania Convention Center

Maria Roberts Pitt, Written Word Communications

Ava Maria Perrine, Professor, Delaware State University

Terry Allen, CEO, 1016 Media

The Art of the Live Shot

Location: Tallahassee 3

TV news reporters are under pressure to make their live shots compelling, concise and relevant to viewers. This interactive workshop will demonstrate how to pull this off. It will address such issues as how to walk and talk without distracting the viewer and how to handle disruptions. Veterans, mid-career, and beginning journalists can benefit from this discussion. Panelists will give feedback to audience members who bring copies of their live shots.

Presenters:

Mary Benton, TV New Reporter, KPRC TV Local 2

Mara Schiavocampo, Anchor, NBCUniversal

Isiah Cary, News Reporter, KRIV -TV

Derrick Dennis, Correspondent, WCBS 2 News

Rashida Jones, News Director, WIS-TV

Landing an International Reporting Assignment Despite Budget Cuts

Location: Destin

Although citizens worldwide are more intensely than ever affected by international issues, newsrooms continue to scale back on world coverage and close overseas bureaus. Panelists will offer practical advice on landing one of the increasingly competitive international fellowships or global reporting assignments.

Presenters:

Nicole Carr, NC Reporter, WTVD ABC 11

Erika Beras, Reporter and Producer, 90.5 Essential Public Radio

Calvin Sims, Program Officer, Journalism Program, Ford Foundation

Teresa Wiltz, Deputy Editor News, *Essence*

Samson Desta, Senior Director of coverage, CNN International

Lyndsey Wajert, Program Officer, International Center for Journalists

NABJ History: From the Pioneers Who Created It

Location: Sarasota 1-2

NABJ founders engage new members and other convention attendees in an informational back-and-forth discussion about the history of the organization. They will talk about the December 12, 1975 meeting in Washington, D.C., when 44 journalists founded the organization and tell stories about the pioneers' early trials and tribulations.

Covering Big Events: Getting on the Team and Getting the Best Stories

Location: Tampa 1- 2

Planning for major events such as elections, the Olympics, the inauguration, the Super Bowl and the World Series begins very early. News organizations hold monthly planning meetings, do site walk-throughs and apply for credentials ahead of time. Explore what to do to get on the team where the action happens and how to deliver the best stories and images once on the team. Writers, visual journalists, editors and managers will tell what it takes to deliver.

Presenters:

Danese Kenon, *Indianapolis Star*

Boyzell Hosey, Director of Photography, *Tampa Bay Times*

Evan Perez, Justice Department Reporter, *Wall Street Journal*

Talking Heads 2.0

Location: Gainesville

It's no longer enough to be a capable reporter. Today's journalist must be ready to serve as an expert and provide perspective, analysis and commentary on their work to the public via local and national media outlets. The problem is, many print and online journalists have never learned how to give good interviews for a broadcast audience. This session will offer tips on communicating effectively for specialty journalists who are now wading into the world of radio and television interviews.

Moderator:

Kelley L. Carter, Freelance Entertainment Journalist

Speakers:

Lola Ogunnaike, Entertainment Reporter
Gerrick Kennedy, Music Journalist, Los Angeles Times
Jemele Hill, Sports Reporter, ESPN
Michael Smith, Host, *Numbers Never Lie*, ESPN

Healthy NABJ: What's Killing Us? Reducing Health Disparities in Our Communities

Location: Sanibel

This workshop is designed for the health beat or general assignment reporter or planning editor who want to understand the reasons some illnesses have a greater impact on people of color and what can be done to help the overall health of their communities. If reporters can understand the social determinants that disproportionately affect communities of color and what initiatives are in place to encourage healthy habits, they will be better prepared to write powerful stories that raise awareness and educate their audiences.

Presenters:

Celeste M. Philip, MD, MPH, interim Deputy Health Secretary for the Florida Department of Health
Donna McCree, PhD, MPH, RPh, Associate Director for Health Equity, Division of HIV/AIDS, Centers for Disease Control & Prevention
Kevin Sneed, PharmD, Dean and Professor, PCR, College of Pharmacy, University of South Florida
Fabiola Gaines, Nutritionist/President HEBNI Nutrition Consultants

Authors Showcase: You Wrote It. Now Sell It!

Location: Miami 1-2

This panel is designed to help our attendees better understand the process of selling and marketing new books.

Moderator:

Dr. Sybril Bennett, Author, *Innovate: Lessons from the Underground Railroad*

Presenters:

Wayne Dawkins, Author, *City Son: Andrew W. Cooper's Impact on Modern Day Brooklyn*
Eric Deggans, Author, *Race Baiter*
Touré, Author, *I Would Die 4 U: Why Prince Became an Icon*
Tracy Sherrod, Editorial Director, Amistad Publishing
Jason Mott, Author, *The Returned*

12:15 p.m. – 1:45 p.m. Brown Bag Lunch & Learn Sessions

**Healthy NABJ : Count Down to ACA 2014!--
Foundation**

Powered by The Robert Wood Johnson

Location: Osceola A

Millions of uninsured Americans will be eligible for health coverage through exchanges that will be created as part of the Affordable Care Act. This historic law will change the national landscape of health and health care delivery. But what's the real deal? The risks? The benefits? The challenges, especially

the hurdles facing the medically underserved? How will low-income people be impacted in states that reject Medicaid Expansion? Who's eligible? Who's not? What do reporters, communications professionals and public advocates need to know to tell the story as it evolves?

Join the Robert Wood Johnson Foundation (RWJF), for a Lunch & Learn— "The Real Deal: ACA and the Underserved" on Friday, August 2, from 12:30 p.m. - 2:00 p.m. in Osceola Room A. Experts will help us unravel the confusion and surface information that consumers need to navigate the new health insurance terrain. RWJF, the nation's largest philanthropy devoted solely to health and health care, will join the NABJ in a sweepstakes at the conclusion of the session. Be the lucky winner of an iPad.

Presenters:

Jacque Anderson, Chief Operating Officer, Community Catalyst

Keon Gilbert, DrPH, MA, MPA, Associate Professor at Saint Louis University College for Public Health and Social Justice

Aletha Maybank, MD, MPH, Assistant Commissioner in the New York City Department of Health and Mental Hygiene

2:00 p.m. – 3:30 p.m.

**W. E. B. DuBois Newsmaker Plenary –How Do We
Bring Ethics and Integrity Back to the Media**

Location: Osceola C-D

With high-profile blunders in coverage of the Boston Marathon explosion and the Supreme Court ruling on the health care law and with numerous other errors frequently cropping up in editorial content, does the journalism industry still command the trust of news consumers? Panelists will have a frank discussion on how to bring ethics and integrity back to the news media.

Moderator:

Randall Pinkston, Former Correspondent, CBS News

Presenters:

Richard Prince, Columnist, Maynard Institute for Journalism Education

Eric Deggans, TV/Media Critic, *Tampa Bay Times*

Mara Schiavocampo, Anchor, NBCUniversal

Wesley Lowery, Reporter, *Boston Globe*

Melanie Eversley, Reporter, Breaking News Desk, *USA Today*

3:45 p.m. – 5:15 p.m.

Workshop Session V

How Good Journalists Can Survive a Bad Public Mistake

Location: Osceola 1-3

It only takes a slip of the tongue, a hastily written tweet or a poorly worded joke for a journalist to lose years of hard-won credibility. But one mistake doesn't have to mean the end of a career. Learn how to survive public controversy from some of the nation's best journalists, some of whom have overcome serious missteps. Learn how to tread carefully on social media and email with proven techniques. Find out when to apologize, stick to your guns, stay silent or defend yourself.

Presenters:

Roland Martin, Host, "Washington Watch With Roland Martin"

Joe Williams, Former White House Correspondent, Politico
Gwen McKinney, Owner, McKinney and Associates
Jessie J. Holland, Supreme Court Reporter, Associated Press
Rhonda Lee, former TV meteorologist Shreveport, Louisiana

Meet the Press Secretaries: Obama Administration Insiders

Location: Osceola 4-6

Don't waste valuable deadline time searching for someone to give you an official response or quote for your White House or political story. At this session, you will meet top administration press officials and hear directly from them on current and looming issues.

Moderator: **Kevin Lewis**, Director of African American Media, The White House

Presenters:

Dori Salcido, Assistant Secretary for Public Affairs , U.S. Department of Health & Human Services
Adora Andy, Press Secretary, U.S. Department of Justice
Daren Briscoe, Deputy Press Secretary, U.S. Department of Education
Derrick Plummer, Press Secretary, U.S. Department of Housing and Urban Development

From Intern to Staffer: Establishing Yourself as a Professional

Location: Tallahassee 1-2

Media veterans discuss the ups and downs they encountered on their first jobs. They will share the lessons they learned and the information they wish they'd picked up in school. Attendees will leave with tips on understanding contracts, office protocol, warding off professional bullying and identifying opportunities for forward movement without stepping on toes.

Presenters:

John Ketchum, Assistant Producer, American Public Media/"Marketplace"
Monica Richardson, Managing Editor, *Atlanta Journal-Constitution*
Michael Fenney, Reporter, *New York Daily News*
Brittany Noble, Reporter/Anchor, WEYI-TV

Must Haves for Mobile Journalism

Location: Destin

Building a mobile journalism operation can cost \$1,000 or less. In this session, you'll learn about the best equipment and apps for journalists. You'll also learn how to shoot, edit and file using an iPad, iPod Touch or iPhone. Bring your own device for this interactive, fast-paced workshop.

Presenters:

Allissa Richardson, Emerging Media & Tech Professor, Bowie State University
Amani Channel, Senior Digital Producer, KEF Media; Co-Founder, Web Video Chefs
Chip Dizard, Co-Founder, Web Video Chefs & Praizevision.com

Bringing the Forgotten Americas to the Forefront
Powered by General Motors

A look at how coverage of the Americas largely ignores Latin America and the Caribbean unless there are disasters or missing Americans. Correspondents who have found a way to document the Americas will discuss how to cover international stories within and outside the U.S. The workshop also will highlight the work of journalists who carry this large torch and point reporters and editors to programs that can help them break into international reporting. Participants are invited to a reception immediately following the workshop.

Moderator:

Jacqueline Charles, Caribbean Correspondent, *The Miami Herald*

Presenters:

Lucia Newman, Latin America editor, *Al Jazeera Media Network, English language channel*

DeWayne Wickham, Dean, School of Global Journalism and Communication, Morgan State University, NABJ co-founder and past president

John Yearwood, World Editor, *The Miami Herald*

Randy Archibold, *NY Times* Bureau Chief for Mexico and Central America

From Local News to the Network: Moving up as a TV Producer—Powered by Comcast/NBC Universal
Location: Tampa 1-2

This workshop offers a realistic look at what it takes to become a network news producer. Hear from respected producers who have excelled and made it in the high-stakes world of network news. Learn which skills are transferable and what new skills are needed. Panelists also will discuss how to climb the ladder while telling great stories, conquering challenges and seizing opportunities.

Moderator:

Craig Robinson, Executive Vice President, Chief Diversity Officer, NBCUniversal

Presenters:

Ken Strickland, Vice President/Washington Bureau Chief, NBC News

Anzio Williams, Vice President/News, NBC10 Philadelphia

Corey Yow, Segment Producer, MSNBC

Valerie Butler, Executive Producer, HLN

Kia Baskerville, Washington Bureau Producer, CBS News

The Branding of You

Location: Naples 1-2

In this age of social media and constant competition for the public's attention, you've got to work hard to build and manage your identity and sell the best of who you are. If you're not strategically networking, you're already behind. This session will help you walk away with a game plan with action steps. Each attending participant will join a branding group online and receive a free three-month follow-up consultation. Please bring Web-accessible devices such as a smartphone, tablet or laptop.

Presenters:

Will Sutton, Acting Director, Public Relations & Communications, Grambling State University

Paula Madison, CEO, Madison Media Management LLC

Herb Lowe, Professional in Residence, Diederich College of Communication, Marquette University

Dottie Belletto, CEO, New Orleans Convention Company

Will Sutton, Director, Public Relations & Communications, Grambling State University
Paula Madison, CEO, Madison Media Management LLC
Herb Lowe, Professional in Residence, Diederich College of Communication, Marquette University
Dottie Belletto, CEO, New Orleans Convention Company

6:00 p.m. – 7:30 p.m.

Sports Pioneer Awards Ceremony
Powered by Major League Baseball; National Football League, National Basketball Association, FOX Sports and NASCAR
Location: Osceola A

6:00 p.m. – 7:30 p.m.

Receptions

Location: Saniabel 1-2
Location: Osceola 4-6

Journalism Educator Fellowship Reception
Morgan State University's School of Global Journalism & Communication
NASCAR Reception

Location: Osceola 1-3

7:30 p.m. – 8:00 p.m.

Elections Results Press Conference
Location: Press Room Daytona 2

8:00 p.m. – 10:00 p.m.

Founder's Reception (Invitation Only)
Powered by the US Virgin Islands, GM Corporation and Nielson Group

Location: St. Augustine Atrium

8:00 p.m. – 11:00 p.m. 2013 Arts & Entertainment Task Force

Location: Osceola B **Cocktails & Conversations Reception - Powered by Toyota Avalon**
Celebrate with the A&E Task Force as members toast **Eric Deggans** as its 2013 Legacy Award winner. The evening begins with screenings of snippets of two must-see new films: "Baggage Claim" and "Black Nativity." Invited guests include **Boris Kodjoe, Paula Patton, Angela Bassett** and **Jennifer Hudson**. They will discuss their roles in these films and take a few questions from the audience. After the panel discussion there will be networking, light fare, and cocktails.

11:00 p.m. – 2:00 a.m.

Sports Task Force Jam*
Powered by Turner Sports, Disney Sports, NASCAR, Professional Golfers Association and HBO
LOCATION: House of Blues
2901 Osceola Parkway
Lake Buena Vista, Florida 32830

SATURDAY~ AUGUST 3, 2013

7:00 a.m. – 5:00 p.m.

Student Multimedia Projects – Powered by Hewlett-Packard Company, Southwest Airlines, The Orlando Sentinel, & Dow Jones Foundation

Location: Florida Exhibition Hall C

NABJ offers an expenses-paid fellowship to outstanding university students pursuing a career in journalism. These aspiring journalists receive invaluable real-life newsroom experience and produce daily coverage of the convention. Students produce stories for the *NABJ Monitor*, the convention newspaper, NABJ TV, NABJ Radio and nabjconvention.org, the daily news web site. They work alongside professional journalists and journalism educators from across the country, gaining experience using the latest tools as they cover NABJ's annual convention.

7:30 a.m. – 9:00 a.m.

**5K Walk/Run* - Powered by The Coca-Cola Company & Disney Parks
Disney Parks (Bus Transportation)**

Come outside in the Florida sunshine and join other convention participants on a journey to a healthier life during NABJ's 8th Annual 5K Walk/Run. Bus leaves the Gaylords's Transportation Lobby starting at 7am and return between 1pm and 2pm.

7:30 a.m. – 2:30 p.m.

NABJ Golf Tournament* - Powered by The Coca-Cola Company

**Celebrations Golf Club - 701 Golf Park Drive - Kissimmee, Florida
(Bus Transportation)**

Each year, NABJ members and special guests gather to enjoy camaraderie with one another while enjoying a round of golf. Bus leaves the Gaylords's Transportation Lobby starting at 7am and return between 1pm and 2pm.

8:00 a.m. – 12:00 p.m.

Registration & Welcome Center

Attendees who pre-registered should pick up their convention materials at the Registration & Welcome Center. Those who have not registered should do so here as well. This also is the place to sign up for special events, including the NABJ Celebrity Golf Tournament and NABJ 5K Walk/Run, and buy tickets to the Salute to Excellence Awards Gala and Gospel Brunch.

9:00 a.m. – 12:00 p.m.

NABJ Career Fair & Exhibition

9:00 a.m. – 12:00 p.m.

Healthy NABJ Pavilion – Powered by Chrysler, LLC & AARP

Stop by the Healthy NABJ Pavilion to participate in sessions on health and health care policy and get information that will be helpful when covering these complex topics. The pavilion also offers free health screenings to convention attendees. Also, stop by the McDonald's Healthy Kitchen, where you can sample the restaurant's new healthy menu items.

9:00 a.m. – 12:00 p.m.

NABJ Authors Showcase & Bookstore -
Powered by News Corp/HarperCollins Publishers

Location: Florida Exhibition Hall B

9:00 a.m. – 12:00 p.m.

Cyber Café Lounge –
Powered by Rent-A-Center
Location: Florida Exhibition Hall

9:00 a.m. – 12:00 p.m.

RADIO ROW
Location: Florida Exhibition Hall

9:30 a.m. – 11:00 a.m.

Workshop Sessions VI

The Juggling Journalist: How to Do it All, and Do it Well –Powered by Gannett Company, Inc.

Location: Osceola 4-6

Journalists know how to do the basics: present a balanced story, triple check facts and get it out fast. But when you also must worry about lighting an interview, lugging multimedia gear or posting updates to social media platforms, does part of your job suffer? This workshop will share ways you can perform well as a multimedia journalist, juggle tasks effectively, compete well and navigate your own newsroom.

Presenters:

Blayne Alexander, Multimedia Journalist, WXIA-TV

Eric Ludgood, Former News Director, WGCL-TV

Thanh Troung, Correspondent/Multimedia Journalist, NBC News

Breaking In: Securing Internships to Set You Up for Success

Location: Sarasota 1-2

Internships during college are the building blocks to a solid start in journalism. This panel will feature students and recent graduates who will discuss how they used internships to propel their journalism careers. Learn where to find the best programs, how to stand out in a crowd of applicants and what it takes to maximize the intern experience.

Presenters:

Marissa Evans, Student, Marquette University/Intern, *Seattle Times*

Joe Grimm, Visiting Editor in Residence, Michigan State University School of Journalism

Wesley Lowery, Reporter, *Boston Globe*

Eryn Rogers, Multimedia Journalist, WANE-TV

Changing Times, Changing Terms: Claiming Your Power in Today's Newsroom

Location: Miami 1-2

New opportunities emerge as newsrooms evolve into mobile, digitized, multiplatform workplaces. Industry professionals will share best practices on how to be proactive in shaping your newsroom role and what you need to know to transform your career vision into action. There also will be information on what to do when faced with getting a new job, being reassigned, taking a buyout or being laid off. You'll learn how to negotiate strong personal service contracts and how to choose an agent, manager or lawyer.

Moderator:

Bob Butler, Reporter, KCBS Radio

Presenters:

Catherine Brown, Producer and Writer, NBC10/WCAU-TV

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

Vickie Thomas, City Beat Reporter, WWJ Newsradio 950

11:30 a.m. – 1:00 p.m.

Luncheon: Bringing Issues Facing Young Kids to the Forefront
- Powered by The Annie E. Casey Foundation

Location: Osceola A

Serious issues facing young children often are underplayed in news reports or missing altogether. Many journalists would be surprised to learn that children in the United States younger than 3 years old live in poverty more than any other group. This session will show journalists how they can find new data and research to show the social, scientific and systematic challenges facing the most vulnerable children and help spark ideas for journalists.

Moderator: **Bill Whitaker**, Correspondent, CBS

Presenters:

Nadine Burke Harris, Founder, Center for Youth Wellness

Lisa Hamilton, Vice President, The Annie E. Casey Foundation

Lynne Varner, Columnist, *Seattle Times*

Michael Fletcher, National Economy Reporter, *The Washington Post*

11:15 a.m. –12:45 p.m.

Workshop Sessions VII

From Fast Cars to Faster News: Social Media in Sports

Powered by NASCAR

Location: Osceola 1-3

Social media can be a powerful tool for companies to keep their brand message on point and stay connected to customers and journalists. This session explains how NASCAR did just that by creating its Fan and Media Engagement Center. Both bloggers and journalists will benefit from learning how NASCAR and other sports entities are reworking themselves to meet the need for speed, accuracy and relevance.

Presenters:

Robert Littal, Founder, Black Sports Online

Max Siegel, Owner, Rev Racing; President and CEO, USA Track & Field

Colin Smith, Managing Director, Digital Platform, NASCAR Digital Media

Journalism Fellowships: A Way to Find Your Purpose and Passion

Location: Osceola 4-6

Dedicated journalists can reach a point of feeling weary and even question their career choice. A year away from the daily grind can be invigorating. A year-long journalism fellowship offers time to take stock, learn from educators at top universities, travel or even delve into journalism entrepreneurship.

Hear from fellowship alumni who now serve as thought leaders in the industry, and learn how their experiences propelled them up the career ladder

Presenters:

Farai Chideya, Writer in Residence, NYU, Knight Fellowship
Callie Crossley, Program Manager, Nieman Foundation for Journalism, Harvard University
Justin Ellis, Assistant Editor, Nieman Journalism Lab, Harvard University
Ernie Suggs, Reporter, Atlanta Journal Constitution

A Look at the Future of Magazines

Location: Sarasota 1-2

Panelists assess the future of magazines and how they're evolving as multimedia brands. Find out what's behind the news of consolidations and acquisitions. Learn what it takes to make it today as a freelancer, staff member or entrepreneur.

Presenters:

Amy DuBois Barnett, Editor-in-Chief, *Ebony* Magazine
Keith Reed, Senior Editor, *ESPN The Magazine*
Michelle Ebanks, President, Essence Communications and *People en Espanol*
Wyatt Mitchell, Creative Director, *The New Yorker*

Spreading the Gospel: Understanding Faith-Based Public Relations

Location: Sanibel 1-2

Whether it's about bringing in new members, responding to a crisis situation or using spiritual values to appeal to a specific audience, faith-based public relations is a growing industry. And in today's technology-driven world, in which services might be streamed online and prayer requests sent via Twitter, the church must find modern ways to engage audiences. PR and communications professionals will share their expertise on the art of faith-based public relations.

Moderator:

Aprill O. Turner, President, Turner Communications, LLC

Presenters:

JoJo Pada, President, Ignition Public Relations
Kymerlee Norsworthy, Head of Publicity, Sony Music/RCA Inspiration
Nicole Kirby, Director of Public Relations, Empowerment Temple, AMEC
Zakiya Larry, Public Relations Manager, T.D. Jakes Ministries

Give Yourself A Job In Radio: Syndicate Yourself!

Location: Tampa 1-2

The radio game keeps changing. Pay-for-play, syndication, and voice tracking have led to the erosion of local radio jobs. So what can you do? There are myriad options and opportunities for you to be a job creator. Take your experience, talent, and drive and learn how you can launch your own national radio show.

Presenters:

Marcus Osborne, Host, "The Straight Male Friend Show", SMF Media LLP

Maiya Holliee, Communications Specialist, Bell Helicopter
Condace Pressley, Assistant Program Director, AM750 & NOW 95.5FM News/Talk WSB
Bomani Jones, Sports Journalist, ESPN

Saving Black Communities: One Sibling Group at a Time – Powered by Neighbor to Family
Location: Miami 1-2

In his seven years as head of the Illinois Department of the Children & Family Services, Gordon Johnson was responsible for more than 50,000 welfare kids and a 1-billion dollar budget. He was also haunted by the children he saw being removed from their homes and parents, and separated from their brothers and sisters. In 1990 Johnson left DCFS to assume the Presidency of the 110 year old Jane Addams Hull House, headquartered in Chicago. By this time his almost 50 years of Neighbor” program in Illinois, and his current “Neighbor to Family” program in more than 5 states and 10 communities. During that period he was also able to place over 200,000 adoptions nationwide thru his “One Church One Family” program. Yet, as the only evidence-based organization in the nation working on this tragic situation, over 2-million children in 118 communities are still threatened.

Moderator: **Sylvester Monroe**, Producer, NPR

Presenters:

George Sheldon, Assistant Secretary, Administration for Children & Families, US Department - Health and Human Services

Gordon Johnson, Pres/CEO, Neighbor to Family, Inc

Donna Peach, Professional Foster Care Giver, Daytona Beach, FL

Charles Robinson, Journalist, WMPT-TV Baltimore, MD

Jim Rast, PHD, Professor, University Colorado

Jane Doe, Sibling group member

Evelyn Lynn, NTF Bd. Member & FL State Senator (fmr) (Daytona Beach)

Tony Hill, NTF Bd. Member & FL State Senator (fmr) Jacksonville

Ackneil Muldrow, Executive Vice Chair, NTF Board, Baltimore, MD

Healthy NABJ: Serving newly insured African Americans: Why women’s health centers are crucial to successful implementation of the Affordable Care Act – Powered by Planned Parenthood

Location: Tallahassee 1-2

The panel will focus on the important role that women’s health care providers, including women’s health centers like Planned Parenthood, will play in meeting the health care needs of women newly insured under the Affordable Care Act. The panel will also discuss the range of vital preventive services, including cancer screenings, cardiovascular screenings, and basic health education, these health centers provide to African American women across the country.

Moderator: **Rehema Ellis**, NBC Nightly News

Speakers:

Vanessa Cullins, MD, MPH, MBA, Vice President for External Medical Affairs, Planned Parenthood Federation of America

Alexis McGill Johnson, Chair of the Board, Planned Parenthood Federation of America

Authors Showcase--The Story of Re-Discovering America through Family Treasures from the Kinsey Collection -- Powered by Walt Disney World Resort

Location: Gainesville

Travel across 400 years of African-American achievement and contribution with the Kinsey family, Bernard, Shirley and their son Khalil, owners of an array of rare art, documents, books and artifacts known as The Kinsey Collection. Session participants will be transported to Walt Disney World Resort's American Adventure Pavilion at Epcot where they will be immersed by the Kinseys in the nationally touring exhibit, "Re-Discovering America: Family Treasures from the Kinsey Collection." The Kinseys also will discuss their book *The Kinsey Collection: Shared Treasures of Bernard and Shirley Kinsey*.

Moderator:

Joe Madison, Sirius XM Radio

Presenters:

Bernard Kinsey, Philanthropist

Shirley Kinsey, Philanthropist

1:15p.m. – 3:30 p.m.

Film Festival I

The Butler (The Weinstein Company)

AMC Downtown Disney

1500 E Buena Vista Drive

Lake Buena Vista, FL

(Transportation will be provided)

The Butler, a movie by Lee Daniels, the Oscar-nominated director of "Precious," was adapted from an article written by Washington Post and NABJ award-winning writer Wil Haygood. In 2008, Haygood profiled the late Eugene Allen, a White House butler who served under eight presidents, including Barack Obama. Haygood, Daniels, Forest Whitaker and other cast members will discuss how they brought a newspaper story to the big screen. Daniels will also reveal how the movie was able to attract a cast of A-listers, including Oscar winners Whitaker and Jane Fonda, Emmy-winning talk show host and actress Oprah Winfrey, multiple Grammy-winning composer and musician Quincy Jones and Grammy-winning singers Mariah Carey and Lenny Kravitz.

Featuring an Extended Preview of "Mandela: The Long Walk to Freedom"

(The Weinstein Company)

"Mandela: Long Walk to Freedom" is based on South African President Nelson Mandela's autobiography of the same name, which chronicles his early life, coming of age, education and 27 years in prison before becoming President and working to rebuild the country's once segregated society. Idris Elba ("Prometheus") stars as Nelson Mandela with Justin Chadwick ("The Other Boleyn Girl") directing.

2:30 p.m. – 3:30 p.m.

Sports Journalism Task Force Meeting

ESPN Wide World of Sports Complex

700 S. Victory Way

Kissimmee, Florida 34747

3:00 p.m. – 4:30 p.m.

Film Festival II

“12 Years A Slave”

Location: Osceola B

The Fox Searchlight film “12 Years a Slave” is based on the 1853 autobiography of **Solomon Northup**, a free black man who was kidnapped in Washington, D.C., in 1841 and sold into slavery. Northup worked on plantations in Louisiana for 12 years before his release. The film is directed by **Steve McQueen** and written by **McQueen** and **John Ridley**. **Chiwetel Ejiofor** stars as Solomon Northup. **Michael Fassbender** also stars in the film.

1:00 p.m. – 3:00 p.m.

Visual Task Force Photo Auction & Reception

Location: Gainesville

6:00 p.m. – 7:00 p.m.

**2013 NABJ Salute to Excellence Awards Gala I* -
Powered by AARP, Prudential, FedEx, Toyota and
Chevron**

Location: Osceola A

The NABJ Salute to Excellence Awards highlight exceptional pieces of journalism in print, broadcast, and multimedia. These awards cover the varied range of talents and occupations within our industry, including design, photography, long-form written pieces, serial stories, documentaries, interviews, and public relations.

7:00 p.m. – 9:00 p.m.

**2013 NABJ Salute to Excellence Awards Gala II* -
Powered by AARP, Prudential, FedEx, Toyota and
Chevron**

Location: Osceola CD

The NABJ Salute to Excellence Awards Gala is NABJ’s annual tribute to individuals who have distinguished themselves for exceptional work in media and journalism. Hosted by **Don Lemon**, CNN, and **Cari Champion**, ESPN.

10:30 p.m. - 2:00 a.m.
Osceola A

2014 Kickoff Party – Powered by Advantage Boston Location:

Join members of the Boston Association of Black Journalists as they get the party started for the 2014 convention immediately following the Salute to Excellence Gala. Enjoy good music, good desserts and good times as we say goodbye to Orlando and hello to Boston!

SUNDAY~AUGUST 4, 2013

8:00 a.m. – 10:00 a.m.

NABJ Gospel Brunch* - Powered by AARP

Location: Osceola C-D

Close out the convention enjoying brunch with new and old friends while enjoying inspirational gospel music performed by several recording artists during this popular NABJ Tradition. Hosted by **Syan Rhodes**, WESH-TV, and **Rod Carter**, WFLA-TV.

SATURDAY ~ August 3
Continued...

NABJ Convention & Career Fair 2013
Schedule subject to change

10:00 a.m. – 12:00 p.m.

NABJ Board of Director's Meeting
Location: *St. George Meeting Room #114*