

#NABJTechTrek: NABJ Goes to Silicon Valley

2019 Media Institute



Sarah Glover, NABJ President



Terry Collins
NABJ Region IV
Director



Michael Grant
NABJ TechTrek
Chair

DoubleTree by Hilton San Francisco Airport
835 Airport Boulevard, Burlingame, CA 94010

#NABJTechTrek: NABJ Goes to Silicon Valley

President's Welcome



Dear NABJ Techies:

Welcome to the #NABJTechTrek! Thank you for traveling to the Bay Area to join the National Association of Black Journalists (NABJ) for its first-ever mobile training in Silicon Valley! NABJ is excited to host tech and digital industry leaders and to produce learning opportunities that foster innovation and highlight diversity in today's digital media landscape. The #NABJTechTrek helps you build meaningful relationships and new digital sources for your reporting.

I'm ecstatic my wacky idea for a mobile training program has finally come to fruition. What makes this program unique is that conference-goers will receive their training at various Silicon Valley headquarters. "NABJ Goes to the Silicon Valley" to experience innovation and a new learning model. We will travel together to learn and inspire each other.

We are visiting Silicon Valley as change is happening real-time. The Facebook F8 Developer Conference is happening concurrently while we will be learning in the Facebook headquarters building. The social media platform just announced its new design this week. Apple News is expanding its operations and reach in the news ecosystem. We will hear from the creators and executives forging a path for its operations. LinkedIn will provide its LinkedIn for Journalists training to our attendees. We look forward to visiting the Northwestern University's Medill San Francisco campus, as we will receive more impactful skills-based training there.

A big thanks to our conference program planners: Michael Grant, Terry Collins, Vanessa Evans and Kaylan Somerville. Also, special thanks to our partners at Apple, Facebook, LinkedIn, The Charles Koch Institute, Scripps Howard Foundation, ION360, Northwestern Medill, The Athletic, Google, NerdWallet and Outcast. Your support of this program is appreciated.

Please be sure to share the tips and knowledge you've learned on social media using the #NABJTechTrek hashtag. You're in the front seat on this first-of-its-kind mobile training for a journalism association. NABJ thanks you for coming to the Bay Area and for embarking on this digital journey with us.

Yours in Service,

Sarah Glover
NABJ President
[@sarah4nabj](https://twitter.com/sarah4nabj)

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Schedule of Events

WEDNESDAY, MAY 1

Welcome Reception

5:30 p.m.

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DoubleTree by Hilton San Francisco Airport

835 Airport Boulevard, Burlingame, CA 94010, Sequoia Room

8:30 p.m.

THURSDAY, MAY 2

Tech Campus Visits & Reception

Transportation Provided by Bauer Intelligent Transportation, Inc.

DEPART

6:30 a.m.

DoubleTree by Hilton San Francisco Airport

835 Airport Boulevard, Burlingame, CA 94010

ARRIVE

8 a.m.

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Apple News

10600 North Tantau Avenue, Cupertino, CA 95014

DEPART

9:30 a.m.

We'll arrive bright and early for breakfast at Caffè Macs cafeteria followed by a tour of the beautiful Apple Park in Cupertino, CA. We'll also have a conversation with Lauren Kern, Chief of Apple News, where we'll learn more about the exciting addition of Apple News+ and how the service is evolving.

ARRIVE

10:30 a.m.

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Googleplex

1600 Amphitheater Parkway, Mountain View, CA 94043

DEPART

12:45 p.m.

The News Lab is a team within the Google News Initiative whose mission is to collaborate with journalists and entrepreneurs to drive innovation in news. Offering partnerships and training in more than 50 countries. The News Lab brings together the best of Google technology to tackle important challenges in journalism industry today.

ARRIVE

1:30 p.m.

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Facebook

1350 Willow Road, Menlo Park, CA 94025

DEPART

4 p.m.

Unsure of how to build your professional presence on Facebook? We've got you covered! In this session discover how journalists are using the world's largest social network to engage audiences, source ideas, create community, keep their accounts safe, and beyond. We'll take a look at case studies, tools, features and explore new ways to tell your stories.

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Schedule of Events

FRIDAY, MAY 3

Tech and Digital Newsroom Visits & Reception

Transportation Provided by Bauer Intelligent Transportation, Inc.

DEPART

8 a.m.

DoubleTree by Hilton San Francisco Airport

835 Airport Boulevard, Burlingame, CA 94010

ARRIVE

8 a.m.

NerdWallet: Apps

875 Stevenson Street, San Francisco, CA 94103

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DEPART

9:30 a.m.

Breakfast at NerdWallet, which helps consumers make money decisions with confidence. You'll hear from VP of Content Maggie Leung (alum of CNN, WashPost and WSJ), who leads a team of about 80 staff writers and editors, mostly veterans of traditional daily news outlets. Maggie joined NerdWallet in its early stage and helped scale it from 45 to 400+ employees, including building its content team from scratch.

Leung and NerdWallet Deputy Director of Content Marcus Chan will cover topics such as:

- *How journalists and quality content helped build a profitable startup.*
- *The contrasts between traditional news and NerdWallet.*
- *The contrasts between a traditional journalist mindset and a startup mindset.*

ARRIVE

10 a.m.

The Athletic: Sports Digitally Speaking (Jessica Stark)

525 Market Street, Suite 3000, San Francisco, CA, 94105 (1st & Market)

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DEPART

11:30 a.m.

In-depth sports storytelling that ventures beyond game recaps. The Athletic is a San Francisco-based upstart media company that dives deeper with unique perspectives from some of the best sportswriters in the business. We'll meet members from the executive, product and content teams to learn about The Athletic's business strategy, including how it attracts readers through its paywall and unconventional approach.

ARRIVE

1:30 p.m.

City Tour on Bus

Lunch at the Ferry Building (Pier)

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DEPART

3:30 p.m.

ARRIVE

4 p.m.

LinkedIn

222 Second Street, San Francisco, CA 94105

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DEPART

5:30 p.m.

LinkedIn is the world's largest online professional platform. As sources are an integral part of a journalist's job, Microsoft-owned LinkedIn is definitely a go-to place to make connections. Attendees will learn how to deepen their connections by receiving the invaluable LinkedIn for Journalists training which also comes with free LinkedIn Premium service for one year.

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Schedule of Events

6 p.m.

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8 p.m.

Networking Reception at Outcast, powered by Outcast and the Bay Area Black Journalists Association (BABJA)

100 Montgomery Street, Suite 1201, San Francisco, CA 94104

Relax, unwind and recharge with powerhouse creatives!
Catered by Uncle Willie's Original Bar-B-Que + Fish, Oakland, CA.

ARRIVE

9 p.m.

DoubleTree by Hilton San Francisco Airport

835 Airport Boulevard, Burlingame, CA 94010

SATURDAY, MAY 4

Saturday Presentations at Northwestern University, Medill School of Journalism, San Francisco

Transportation Provided by Bauer Intelligent Transportation, Inc.

6 a.m.

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DEPART

8 a.m.

Grab-n-Go Breakfast at DoubleTree

DoubleTree by Hilton San Francisco Airport

ARRIVE

9 a.m.

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DEPART

4 p.m.

Northwestern University, Medill School of Journalism, San Francisco

Montgomery Street, 18th Floor, San Francisco, CA 94104

The speaker lineup includes the following.
Box lunches provided.

- NABJ President Sarah Glover
- Madia Brown
- Pastor Joseph Bryant Jr.
- Kai Frazier
- Al Letson, Reveal
- Del Seymour, Code Tenderloin
- Butch Wing

#NABJTechTrek: NABJ Goes to Silicon Valley

Schedule of Events

SUNDAY, MAY 5

Experience San Francisco (On Your Own)

Vineyard Option

Brown Downtown Napa

1005 Coombs Street, 2nd Floor @ NW corner of First Street, Napa

Open daily, weekends by appointment

- Room buyout: Sun 11-2:30/3.5 hour
- \$5k total, half down;
- \$100 per person wine spend + 20% gratuity
- Host responsible for what is not spent

Tourism Options

Attendee discounts

Here is an Event Calendar search that contains events happening about the same time as Tech Trek.

Here is a link to general San Francisco information (i.e, weather, transportation, etc).

Here is a link to help you book restaurant reservations directly.

2019 Media Institute

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Thank you to our #NABJTechTrek:
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BAY AREA BLACK JOURNALISTS ASSOCIATION





ABOUT THE NATIONAL ASSOCIATION OF BLACK JOURNALISTS

The National Association of Black Journalists, founded in 1975, is the largest and oldest of the nation's professional training and advocacy organizations for journalists of color, representing nearly 4,000 members. NABJ is dedicated to advocating on behalf of African-American journalists, media-related professionals, and students worldwide. To encourage diversity and workplace equity, the association provides a number of programs and services—ranging from career fairs and networking events, to professional development and technical training.

For more information and to become a member, please contact membership@nabj.org or 301-405-0554 between the hours of 9 a.m. and 5 p.m. EDT, Monday through Friday.

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