TELLING OUR STORY

2020 REGION II CONFERENCE

MARCH 13-15 2020

MARRIOTT ST. LOUIS GRAND HOTEL
800 WASHINGTON AVE. | SAINT LOUIS, MO 63101

#NABJINTHESTL
Dear Carol,

On behalf of the entire City of St. Louis, we welcome the National Association of Black Journalists Region II Conference. I hope the conference attendees will enjoy all the wonderful attractions, neighborhoods, and cultural institutions that St. Louis offers. I am excited for the local voices and stories that will be a part of the conference's conversations.

Today is certainly an exciting time to work in journalism and communications. With the ever-changing media landscape, new platforms, major news stories, and the upcoming presidential election, quality reliable journalism and reporting have never been more important to communities and governments. With that mission, it is so important that fellow journalism practitioners meet, discuss, and learn.

I am encouraged by this year’s conference theme, “Telling Our Story.” Thank you for engaging with and telling local and national stories that impact the African American community today.

Thank you for choosing St. Louis for your conference. I appreciate the work of conference chair Sharon Stevens and the local planning committee for making this conference a success.

Sincerely,

Lyda Krewson
Mayor, City of St. Louis
Dear Friends:

I am pleased to welcome you to the 2020 National Association of Black Journalists (NABJ) Region II Conference hosted by The Greater St. Louis Association of Black Journalists (GSLABJ). The conference will provide a wonderful opportunity to engage in conversations with local and national experts on an array of significant issues in journalism today.

I commend the efforts of the GSLABJ in their efforts to bring the NABJ Region II Conference to St. Louis and for their ongoing efforts to encourage and support black journalists in our community. All of you deserve tremendous credit for your commitment to the betterment of your profession and to the improvement of our communities, nation and world.

On behalf of the citizens of St. Louis County, I wish you a tremendous NABJ Region II Conference and a wonderful stay in St. Louis.

Sincerely,

St. Louis County Executive
Dear Participants,

Welcome to St. Louis! We are honored to host the National Association of Black Journalists Region II Conference in the great City of St. Louis.

While you are here, I would encourage you to explore our great City, taste our authentic cuisines and most importantly - have fun with your colleagues here in St. Louis.

I want to thank each and every one of you for the hard work you put in day-to-day. Without journalists, there would be no expression of all of the diverse opinions in our society. Thank you for your work.

On behalf of the City of St. Louis, I would like to express our appreciation to the Greater St. Louis Association of Black Journalists, the planning committee, sponsors and volunteers who have worked diligently to put on such a successful event this weekend.

Sincerely,

Lewis E. Reed
President to the Board of Aldermen
Greetings!

On behalf of the St. Louis Office of the Comptroller it is my pleasure to welcome all attendees to the 2020 National Association of Black Journalists Region II Conference.

Your commitment to journalism helps ensure that African Americans continue to aspire to and advance in journalism careers and that African American communities receive fair and effective media coverage.

Thomas Jefferson wrote in 1786, “Our liberty cannot be guarded but by the freedom of the press, nor that be limited without the danger of losing it.”

Those words are as true today as they were when Jefferson wrote them. Your dedication to uncover and report the truth matter.

Please enjoy this year’s conference, “Telling Our Story,” and be enriched by its programming and your time together here in St. Louis.

Sincerely,

Darlene Green
Comptroller
City of St. Louis
Dear NABJ Region II Conference Attendees:

As a proud Midwesterner, I welcome you to beautiful St. Louis! Thank you for joining us for this special and impactful gathering. The conference planning team has worked tirelessly to create a program schedule that will not only help take your career and network to the next level, but also inspire and uplift you.

This year’s theme, “Telling Our Story,” is more important than ever. As we continue the fight for media diversity, we also must be vigilant about how people of color are portrayed in the media. Conference sessions like “Ferguson: Six Years Later” will allow us to deeply examine the role of Black journalists and the media overall in covering incidents like the shooting of Michael Brown and the issues that stem from them.

Ensuring that our story is properly told means ensuring that we continue to sharpen our skills. The important words we will hear from CBS’s Bill Whitaker ( "60 Minutes") and the tips and tools we will acquire from sessions like “Covering the 2020 Election” and “Podcasting for Reach” are just some of the examples of how this year’s conference will empower us to take our storytelling to higher heights and deeper depths.

I am encouraged and excited about the outcome of this year’s conference and applaud our Regional Director Sia Nyorkor, the Planning Committee (Carol Daniel, Sharon Stevens and Venton Blandin), the Greater St. Louis Association of Black Journalists, our partners, staff, Board and all of the volunteers who have made this event possible.

I look forward to connecting with each of you and I am here to listen, learn and lend a hand.

Yours in Service,
Dorothy Tucker
NABJ President
CBS Chicago Investigative Reporter
@Dorothy4NABJ
Dear Region II Family and Friends:

Thank you for joining us for this exciting conference here in St. Louis. Since its founding in 1975, NABJ has been committed to advocating for and training Black journalists worldwide. This year’s conference builds upon that mission and rich tradition.

Successful journalists and communicators must be well-rounded and I am proud to share that the sessions and events we have lined up for you will provide you with a wealth of knowledge and unique experiences.

Please enjoy your time with us and take advantage of every workshop, panel, networking opportunity and yes the entertainment and food too.

I am grateful for the hard work of the local chapter and the convention planning team. I also extend my gratitude to my fellow Board members, the NABJ National Office and all of our volunteers. I believe the impact of this conference will be lasting and will create memories and opportunities that we can each carry with us for a very long time.

Thank you for joining us!

Sia Nyorkor
NABJ Region II Director
Multimedia Reporter, WOIO-TV
Cleveland, OH
msnyorkor@gmail.com
Welcome to the Gateway City!

Actually, we should say “Welcome Back!” Thirty-two years ago, the Greater St. Louis Association of Black Journalists (GSLABJ) hosted the 13th annual NABJ convention! Today, we extend a warm greeting to you from the home of the 630-foot Gateway Arch, noted artists Nelly, Maya Angelou, Chuck Berry, Redd Foxx and sports legend James “Cool Papa” Bell.

We are so pleased to host the 2020 Region II Conference, Friday, March 13 – Sunday, March 15. Our conference theme, “Telling Our Story,” has been the guiding principle as we worked to develop a program that reflects both local and national goals for professional journalists, while empowering, encouraging and mentoring communications students.

The conference will feature an NABJ Job Fair, as well as two plenary sessions focusing on “Ferguson: Six Years Later” and “Covering the 2020 Elections.” For the first time, Google is presenting a workshop on key tools that will help journalists cover the 2020 Presidential election. Additionally, PRX will present a session on “Building and Producing a Successful Podcast.”

In addition to insightful and informative workshops and plenary sessions, NABJ members are encouraged to attend the special events that we are hosting. We open with a Friday night welcome reception at the acclaimed St. Louis Blues Museum, on Saturday afternoon we are hosting a luncheon featuring “60 Minutes” correspondent Bill Whitaker, and later in the evening we will host a Saturday Nite Jam to raise money for academic scholarships. We will close out the conference Sunday morning with a jazz brunch.

In working with NABJ, we will deliver programming that will have conference attendees renewing their commitments to keep moving forward and pursuing the dream of fairness and equality in journalism. Additionally, we have built in a little room for fun, meeting up with old friends, and making new ones.

In closing, the local GSLABJ Region II Planning Committee would like to extend our thanks to all of our sponsors, GSLABJ Minority Journalism Workshop participants, exhibitors and volunteers for their help in making this conference a reality. And, a special thank you to GSLABJ members for giving so graciously of their time and talents.

Sharon Stevens
Chair, 2020 NABJ Region II Conference
Former NABJ VP-Broadcast
GSLABJ Living Legend Recipient
Greetings, Fellow Storytellers!

I’m so pleased to welcome each of you to the 2020 National Association of Black Journalists Region II Conference here in St. Louis, Missouri.

Each panel and topic was selected with our theme, “Telling Our Story” in mind. Whether you are telling the story of the 2020 Election, protests like we experienced in Ferguson or telling your own story in order to become a network reporter or anchor, our goal this weekend is to equip each of you to achieve your goals and meet the challenges created by today’s rapidly changing industry. As President of the Greater St. Louis Association of Black Journalists, it is my hope that you not only enjoy your stay but you come away with a deeper understanding of and increased passion for your craft.

I would especially like to thank the conference committee for their months of hard work. This weekend would not have occurred without your dedication and creativity and you deserve to be commended!

Carol Daniel
President, Greater St. Louis Association of Black Journalists
KMOX Radio News Anchor
Dear Region II Attendees,

It is my privilege and absolute pleasure to welcome you to St. Louis as an attendee of the National Association of Black Journalists Region II Conference!

NABJ is well-established and highly-respected thanks to members like you. Many of us live for our annual national meetings known to bring together thousands of Black journalists to learn new ways to do things, re-charge our batteries and lift-up younger journalists. Regionals are a great way to do the same thing on a smaller scale with a more intimate group and a lighter conference schedule.

While in St. Louis for Region II, I hope you find everything you need to be the best media professional around and showcase your NABJ pride. Whether you go to one session, or all sessions – know the Greater St. Louis Association of Black Journalists is proud to host this conference to move all of us forward when it comes to telling our story!

I look forward to your participation and welcoming you with open arms!

Kind regards,

Venton Blandin

Vice President, Greater St. Louis Association of Black Journalists (KMOV-TV)
Co-Chair, 2020 NABJ Region II Planning Committee
FRIDAY, MARCH 13, 2020

5:00 P.M. - 8:30 P.M. | Region II Welcome Reception at the STL Blues Museum
615 Washington Ave, St. Louis, MO 63101
Welcome, attendees and special guests, to St. Louis.

Sponsored by KSDK 5 On Your Side, the reception includes food, beverages and free tours of this interactive and visually exciting venue. Conference registration available.

SATURDAY, MARCH 14, 2020

All sessions and events are located at the Marriott St. Louis Grand Hotel located at 800 Washington Ave., Saint Louis, MO 63101.

8:00 a.m. – 5:00 p.m. | Registration | Landmark Foyer 1

8 a.m. to 8:45 a.m. | Region II Chapter Presidents’ Breakfast with NABJ President Dorothy Tucker
Zenia Bar & Grille, Marriott St. Louis Grand Hotel
This is an invite-only event for Region II chapter presidents, who received invite details from the NABJ National Office.

9:30 – 11:00 a.m. | Ferguson: Six Years Later | Landmark 5-7
The small St. Louis suburb of Ferguson, Missouri became the focus of national and global news coverage events and fever-pitch reactions occurred following the fatal shooting of an unarmed 18-year-old African-American teenager by a white police officer.

Panelists:
- **Brittany Noble** - NABJ Emerging Journalists (2015), among first reporters on the scene of protests while reporting for St. Louis KMOV –TV
- **Michael P. McMillan** - President of the Urban League, Greater St. Louis. He directed the agency’s response in Ferguson.
- **Fran Griffin** - First African-American woman to represent the 3rd Ward on the Ferguson City Council and a member of the Comprehensive Master Plan Committee.
- **Wiley Price** - St. Louis American Chief Photographer, captured insightful images throughout the Ferguson protests.

Moderator:
- **Art Holliday** - Anchor/reporter, Five On Your Side - KSDK St. Louis. He produced the 2019 series on the Ferguson aftermath and was honored as a 2019 Living Legend by GSLABJ.

Coordinator:
- **Bonita Cornute** - Retired award-winning reporter with KTVI-TV in St. Louis, long time GSLABJ and NABJ member and GSLABJ Living Legend recipient.
10:00 a.m. – 1:00 p.m. | **Job Fair** | Washington Room

10:00 a.m. – 11:30 a.m. | **So You Want to Be a Network/National Reporter** | Landmark 1

Do you want to report for a national television network? Want to hit the national airwaves? What do you think about people in cities across the country reading your articles in the daily newspaper? Attend this session to find out if you have what it takes! Learn from journalists who have experienced what you think you might want to experience.

**Panelists:**
- **Steve Patterson** - NBC News correspondent, former Five on Your Side Reporter
- **Vicki Mabrey** - Retired correspondent, CBS “60 Minutes”
- **Deon J. Hampton** - Investigative reporter for Cincinnati Enquirer

**Moderator:**
- **Kathy Chaney** - Deputy managing editor, Chicago Sun-Times

10:00 a.m. – 12:30 p.m. | **Podcasting for Reach**/Powered by the Knight Foundation and PRX | Landmark 2

Thinking of starting a podcast but unsure of how to stand out in a crowded market (or even where to start)? This interactive workshop led by PRX’s podcast training team will help you make sense of it all from the ground up. Through using design thinking and a series of hands-on exercises, you’ll learn strategies to confidently make key early decisions and identify the ways you can create a podcast that’s meaningful for your audience.

*Register for this session at thenabj.wufoo.com/forms/s1q2tdu30h2do7e/ or visit the Registration Desk prior to the session.

**Trainers:**
- **Alexandra Blair** - Project manager, PRX
- **Stephanie Kuo** - Project Catapult project manager, PRX

10:00 – 11:30 a.m. | **Sportin’ Life: Covering Sports in The New Decade** | Landmark 3

This panel will cover what it takes to be a sports reporter in the digital age, covering everything from youth sports to the XFL.

**Panelists:**
- **Mike Claiborne** - Cardinals Network broadcaster for KMOX Radio
- **Ahmad Hicks** - Reporter/weekend sports anchor, Five on Your Side
- **Alvin A. Reid** - Veteran sports columnist for the St. Louis American newspaper and weekly panelist for “Donnybrook.”

11:30 a.m. – Noon | **Pre-Luncheon Break**
Noon – 1:30 p.m. | **Telling Our Story Luncheon with Bill Whitaker** | Statler

Learning how to best tell stories using the tools, examples and experiences shared at the NABJ Region II Conference can work up an appetite! What better way to fill your stomach and learn even more? Attend a luncheon with our keynote speaker - Bill Whitaker! He is a correspondent for CBS’“60 Minutes” with more than 40 years of broadcasting experience.

**Also Joining Us:**
- **Dorothy Tucker** - NABJ National President and WBBM-TV investigative reporter
- **Sharon Stevens** - NABJ Region II Conference chair
- **Darion Watson** - KMOV-TV HR director
- **Carol Daniel** - GSLABJ president and KMOX news anchor

1:30 p.m. – 2:30 p.m. | **Google News Lab Election Training** | Landmark 5-7

Learn the “Fundamentals Tools for Journalists.” The session covers several topics including advanced search, trends and visualization. Attendees should bring their laptops to visit, observe or test out sites, services and resources.

**Trainer:**
- **Michael Grant** - Teaching Fellow at the Google News Lab
  Michael provides journalists with expert in-person training on a range of editorial tools from Google.

2:00 p.m. – 4:30 p.m. | **Podcasting for Reach** /// Powered by the Knight Foundation and PRX | Landmark 2

Thinking of starting a podcast but unsure of how to stand out in a crowded market (or even where to start)? This interactive workshop led by PRX’s podcast training team will help you make sense of it all from the ground up. Through Using design thinking and a series of hands-on exercises, you’ll learn strategies to confidently make key early decisions and identify the ways you can create a podcast that’s meaningful for your audience.

Register for this session at [thenabj.wufoo.com/forms/s1q2tdu30h2do7e/] or visit the Registration Desk prior to the session.

**Trainers:**
- **Alexandra Blair** - Project Manager, PRX
- **Stephanie Kuo** - Project Catapult Project Manager, PRX

2:00 p.m. – 3:00 p.m. | **Tips for Freelancers** | Landmark 3

This panel will explore the realities of being a freelance reporter/writer/communicator.

**Panelists:**
- **Jade Harrell** - Emmy award winning TV & Radio hosts, speaker, writer and media producer
- **Tim Lampley** - Emmy award winning TV Host of STL Live; reported for News One, BET and Revolt TV; overnight news anchor for Five On Your Side, KSDK-TV
  Other panelists TBD

**Moderator:**
- **Ruth Thaler-Carter** - Freelance writer and editor, author and publisher of “Get Paid to Write! Getting Started as a Freelance Writer.”
2:00 p.m. to 3:30 p.m.  |  **Public Information Officer: Friend or Foe?**  | Landmark 1

Stuck calling a general communications line? Hitting a wall with a spokesperson? Can’t understand the information online? Want to build a better relationship with PIOs, communication directors and more? This panel is designed to let journalists hear about the experiences of current and former PIOs, learn tricks journalists should use to get better stories and get them faster than their competition.

**PANELISTS:**
- **Schron Jackson** - Director of Corporate External Relations, Schnucks Markets and former communications lead at St. Louis Metropolitan Police Department
- **Sean Hadley** - Communications director at St. Louis Metropolitan Sewer District
- **Garon Mosby** - Spokesman for St. Louis Fire Department

**MODERATOR:**
- **Beverly Isom** - Communications/issues management professional and communications director for former Atlanta, Georgia Mayor Shirley Franklin.

2:45 - 3:45 p.m.  |  **ProPublica: Reporting with Data Training**  | Landmark 5-7

ProPublica is an independent, non-profit newsroom that produces investigative journalism in the public interest. This training session is designed to help reporters enrich their reporting with data.

4:00 – 5:30 p.m.  |  **Specialty Reporting**  | Landmark 3

What’s it like to cover just one topic or specialize in one area such as education or politics? What’s the future of specialty reporting? Our panelists will share their stories.

**PANELISTS:**
- **Kenya Vaughn** - Arts and Entertainment reporting for St. Louis American
- **PJ Pandhawa** - Investigative reporter for Five On Your Side KSDK-TV
- **Taylor Harris** - Police and crime reporter for St. Louis Post-Dispatch

**MODERATOR:**
- **Dorothy Tucker** - President NABJ, investigative reporter for WBBM (CBS Chicago)
4:00 - 5:30 p.m. | **Reporting and Writing About the 2020 Elections** | Landmark 5-7

The 2020 Presidential Election: how to gain access, report fairly and stay true self. Learn from seasoned professionals who have covered campaigns and elections.

**Panelists:**
- **Lewis Diuguid** - Retired after 39 years with the KC Star as reporter/editor. He covered the 1996 Democratic National Convention and is the president and founding member of the Kansas City Association of Black Journalists.
- **Alexis Rogers** - Reporter/anchor for WLWT in Cincinnati. She covers a variety of topics and issues in the Cincinnati area including politics and government.
- **Jo Mannies** - Covered Missouri politics/government for more than four decades, including as a reporter/columnist at the St. Louis Post-Dispatch. She was the first woman to cover St. Louis City Hall and spent four years in the Washington, D.C. Bureau. She worked as a St. Louis Public Radio political reporter and has covered every U.S. President since Jimmy Carter.
- **James Hill** - Senior news director at the Detroit Free Press

**Moderator:**
- **Russ Mitchell** - Managing editor and lead anchor for WKYC TV-Cleveland, former anchor of the CBS Weekend News, and a St. Louis native who also worked at KTVI and KMOV television in St. Louis.

**Coordinator:**
- **Linda Lockhart** - Retired journalist and GSLABJ founder and Living Legend honoree and former secretary for NABJ. She has worked at several news organizations, including the St. Louis Post-Dispatch and St. Louis Public Radio.

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9:00 p.m. - Until | **NABJ Region II Saturday Night Scholarship Jam** | Statler

Cash bar and light appetizers

$20 per ticket in advance: www.eventbrite.com/e/saturday-night-jam-tickets-94085539381

$25 at the door. Credit card payments accepted (Visa, Mastercard, American Express). No cash.

No Refunds.

This party will support the Greater St. Louis Association of Black Journalists' Minority Journalism Workshop Scholarships.

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**SUNDAY, MARCH 15, 2020 /////<**

10:00 a.m. - Noon | **Jazz Brunch** | Statler

It's the end of the conference, but we have one last treat, a grand buffet brunch featuring a conversation with the co-producers of the Academy-award-winning short film, “Hair Love,” David Steward, Jr and Carl Reed.

We'll also have hair product gift bags from Miss Jessie's and musical entertainment by saxophonist Rhonda G.

If you will be attending the Jazz Brunch, please RSVP: thenabj.wufoo.com/forms/s16w992x19j3raw/ or visit the Registration Desk prior to the brunch.
Thank You Sponsors!

#NABJINTHESTL

www.nabj.org