

# 2016 NABJ/NAHJ

CONVENTION & CAREER FAIR

WASHINGTON, D.C. • AUGUST 3 - 7, 2016



CONVENTION PROGRAM



A LEGACY OF FIRSTS

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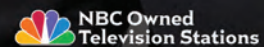


**Lester Holt**  
Anchor, NBC Nightly News  
First solo African-American  
host of a network news show



**José Díaz-Balart**  
Anchor, Saturday Editions of NBC Nightly News  
First U.S. journalist to broadcast  
both English and Spanish newscasts  
on two networks simultaneously

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**Let's  
Go  
Places**

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SUPPORTS


**THE NATIONAL ASSOCIATION  
OF BLACK JOURNALISTS**

AND

**THE NATIONAL ASSOCIATION  
OF HISPANIC JOURNALISTS**





A young girl with dark hair, wearing a white collared shirt, is smiling warmly at the camera. She is positioned in front of a dark chalkboard filled with various mathematical equations and symbols written in white chalk. The equations include  $L\sqrt{\pi}$ ,  $2\pi\sqrt{\alpha\delta}$ ,  $e^{-\pi^2 p^2 \alpha \delta / L^2}$ ,  $y =$ , and  $4269$ .

# Education has the power to expand opportunities and transform lives

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## SARAH GLOVER NABJ PRESIDENT

I'm honored to welcome you to the first-ever joint gathering of the National Association of Black Journalists (NABJ) and the National Association of Hispanic Journalists (NAHJ), also known as the #NABJNAHJ16 Convention. Our theme is One Mission, Driving Innovation.

Our two associations have been working collaboratively over the past 12 months to execute an impressive program. We've invited some special guests to address convention-goers, including President Barack Obama and First Lady Michelle Obama, Republican presidential nominee Donald Trump and Democratic nominee Hillary Clinton.

We are tackling race relations in America – the biggest issue facing our country. We will explore the recent tensions between police and communities of color, the media coverage of such tensions, and we'll offer viable solutions. There are new programming features this year that will bolster our career fair and professional development offerings, such as the Innovation Bubble, Look Your Best Pavilion and Training Day.

Hallmarks of black achievement in journalism will be showcased at the NABJ Salute to Excellence Awards. We've also brought the NABJ Hall of Fame ceremony back into the convention, where we will pay homage to legendary black journalists and their contributions.

Meet up with #NABJNAHJ16 convention attendees for a family photo at the MLK Memorial on Saturday at 10 a.m. While we look forward to making new memories this week, we surely miss some of our esteemed members who we lost this past year, including founder Acel Moore, former president Sidmel Estes and former New York Association of Black Journalists president Michael J. Feeney. Their spirit lives on in us.

Together, African-Americans and Hispanics make up 30 percent of

the U.S. population, according to the U.S. Census Bureau. American newsrooms should continue to work to ensure their staffs are diverse and reflective of the communities they serve. Diversity and inclusion are proven to boost business results and #NABJNAHJ16 can help media companies to that end.

I extend a special thanks to co-convention chairs Ryan Williams and Hugo Balta, co-program chairs Melanie Eversley and Sandra Gonzalez, the NABJ and NAHJ staffs and boards, the NABJ and NAHJ D.C. chapters, and the city of Washington, D.C. Our collaborative efforts have spawned a lasting relationship.

As we celebrate all that NABJ has accomplished this past year at this historic meeting, also the site of NABJ's founding in 1975, I extend gratitude to all of NABJ's partners for their support and dedication.

Thank you for joining NABJ at #NABJNAHJ16. You will leave here with newly formed professional contacts and return to your newsrooms with more journalistic knowledge and inspiration to fuel your best work yet.

Yours In Service,

*Sarah Glover*  
Sarah Glover  
NABJ President  
Social Media Editor  
NBC  
@sarah4nabj



**MEKAHLO MEDINA**  
**NAHJ PRESIDENT**



Welcome to the historic and powerful joint conference between the National Association of Hispanic Journalists and National Association of Black Journalists.

For the first time, our two organizations have come together to deliver the largest job fair, training and development opportunities for our members.

It would not have happened if not for the foresight of conference co-chair and former NAHJ President Hugo Balta. He and former NABJ President Bob Butler worked together to make this a reality.

This partnership not only speaks to our common traits as journalists of color, but our common goals for diversity in newsrooms across America.

It is important that we are here in Washington, D.C. Our nation's capital represents not only the hope of our country, but the promises to all for equality, fairness and liberty.

Together, we represent the lion's share of the "new American mainstream," a majority of households that are made up of families of color. Media companies must represent this new reality and they must work quickly or risk losing a generation of users.

This new American mainstream wants news that is accurate, authentic and comes from people who understand where they have been, where they are and where they want to go.

Users demand true diversity. They want real perspective, real insight and not journalists forced to conform to the point where diversity is nonexistent. Together with NABJ, we will showcase to the country the world's best journalists, the future of our country and the hope for true diversity.

Gracias,

*Mekahlo Medina*

Mekahlo Medina  
NAHJ President  
Digital Anchor/Reporter/Social Media Strategist  
NBC Los Angeles  
@MekahloNBCLA

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**Dawn Garcia, Managing Director**

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BECAUSE THE EARTH NEEDS A GOOD LAWYER





## **DREW BERRY** NABJ EXECUTIVE CONSULTANT

Welcome! Fasten your seat belts for an exciting week in the nation's capital. Our convention has a robust menu of workshops, panels, newsmaker plenaries, training and networking opportunities. About 100 exhibitors with more than 170 booths, mostly media companies, are poised to engage you for career enhancement opportunities. Among the new programming modules this year are the Innovation Bubble and Look Your Best Pavilion.

The Innovation Bubble has a schedule of cutting-edge technology and techniques that teach you how to do better do your job.

The Look Your Best Pavilion provides professional and personalized advice on how to enhance your on-air, online and public image to supplement critical journalism skills. Many media companies and individuals pay thousands of dollars for this type of advice. Whether it's make-up, wardrobe or hair, attendees will get the full benefit of free consultations along with lots of demonstrations on how to do it yourself.

Nestled in among the numerous educational opportunities at this year's convention, our marquee events like Salute To Excellence and Hall of Fame will be showcasing journalism at its best. The opening party, The Sports Task Force party and the closing party will help you get your groove

on, while the Gospel Brunch will allow you to get your praise dance in high gear. The meshing of African-American and Hispanic cultures for these high-profile events promises to take these events to an even higher level.

The NABJ Film Festival is taking on a life of its own with big name stars and movies like "Birth of a Nation," "Southside With You," and "Loving." Tickets are first-come first-served so pick up your tickets in the Look Your Best Pavilion early. No ticket, no entry. There is a limit of one ticket per person because of limited seating.

We hope you take full advantage of all that this year's convention has to offer. Both NABJ and NAHJ have put a lot of planning and a lot of love into making the 2016 convention a memorable and pleasurable experience.

Enjoy!

*Drew Berry*

Drew Berry  
NABJ Executive Consultant  
@Berrydrew



## ALBERTO MENDOZA NAHJ EXECUTIVE DIRECTOR



Welcome to our national joint convention.

For nearly 20 months, NAHJ and NABJ have worked together to bring you an unforgettable experience.

At this year's convention you'll see more panels, workshops and training than ever before with high-profile journalists. We have an impressive career expo with a new innovation element you'll want to experience. We'll have a joint student project program. And, finally, more parties and special events than your schedule will allow.

This is an incredible opportunity for you to connect with old friends, make new ones and potentially find your next employer.

I encourage you to experience all the facets of what we have planned this year. And while you may go home exhausted, I assure you this "epic" gathering is one you will never forget.

Thank you for joining us and have a great time.

Alberto B. Mendoza  
NAHJ Executive Director  
@AlbertoBNAHJ

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Join **ESPN** recruiters at these NABJ and NAHJ Annual Convention events:

### Wednesday, August 3

- ▶ Career Fair, BOOTH 304: Noon - 5 pm

### Thursday, August 4

- ▶ Mentor Breakfast: 7:30 - 9 am
- ▶ Career Fair, BOOTH 304: 9 am - 5 pm
- ▶ Candidate Reception: 6 - 7:30 pm  
*(By invitation only)*


### Friday, August 5


- ▶ Career Fair, BOOTH 304: 9 am - 4 pm
- ▶ ESPN ProCamp: 1 - 3 pm  
*(Must register prior)*
- ▶ Sports Task Force Party: 10 am - 2 pm


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**RYAN WILLIAMS**  
CONVENTION CO-CHAIR

Colleagues,

Welcome to the joint convention of the National Associations of Black and Hispanic Journalists.

I'm proud to join my co-chair Hugo Balta in welcoming you all to my town of Washington, D.C. for a thrilling week of personal, professional and career development at the nation's largest convening of journalists of color.

As a staffer turned member turned convention chair, I personally know the countless hours made by the NABJ and NAHJ national office staff and volunteer leadership alike to produce a convention of this magnitude. Know that their work is in an effort to ensure your convention experience is a great one. With exciting new element you'll see within this program book like "Training Day," the "Look Your Best Pavilion," and "The Innovation Bubble," this year's convention has plenty for you.

This year's theme "Driving Innovation" begins with you firmly behind the wheel as you navigate the countless opportunities an events like this provides. Organizations like NABJ and NAHJ partner with the best and brightest in the industry to ensure you return to your place of work

knowledgeable of your position in today's media landscape and firmly prepared for a change or pivot that may affect you tomorrow.

There's no greater proof than this year's convention sessions, led by Program Chairs Melanie Eversley and Sandra Gonzalez. Take every opportunity in this program book to seek out the many new and exciting sessions, including those rarely offered by our organizations when we meet alone.

Whether this is your first convention or forty-first, take the time to connect or reconnect with colleagues from both organizations. Our shared experience, respected founders, and collective allies unite us toward a common goal, a newsroom reflective of the people they cover.

Very Best Regards,

Ryan L. Williams  
Director, Multicultural Initiatives  
NBC News  
@RyanWmsNBC



## HUGO BALTA

### CONVENTION CO-CHAIR



¡Bienvenidos!

It's a pleasure to welcome you to Washington D.C. as we embark on an historic week that brings together two of the most celebrated journalism organizations in the country in what is an historic national convention.

As this year's convention co-chair, I am honored and grateful to have been able to work with so many dedicated professionals who champion the same mission – to help our members reach their next level of professional excellence.

This is the first time in nearly ten years that NAHJ and NABJ have worked together on a national convention. Over the past two years, dedicated staff and volunteers worked countless hours to bring you a week full of workshops and career development, a huge career expo and numerous networking opportunities.

This week isn't just about nurturing professional relationships, but personal ones as well. I share in the enthusiasm of seeing colleagues and friends and of course making new ones.

We have a saying, "Somos familia" – "We're family." After this week, we hope that familia grows to include our NABJ friends.

NAHJ is a house with many rooms. Our familia includes our generous sponsors without whose support this would not be possible; our guest speakers investing their time; workshop coordinators who make the sessions possible; the staff who spend countless hours behind the scenes and of course all of the members of NAHJ and NABJ.

To all of you, I say, gracias.

Su servidor,

Hugo Balta  
Senior Director, Multicultural Content  
ESPN  
@HugoBalta



DJ LIMELIGHT | DJ ROB NICE | AND DC'S OWN DJ TYE

AD



11th annual NABJ Sports Task Force

**SCHOLARSHIP**

*Jam*

**#STFJAM16**

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## MELANIE EVERSLEY PROGRAM CO-CHAIR

Greetings NABJ and NAHJ!

Welcome to the nation's capital and to several days of learning, networking, catching up with friends and celebrating our diversity.

It has been my honor to serve as programming co-chair for this historic gathering between the National Association of Black Journalists and the National Association of Hispanic Journalists. Helping to craft the slate of sessions for this meeting has helped me learn about some of the concerns and desires of our counterparts at NAHJ and of the Spanish-speaking community. I hope that attending this convention will have a similar effect on all of you.

This year, you'll find a large focus on building skills. There are workshops centered on not only traditional skills, such as investigative reporting and long-form writing, but also newer skill sets, such as creating your own voice for your podcast or exploring multiplatform journalism. Want to learn more about verifying false, unverified news stories about a celebrity death or scandal? Check out, "Can You Handle the Truth?" Younger members and job seekers will have a chance to brush up on those skills needed to impress potential employers during "Training Day." Those interested in design will have multiple opportunities to hear from those well-versed in the newest trends. Journalists panicked about the fact that the evolution of our industry means some are appearing on camera for the first time or writing more on deadline, we have sessions aimed at filling those gaps. We are gratified to partner with organizations such as Investigative Reporters and Editors and the Pew Charitable Trust to help you learn skills such as the use of data in your reporting.

Sessions are focused on timely topics too. You'll have an opportunity to learn more about covering immigration, an issue that has been front and center in the presidential campaign. And there will be several opportunities to explore aspects of the heightened focus on tensions between police and people of color. One workshop will feature tips on capturing video of questionable exchanges.

As the industry has evolved over the years, so have the offerings at the conventions of both organizations. As always, you'll find a variety of sessions that explore some of the finer points of public relations and marketing, as well as workshops focused on making you a more effective educator.

If you'd like to learn more about branching out on your own, please explore our entrepreneurship track, which features sessions ranging from ways to seek funding for your independent projects to managing your money.

There also will be opportunities to improve what you do as a journalist and to hear from those who have been recognized for their work. You will have a chance to learn about reporting everything from covering Mexico to covering cybersecurity. You'll be able to hear how the Washington Post executed its Pulitzer-winning project on police-involved shootings, as well as explore the nuts and bolts of environmental justice reporting.

There is a little something for everyone. I do hope up you enjoy it!

Sincerely,  
*Melanie Eversley*

Melanie Eversley  
Reporter, Breaking News Desk  
USA TODAY



## SANDRA GONZALEZ PROGRAM CO-CHAIR



Welcome to Washington D.C.!

As this year's programming co-chair, I am pleased to have you join us at the joint convention – One Mission, Driving Innovation.

I hope you are as excited as I am about the nearly 100 workshops we are offering this week! These sessions range from hands-on training in the latest technologies to discussions about race. We received a record number of session proposals this year and put careful thought into selecting a wide scope of topics for our members.

I am also very excited about the career expo – be sure to stop in and make those contacts even if you are not currently in the market for a new job.

This year's convention is also historic. It is the first time we join NABJ to host a joint convention. I'm personally looking forward to spending time

catching up with friends from both NAHJ and NABJ. For me, in addition to learning and getting re-energized, that's one of the best things about the convention. I'm also planning to make new friends and network with the numerous media companies in attendance.

I want to thank the programming committee for volunteering and spending so many hours on this process to make sure the best workshops would be presented this week.

Enjoy your time in the nation's capital.

Sincerely,

A handwritten signature in cursive script that reads "Sandra Gonzalez".

Sandra Gonzalez  
Digital Journalist  
@SandraNewsGal

---

**Thanks to the journalists  
of NABJ and NAHJ  
for their dedication  
to journalistic excellence  
in the digital age.**

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# #NABJNAHJ16 DAY OF SERVICE

*Saturday, August 6*    *Powered by Eli Lilly and Company*

Partnering with **Eli Lilly and Company**, the **United Way of the National Capital Area**, and **College Bound**, NABJ & NAHJ members take an hour out of their busy schedules to share their knowledge and experience with local Washington, D.C. high school students who are preparing for college. We'll be reviewing personal essays, talking about the challenges and excitements of college, and more through one on one mentorship.

Transportation will be provided. **Buses leave promptly at 10:00 a.m. and will return to the hotel by 1:00 p.m.**





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FOR U.S. PRESIDENT



#NABJNAHJ16

AUGUST 5TH

Democratic presidential nominee Hillary Clinton will speak at the 2016 NABJ-NAHJ Convention. NABJ and NAHJ will present a panel discussion on race and elections coverage prior to Clinton's Q&A with journalists.

Check [NABJNAHJ.com](http://NABJNAHJ.com) for information on how registered convention attendees may access the event.

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NABJ LEARNING LAB POWERED BY SCALEUP PARTNERS

## Racial Upheaval In America: Root Causes & Solutions — Addressing Economic Inclusion and Competitiveness

### THE LEDE

Behind today's volatile headlines of violence and political polarization, the issues of economic disparities and scarcity weave a common thread through angst and fear blanketing America. For generations, journalists have covered the economic landscape with a default acceptance that America's business productivity and jobs were produced almost solely by white males. While that was true in the past, the 21st century reveals an under-reported trend among American black, Hispanic, Asian and women populations who create businesses at an explosive rate.

### AGENDA

- Special Guest Speaker
- Introducing Inclusive Competitiveness®
- Media Imagery: Valuing Boys and Men of Color
- Film Screening: Generation Startup
- The Changing Face Of Entrepreneurship
- Am I An Entrepreneur? Challenging the Stereotypes
- Closing Guest Keynote

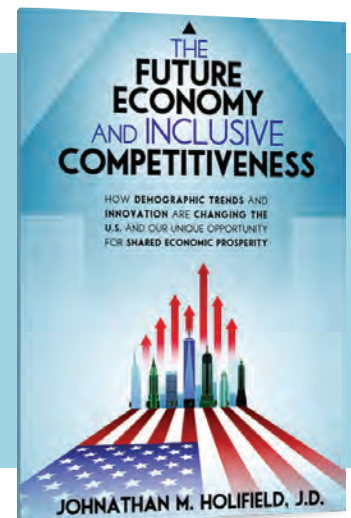


### Don't Miss Johnathan Holifield!

Former NFL player, attorney, civil rights advocate, innovation economic development leader, Architect of Inclusive Competitiveness®.

Learn more about the book at [scaleuppartners.com](http://scaleuppartners.com).

 [#inclusivecompetitiveness](https://twitter.com/inclusivecompetitiveness)







Robert Wood Johnson  
Foundation



“Building a Culture of Health in America... is much like assembling a quilt. It requires many hands working together. And often, the most unlikely pairings create the most evocative designs.”

Risa Lavizzo-Mourey, MD, MBA,  
President and Chief Executive Officer

Now, more than ever, the movement to improve health must be championed not solely by the health sector, but also by those who have not historically seen themselves as part of the health arena.

With that in mind, the Robert Wood Johnson Foundation is issuing a challenge to individuals and organizations across America to forge new and unconventional partnerships with the goal of building a Culture of Health that benefits all.



Think big. Act together.  
Learn more at [rwjf.org/2016AnnualMessage](http://rwjf.org/2016AnnualMessage).

Share stories with us at [media@rwjf.org](mailto:media@rwjf.org).





# Our commitment. **Your community.**

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# VOICELESS?

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At the American University School of Communication, we believe one of the greatest threats our society faces is a growing sense of exclusion. We also believe it is our duty to strengthen our democratic and social fabric by providing opportunities for training and career advancement to media professionals.

To learn more about those opportunities, come network with our faculty, staff, alumni and media partners.

**Reception:** Thursday, Aug. 4  
6:00 – 7:30 p.m.  
Harding Room, Mezzanine Level  
Washington Marriott Wardman Park

**RSVP:** [NABJ-NAHJ.american.edu](http://NABJ-NAHJ.american.edu)

**Information Booth:** Wednesday, Aug. 3 – Friday, Aug. 5  
Exhibition Hall, Booth J4  
Washington Marriott Wardman Park

[NABJ-NAHJ.american.edu](http://NABJ-NAHJ.american.edu)



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(AL, AR, FL, GA, LA, MS, NC, OK, SC, TN, and TX)

**Marcus Vanderberg**, Region IV Director

(AK, AR, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, and WY)

**Michelle Johnson**

Academic Representative

**Tanzi West-Barbour**

Media-Related Representative

**Wilton Charles Jackson II**

Student Representative

## NABJ STAFF

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Executive Consultant

**Scott Berry**

Program Manager

**Nathaniel Chambers**

Finance Manager

**Veronique Dodson**

Membership Manager

**JoAnne Lyons Wooten**

Development Consultant

**Sharon Odle**

Staff Accountant

**Tiffany Robinson**

Program Assistant

**Heidi Stevens**

Development Concierge

**Aprill Turner**

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Program Manager

**Yanava B. Hawkins**

**Sedria Thomas**

**Tyler Tarrant**

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# **SAVE THE DATE**

# **MEDIA INSTITUTE ON LEGAL AFFAIRS**

**September 24, 2016**  
**Hogan Lovells - Washington, D.C.**

*Panels at a Glance:*

- Black Lives Matter: 21th Century Policing, Social Media and Social Justice
- Covering Mass Incarceration, Collateral Consequences and Re-entry Issues
- Investigative Reporting & Criminal Justice Reform
- Juvenile Justice: School to Prison Pipeline

Annual Voting Rights Career Fair



## NABJ/ FOUNDERS

**Norma Adams-Wade**  
Dallas Morning News

**Carole Bartel**  
CORE Magazine

**Edward Blackwell**  
Milwaukee Journal

**Paul Brock**  
Founding Executive Director

**Reginald Bryant**  
Black Perspective on the News

**Maureen Bunyan**  
WTOP-TV  
Washington, D.C.

**Crispin Campbell**  
WNET-TV  
New York

**Charlie Cobb**  
WHUR Radio  
Washington, D.C.

**Marilyn Darling**  
WHYY-TV  
Wilmington, Del.

**Leon Dash**  
The Washington Post

**Joe Davidson**  
Philadelphia Bulletin

**Allison J. Davis**  
WBZ-TV  
Boston

**Paul Delaney**  
The New York Times

**William Dilday**  
WLBT-TV  
Jackson, Miss.

**Sandra Dillard**  
Denver Post

**Joel Dreyfuss**  
The Washington Post

**Sam Ford**  
WCCO-TV  
Minneapolis

**David Gibson**  
Mutual Black Network

**Sandra Gilliam-Beale**  
WHIO-TV  
Dayton, Ohio

**Bob Greenlee**  
New Haven  
Register

**Martha Griffin**  
National Public Radio

**Derwood Hall**  
WSOC-TV  
Charlotte

**Bob Hayes**  
San Francisco Examiner

**Vernon Jarrett**  
Chicago Tribune

**Mal Johnson**  
Cox Broadcasting

**Toni Jones**  
Detroit Free Press

**H. Chuku Lee**  
Africa Journal Ltd.

**Claude Lewis**  
Philadelphia Bulletin

**Sandra Dawson Long Weaver**  
News Journal  
Wilmington, Del.

**Pluria Marshall**  
Freelancer

**Acel Moore**  
Philadelphia  
Inquirer

**Luix Overbea**  
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Journal

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U.S. News & World Report

**Francis Ward**  
Los Angeles Times

**Charlotte Roy**  
Detroit Free Press

**Vince Sanders**  
National Black Network

**John C. White**  
Washington Star

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The Baltimore Sun

## NAHJ FOUNDERS

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**Edith Sayre Auslander**

**Juan D. Gonzalez**

**Maggie Rivas-Rodriguez**

**Maria Elena Salinas**

**Norma J. Sosa**

**Jesus Davila**

**Juan Manual Garda Passlaqua**

**Gustavo Godoy**

**Frank Gomez**

**Paula Maes**

**Guillermo Martinez**

**Henry Mendoza**

**Jay Rodriguez**



A graphic featuring a blue-toned globe with a bright sun or light source on the right side, creating a lens flare effect. The text is overlaid on this background.

# CBS NEWS

SALUTES THE

# NABJ/NAHJ

The CBS News logo, consisting of the CBS eye symbol followed by the words "CBS NEWS" in a serif font.

**CBS NEWS**

ORIGINAL REPORTING





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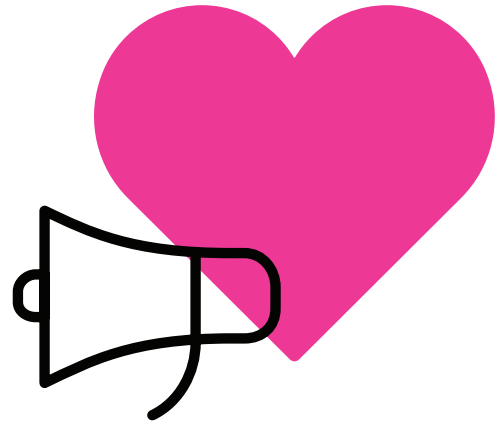
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of Hispanic Journalists**

**Media Contacts at Planned Parenthood**

**Alencia Johnson**

Director, Constituency Communications  
Alencia.Johnson@ppfa.org

**Daniela Ramirez**

Assistant Director, Latino Media  
Daniela.Ramirez@ppfa.org





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# LOCATION DETAILS

## REGISTRATION & WELCOME HOURS

Location: Exhibit Hall C

- Wednesday August 3, 2016: 7:00 a.m. - 7:00 p.m.
- Thursday, August 4, 2016: 7:00 a.m. - 5:00 p.m.
- Friday, August 5, 2016: 7:00 a.m. - 5:00 p.m.
- Saturday, August 6, 2016 : 8:00 a.m. - 12:00 p.m.

## CAREER FAIR & EXHIBIT HALL

Location: Exhibit Hall C

Wednesday August 3, 2016: 12:00 p.m. - 5:00 p.m.

Thursday, August 4, 2016: 9:00 a.m. - 5:00 p.m.

Friday, August 5, 2016: 9:00 a.m. - 4:00 p.m.

- Exhibitors
- Bookstore
- Charging Station
- Professional Headshots
- Innovation Bubble
- Look Your Best Pavilion

## NABJ/ NAHJ PRESS ROOM

Location: Park Tower, 8217

- Wednesday August 3, 2016: Noon - 5:00 p.m.
- Thursday, August 4, 2016: 9:00 a.m. - 5:00 p.m.
- Friday, August 5, 2016: 9:00 a.m. - 5:00 p.m.
- Saturday, August 6, 2016 : 9:00 a.m. - Noon

## NABJ/ NAHJ MEDIA STAGE

Location: Exhibit Hall C- Foyer area

## HOTEL

Washington Marriott Wardman Park Hotel

2660 Woodley Road, NW - Washington, DC 20008

(202) 328-2000

## SPECIAL EVENTS

- Professional Development Breakfasts & Lunches  
Locations: Washington 1/2/3/4/5
- Receptions: Locations: Salon 3, Coolidge, Hoover, Harding, Madison A/B, Thurgood Marshall Foyer/ West, Taft, Taylor, Truman
- Upfronts/Documentaries: Locations: Washington 1, Wilson A/B/C, Delaware A/B, Maryland A/B/C, Virginia A/B, Thurgood Marshall East
- NABJ Board of Directors Meeting - Location: Wilson A
- NABJ Board of Directors Meeting - Location: Washington 4
- NAHJ Board of Directors Meeting - Location: Wilson A
- NABJ Chapter Day - Location: Madison B
- NABJ Regional Caucuses - Location: Madison B
- Plenaries, Opening Ceremony, Opening Reception NABJ Hall of Fame Luncheon, NABJ Salute to Excellence Gala, NABJ Gospel Brunch - Location: Grand Ballroom
- NAHJ Hall of Fame Luncheon  
Location: Thurgood Marshall Ballroom
- NAHJ El Barrio Benefit Concert  
Location: Thurgood Marshall Ballroom
- NAHJ Latinas Reception  
Location: Thurgood Marshall Ballroom
- NAHJ Noche de Periodistas Journalism Awards Gala  
Location: Salon 1

## AROUND WASHINGTON DC

### NABJ Sports Task Force Scholarship Jam

Bliss Nightclub

2122 24th Place, NE, Washington, DC

### NABJ Film Festival

Landmark E Street Cinema

555-11th Street, NW, Washington, DC

Regal Galley Place

701-7th Street, NW, Washington DC

### NABJ Day of Service

Shuttles will leave promptly at 10:00 a.m. and return to the hotel at 1:00 p.m., from the hotel's bus and metro 24th Street entrance.

### Washington Association of Black Journalists Chapter Party

The Park at 14th - 920 14th Street, NW - Washington, DC

## SAFETY AND SECURITY

Hospitals with 24-hour emergency room:

### George Washington University Hospital

901 23rd St NW, Washington, DC

(202) 715-4911

### Howard University Hospital

2041 Georgia Avenue, NW - Washington, DC

(202) 865-6100

\*General response for ambulances within the area is 4 minutes or less

## Non-emergency Medical Issues

### 24-hour Pharmacy - CVS

6 Dupont Circle, NW, Washington, DC

(202) 785-1466

### Washington Police Department

Third District Station

1620 V Street, NW, Washington, DC

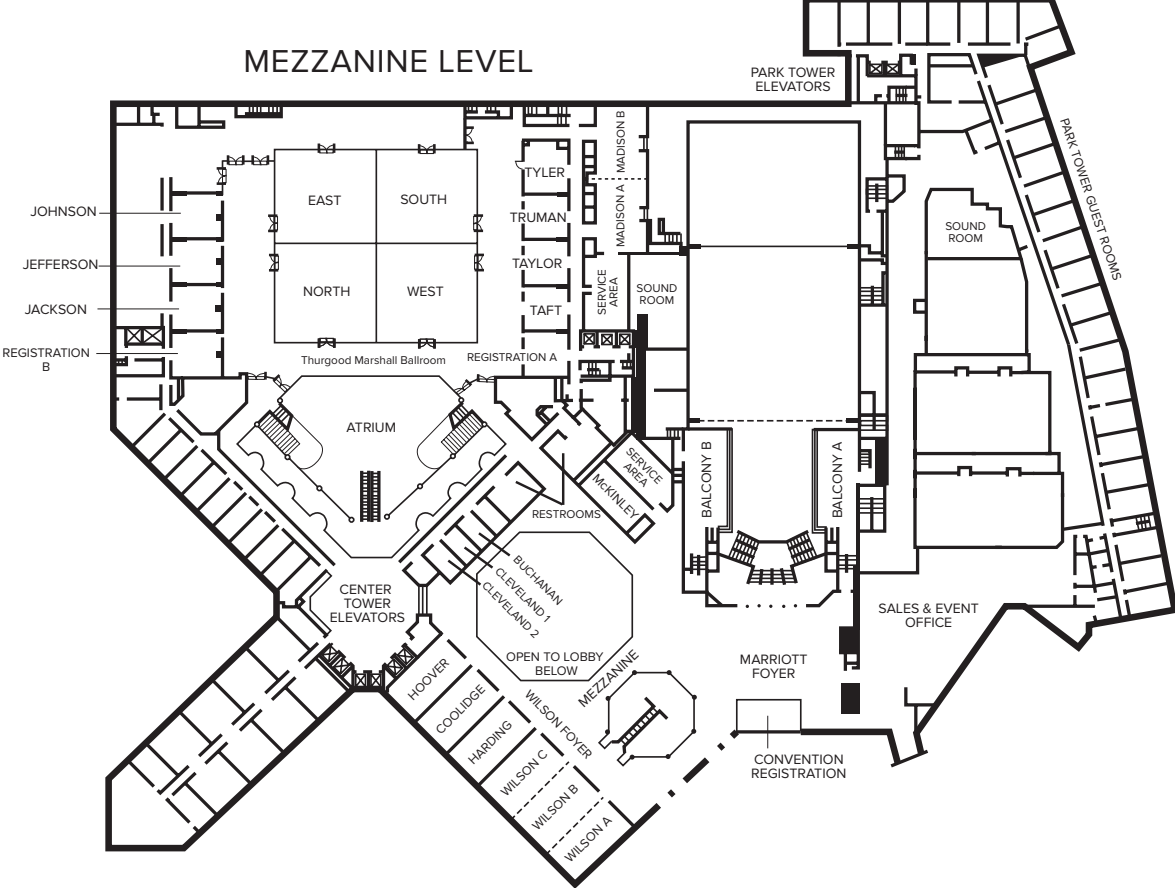
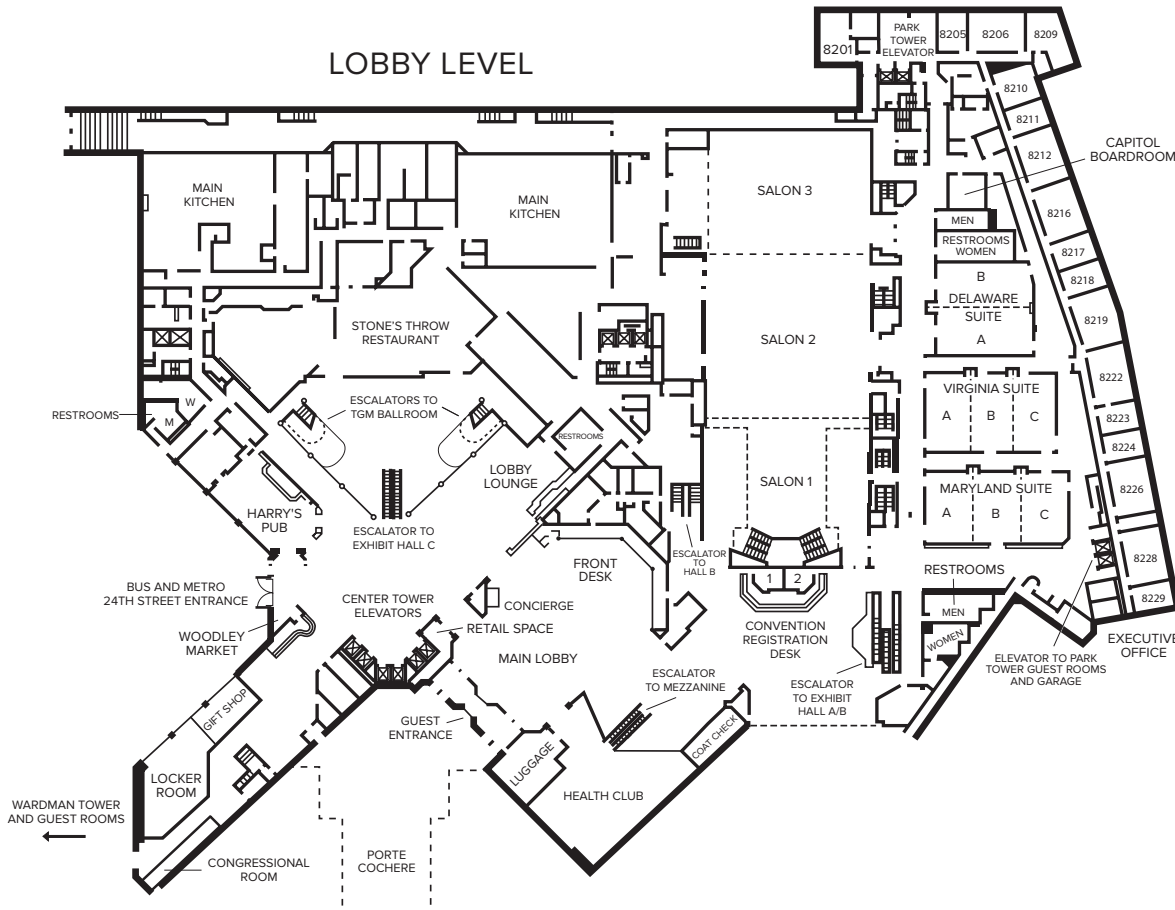
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# Pew Media Contacts

The Pew Charitable Trusts is driven by the power of knowledge to solve today's most challenging problems. Pew applies a rigorous, analytical approach to improve public policy, inform the public, and invigorate civic life. Our researchers examine a wide range of subject matter, including state budgets, criminal and juvenile justice, small-dollar loans, family financial security and mobility, and environmental conservation.

Visit our booth in the exhibit hall (#420) to learn about careers at Pew. On Thursday, Aug. 4, at 4 p.m., check out our panel of experts as they discuss how to best use data to enhance your reporting.

Here is a list of Pew's major program areas, plus contact information for communications directors to help you reach our experts and provide more information on our work.

Topic area	Description	Media contact
<b>Family economic stability</b>	This series of projects applies a rigorous, analytical approach to the study of Americans' financial health and the economic challenges they face today, including the safety and transparency of checking accounts and small-dollar loans, the barriers to retirement savings, and the prospects for economic mobility.	<b>Mark Wolff</b> mwolff@pewtrusts.org 202-540-6390
<b>Fiscal and economic policy</b>	Pew seeks to increase state fiscal accountability, responsibility, and transparency by providing independent and unbiased information to policymakers, stakeholders, and the public. It also works to explain the complex ways in which federal and state fiscal policy interact.	<b>Jeremy Ratner</b> jratner@pewtrusts.org 202-540-6507
<b>Health</b>	From cutting-edge biomedical research to food safety, scientific advances offer great promise in treating and preventing disease. Innovation—and the right investments—can help improve antibiotic development, dental care, oversight of drugs and medical devices, and the food our children eat. Using research and critical analysis, Pew works to improve the public's health and well-being.	<b>Laurie Boeder</b> lboeder@pewtrusts.org 202-540-6397
<b>International</b>	Pew works with governments, coastal communities, scientists, industry leaders, non-governmental organizations, and international bodies to end illegal fishing, establish marine reserves, protect threatened and endangered species, stop overfishing, and conserve marine resources for the future health of our oceans and all those that rely on them.	<b>Laura Margison</b> lmargison@pewtrusts.org 202-540-6395
<b>Land conservation</b>	Pew's land conservation work spans the United States, Canada, and Australia and seeks to safeguard public land for future generations. Our work relies on the sciences of conservation biology and ecology to advocate for sound solutions to the loss of biodiversity and wild places.	<b>Susan Whitmore</b> swhitmore@pewtrusts.org 202-540-6430
<b>Environmental science, North American oceans and clean energy</b>	Pew's U.S. ocean work includes efforts to establish policies that protect, maintain, and restore the health of marine ecosystems from New England to the Arctic. Pew focuses on expanding the American clean energy economy by advocating for policies that encourage cleaner, more efficient electric utilities and industries. We also work to reduce the impact of weather-related catastrophes on the U.S. economy, communities, and environment by reforming federal flood and disaster policies. Pew also conducts peer-reviewed research designed to inform decision-makers on matters related to marine and terrestrial biodiversity.	<b>Kymerly Escobar</b> kescobar@pewtrusts.org 202-887-8814
<b>State campaigns</b>	Pew's state work includes a diverse portfolio of policy initiatives, including expanding dental care, improving accuracy and security in election administration, and advancing fiscally sound policies in sentencing and corrections that protect public safety, hold offenders accountable, and control corrections costs.	<b>Fred Baldassaro</b> fbaldassaro@pewtrusts.org 202-540-6991

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THE BALTIMORE SUN MEDIA GROUP



# NAHJ Special Events

## FRIDAY, August 5, 2016

12:30 p.m. – 2:30 p.m.

### **NAHJ HALL OF FAME & HONORS LUNCHEON**

*Presented by Toyota*

NAHJ's Hall of Fame award honors journalists whose efforts resulted in a greater number of Latinos entering the journalism profession or have advocated on behalf of diversity in news. The 2016 Hall of Fame inductees are: Zita Arocha, Hugo Balta, Robert Montemayor and Veronica Villafaña. NAHJ will also honor Latino journalists creating impact in the profession with President's Awards to Geraldo Rivera, Miguel Almaguer, Julian Rodriguez, and Aminda Marqués Gonzalez,

Ticket required. Check with registration desk for ticket availability

**Location: Thurgood Marshall Ballroom**

6:00 p.m. - 8:00 p.m.

### **LATINAS RECEPTION**

*Presented by United, Robert Wood Johnson Foundation, AT&T*

NAHJ will hold a reception to celebrate the contributions of Latina journalists in the media including: Ingrid Ciprian-Matthews, Cynthia Hudson, Lori Montenegro and Monica Rhor. We will also recognize Latina change-makers from TV/film, fashion, and fitness for their work in the community.

Ticket required. Check with registration desk for ticket availability

**Location: Thurgood Marshall Ballroom**

8:00 p.m. – 10:00 p.m.

### **EL BARRIO BENEFIT CONCERT**

*Presented by Toyota*

Conference attendees and the general public are welcome to attend this star-studded program featuring performances by Sony Latin Music recording artist Raquel Sofia, and an opening performance by Latin pop star Jason Cerda. The event will be hosted by international plus size supermodel Denise Bidot and actor J.W. Cortes.

Open to the public. Ticket required and will be sold at the door.

**Location: Thurgood Marshall Ballroom**

## SATURDAY, August 6, 2016

6:00 p.m. – 9:00 p.m.

### **NAHJ NOCHE DE PERIODISTAS JOURNALISM AWARDS GALA**

*Presented by United*

Join us as we celebrate the work of journalists who cover news on every platform. NAHJ will present the 2016 Journalism Awards in categories such as Breaking News and Features within Print/Digital, Radio, and Television. There will also be one award within each platform for coverage of Latino issues. We will also honor Univision's Isaac Lee and Democracy Now's Juan González with President's Awards. ABC's Gio Benitez, and Telemundo's Dunia Elvir will host the ceremony.

Ticket required. Check with registration for ticket availability.

# NABJ Special Events

## FRIDAY, August 5, 2016

---

12:30 p.m. - 2:30 p.m.

### **NABJ HALL OF FAME AWARDS LUNCHEON**

Join NABJ as we honor the NABJ Founders and other legendary journalists of color who have dedicated their careers to civil rights, diversity and excellence in journalism the NABJ Hall of Fame Induction & Luncheon.

**Location: Location: Grand Ballroom**

---

6:30 p.m. - 8:00 p.m.

### **SAM LACY SPORTS PIONEER AWARDS**

Join the NABJ Sports Task Force as they recognize pioneering African-American Washington, D.C. sports figures and sports journalists.

**Location: Salon 3**

---

11:00 pm. - 2:00 a.m.

### **NABJ TASK FORCE JAM**

Join us for this annual premier party with a purpose! Support the NABJ scholarship fund and come see why everyone talks about the serious fun had with star athletes, entertainers, and other celebrities. You never know who may show up!

**Location: Bliss Night Club - 2122 24th Place, NE - Washington, DC**

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## SATURDAY, August 6, 2016

---

6:00 p.m. - 10:00 p.m.

### **NABJ SALUTE TO EXCELLENCE**

The annual Salute to Excellence Awards Gala is NABJ's signature event and the only event in the United States that exclusively honors exemplary coverage of African-American communities or issues.

**Locations: Salon 2 & 3**

---

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

### **DC CHAPTER PARTY/ 2017 KICK-OFF**

**Location: Park at 14th - 920 14th Street, NW - Washington, DC**

---

## SUNDAY, August 7, 2016

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8:00 a.m. - 10:00 a.m.

### **NABJ GOSPEL BRUNCH**

An NABJ tradition, the Gospel Brunch is one of the convention highlights. Attendees flock to this uplifting experience to feast on a brunch buffet and enjoy inspirational entertainment from leading recording artists.

**Location: Salon 3**

---



WASHINGTON ASSOCIATION OF  
BLACK JOURNALISTS CHAPTER

*Party*

SATURDAY, AUG. 6 10:00 P.M. - 3:00 A.M.

THE PARK AT FOURTEENTH, 920 14TH

ST NW, WASHINGTON, DC 20005





# THE INNOVATION BUBBLE

Come discover what's on the cutting edge of journalism and storytelling and how the latest technology can help you gather data and present information in creative and engaging ways. This series of intimate workshops are limited seating so make sure to come early to ensure a spot. Make sure your laptops, tablets, and mobile devices are charged! The Innovation Bubble is located in the Career Fair (Exhibit Hall C).

WEDNESDAY, AUGUST 3<sup>RD</sup>

1:30 p.m. - 2:30 p.m.

## FREE WEB TOOLS FOR WATCHDOGS

*Powered by Investigative Reporters & Editors*

Discover free tools and search techniques to uncover the invisible Web. Learn how to locate reliable websites for enterprise stories and receive guidance on the best social media tools for your next story.

**Megan Luther, Training Director, IRE**

2:45 p.m. - 3:45 p.m.

## AI'S JAW-DROPPINGLY COOL TOOLS

Get ready to load some apps on your smart phone and we will build some stuff together, live. Poynter's AI Tompkins will show you:

- How to build an interactive photo in less than two minutes on your phone
- How to add text to a video quickly and for free
- How to produce an edited video WITH b-roll in less than two minutes
- How build a before and after slider in less than 30 seconds with NO coding skills
- How to instantly transcribe an audio or video recording and save you tons of time

Bring your smart phone or tablet. Get connected to the wireless network and buckle yourself in for a fast-moving and fun ride.

**AI Tompkins, Senior Faculty for Broadcast and Online, The Poynter Institute**

4:00 p.m. - 5:00 p.m.

## DISCOVERING THE GOOGLE NEWS LAB TOOLS

Google offers an extensive library of tools from Public Data Explorer to Trends to Fusion Tables. Learn from a certified Google News Lab trainer on what's out there and how to use in your news gathering, reporting and storytelling.

**Michelle Johnson, Associate Professor of the Practice, Multimedia/Online Journalism, Boston University**

THURSDAY, AUGUST 4<sup>TH</sup>

1:30 p.m. - 2:30 p.m.

## THE NEW ADDRESS FOR YOUR CONTENT: EXPLORING OTT MEDIA

*Powered by Calkins Media*

As streaming media devices emerge, audiences are quickly adopting. Join Calkins Digital to learn how to be a disruptive force in the market by leveraging your content and reaching your audience anytime, anywhere. Calkins Digital offers an end-to-end solution for local media companies, organizations and brands, to take their video Over-The-Top on Apple TV, Amazon Fire TV and Roku. Calkins Digital is a part of Calkins Media Incorporated, owner and operator of newspapers and television stations in the Eastern and Southern U.S. and winner of the 2015 Local Media Association Innovator of the Year.

**Guy Tasaka, Chief Digital Officer, Calkins Media**

**Madeleine Tierney, Digital Projects Coordinator, Calkins Media**

2:45 p.m. - 3:45 p.m.

## STORYTELLING ACROSS PLATFORMS: MEETING YOUR AUDIENCE WHERE THEY ARE

*Powered by Vox Media*

Journalism today goes beyond content creation on traditional platforms. It's all about storytelling and meeting your audience where they are - whether that's Snapchat, Facebook, YouTube, Instagram, or even email. Two of Vox Media's experts in this area will share their innovative approach to storytelling across platforms. Participants will brainstorm how to express different stories based on the platforms that are used.

**Melissa Bell, VP of Growth and Analytics for Vox Media**

**Elite Truong, Product Manager, Partner Platforms for Vox Media**



4:00 p.m. - 5:00 p.m. **USING YOUR MOBILE DEVICE TO CREATE A MULTIMEDIA STORY**  
 During this session, we will have participants use their existing mobile devices to create a series of faux assigned stories. We'll demonstrate and allow participants to use free iPhone/android apps available at easy disposal that they can use to create compelling multimedia content.

**Allison Davis, Coopty Productions**  
**Denise James, Denise James Media**  
**Manuel Smith, NBC 10 Philadelphia**

9:00 a.m. - 10:00 a.m. **THE POWER OF TWITTER MOMENTS**  
 Through Moments, millions of people can enjoy the power of Twitter – at the center of a protest, the front row at the Oscars, on the field at the World Cup, or from outer space. Out of hundreds of millions of Tweets a day, Moments surface the best of what's happening on Twitter, curated by a team of journalists from around the world. Learn how Moments is making an impact on social media journalism.

**Jozen Cummings, Editorial Associate, Twitter**

10:15 a.m. - 11:15 a.m. **HOW A/B TESTING CAN MAKE YOUR WORK BETTER**

*Powered by The Washington Post*

The goal is always to get as many people as possible to read your work, view your work, engage with your work. But how do you know if one headline is more engaging than another? Learn how The Washington Post has used A/B testing to inform how high-level projects are put together as well as the power of workshoping headlines to increase engagement and promote your work in the social space.

**Kat Downs, Graphics Director, The Washington Post**

11:30 a.m. - 12:30 p.m. **HOW LIVE STREAMING CAN ENHANCE YOUR NEWS COVERAGE**

*Powered by The Washington Post*

This workshop will give you a look at the various platforms that can be used for live stream reporting (Facebook Live, Periscope, YouNow, Tumblr Live) and what works best on each of them, with real-world examples of success – and ahem, yes, the occasional failure. This is key because failure is inevitable and only damaging if you don't learn from it, especially in these emerging platform spaces.

**Ryan Kellett, Audience Growth, The Washington Post**

12:45 p.m. - 1:45 p.m. **BRINGING JOURNALISM TO VIRTUAL REALITY**

Virtual Reality is turning into the next disruption that will change several industries, including journalism. Learn the basics of how you can start to get a head of the next wave and bring your audience closer to the story than ever before. Don't watch this next disruption, help lead it.

**Robert Hernandez, Associate Professor of Professional Practice, USC Annenberg School for Communication and Journalism**

2:00 p.m. - 3:00 p.m. **MAPPING NARRATIVES: USING MAPS TO TELL BETTER STORIES**

Learn how to communicate complex ideas more concisely by pairing your narrative with a map. At this workshop, you will learn how to use Mapbox to create an interactive map narrative for your next project. We will discuss open source methods and tools for mapping, share examples of humanitarian response efforts with maps, and review examples of how journalists amplify their reporting with interactive maps. Prepare to be challenged to explore "the art of the possible!"

**Amy Lee Walton, Designer, Mapbox**  
**Mikel Maron, Mapbox Data Team and OpenStreetMap Foundation Board**

3:15 p.m. - 4:15 p.m. **TAKING YOUR VIEWER WITH YOU WITH 360° VIDEO: TELL YOUR STORY AND INCREASE ENGAGEMENT WITH INTERACTIVE VIDEO**

Visual storytelling done well increases engagement, explains and summarizes complex information, speeds up comprehension, tugs the heartstrings and motivates action - which is important in the information-overloaded environment we are in. What better way to continue the conversation of your news story than to immerse them in the environment using virtual reality technology? In this session two-time Emmy Award Winning journalist Dayvee Sutton will show you how you can use consumer ready virtual reality video equipment combined with social media platforms to force engagement with your readers and viewers, and how can apply this to your model in your newsrooms.

**Davina Sutton, Creator and Editor-in-Chief, The Daily Affair & Owner, Dream Network Media**

# DAILY SCHEDULE / SPECIAL EVENTS

MONDAY

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## MONDAY, August 1, 2016

7:00 p.m. - 8:30 p.m.

### STUDENT PROJECTS OPENING RECEPTION

*Powered CBS News*

**Location: Omni Hotel**

TUESDAY

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## TUESDAY, August 2, 2016

8:00 a.m. - 5:00 p.m.

### STUDENT MULTIMEDIA PROJECTS

*Powered by Knight Foundation*

**Location: Exhibit Hall A**

8:00 a.m. - 5:00 p.m.

### EMERGING LEADERS INSTITUTE (INVITATION ONLY)

*Powered by American Society of News Editors*

**Location: Executive Suite**

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

### NABJ BOARD OF DIRECTORS MEETING

**Location: Wilson A**

6:00 p.m. - 7:00 p.m.

### EMERGING LEADERS INSTITUTE RECEPTION (INVITATION ONLY)

**Location: Madison A**

WEDNESDAY

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## WEDNESDAY, August 3, 2016 TRAINING DAY

7:00 a.m. - 7:00 p.m.

### REGISTRATION & WELCOME CENTER

**Location: Exhibit Hall C**

8:00 a.m. - 5:00 p.m.

### EMERGING LEADERS INSTITUTE

*Powered by American Society of News Editors*



8:00 a.m. - 5:00 p.m.

## TRAINING DAY: HELP FOR YOUNG JOURNALISTS AND OTHERS GETTING READY FOR THE CONVENTION

Whether it's your first NABJ or NAHJ convention or you've been here before, it's always good to be as ready as possible when meeting potential employers and internship or fellowship coordinators. This day-long series of workshops targeting younger participants and other job seekers will help you get your resume to the top of an application pile or leave a winning impression during an interview. NABJ Student Representative Wilton Jackson and NAHJ Student Representative Sebastian Vega will be on hand to get things started. At the end of the day, there will be an opportunity to hear from NABJ President Sarah Glover, NABJ Convention Co-Chair Ryan Williams, NAHJ President Mekahlo Medina and NAHJ Convention Co-Chair Hugo Balta at the end of the day.

**Location: McKinley**

- 8:00 a.m. - 8:15 a.m. Opening remarks:
  - Wilton Jackson, NABJ Student Representative
  - Sebastian Vega, NAHJ Student Representative
- 8:15 a.m. - 9:45 a.m. Job Fair 101
- 10:00 a.m. - 11:30 a.m. Face Forward: Polishing Up Your Look
- 11:30 a.m. - 12:30 p.m. Break
- 12:30 p.m. - 2:00 p.m. Building a Savvy Resume Reel
- 2:15 p.m. - 3:45 p.m. Rising to the Top: Getting Your Internship Application Noticed
- 3:45 p.m. - 5:00 p.m. Remarks/Networking with:
  - Sarah Glover, NABJ President
  - Ryan, Williams, NABJ Convention Co-chair
  - Mekahlo Medina, NAHJ President
  - Hugo Balta, NAHJ Convention Co-chair
  - "Aunt" Benet Wilson, NABJ Vice President – Digital

8:15 a.m. - 9:45 a.m.

## JOB FAIR 101

Learn the ins and outs of how to get the most out of the convention job fair. This session is aimed at young journalists, new professionals and communications and media professionals. In this workshop, you'll learn networking - including how to create and maintain a network - as well as about resumes, cover letters and resume tapes. You'll also learn how to work a room and the top dos and don'ts for the job fair.

**Location: McKinley**

### Moderator:

- Kelvin E. Washington, Host, The Kelvin and Travis Morning Show, ESPN Los Angeles

### Panelists:

- Darren E. Haynes, Sports Anchor, ESPN
- Maria Taylor, College Analyst, Reporter, ESPN
- Karen Testa, East Regional Editor, the Associated Press
- Pia Jordan, assistant professor, multimedia journalism, Morgan State University

9:00 a.m. - 12:00 p.m.

## NAHJ BOARD MEETING

**Location: Wilson A**

# DAILY SCHEDULE / SPECIAL EVENTS

10:00 a.m. - 11:30 p.m.

## **FACE FORWARD: POLISHING UP YOUR LOOK**

**Location: McKinley**

**Panelist:**

- Raedawn Johnson, Makeup Artist, CBS News

12:30 p.m. - 2:00 p.m.

## **BUILDING A SAVVY RESUME REEL**

Does your reel pass the :10 second test? What news directors look for when hiring new talent. Attend this session to find out how to make your resume reel stand out. News Directors give the inside scoop as well as examples of what to do and what not to do.

**Location: McKinley**

**Moderator:**

- Danielle Davis, Host/Producer, Maye Sports
- Matt Piacente, News Director, Fox News Chicago
- Jennifer Lyons, News Director, WGN TV
- Kelly Dickens, Assistant News Director, WBND ABC 57
- Keith Brown, Senior Vice President, CNN/Headline News

2:15 p.m. - 3:45 p.m.

## **RIISING TO THE TOP: GETTING YOUR INTERNSHIP APPLICATION NOTICED**

Technology. Social Media. Networking. They can help you to get your resume and reel noticed, but when everyone is using the same tools, what works best? It now takes more creativity, vicissitude and a little ingenuity. Professionals and former interns will share their internship/job hunt stories and best practices while showing you how to sizzle to get that dream internship.

**Location: McKinley**

**Moderator:**

- Nagatha Tonkins, Internship Director, Assistant Professor, Elon University School of Communications

**Panelists:**

- Karin Caifa, Senior Producer, CNN Newsource Washington
- Seldric Blocker, Talent Acquisition Lead, NBC Universal Yasmine Arrington, Education Fellow, Hager Sharpe Public Relations
- Zuri Berry, Deputy Managing Editor, News and Multimedia, The Boston Herald

8:00 A.M - 5:00 P.M.

## **BUILDING YOUR BRAND: HOW TO USE SOCIAL MEDIA TO BECOME A BETTER JOURNALIST & STAND OUT AT YOUR NEWS ORGANIZATION**

*Powered by Sinclair Broadcast Group*

**Location: Wilson C**

**Panelists:**

- Michelle Singletary, Columnist, The Washington Post
- Maureen Bunyan, Anchor, WJLA-TV
- Gene Park, Social Media Editor, The Washington Post
- Ingrid Sturgis, Associate Professor, Howard University

WEDNESDAY  
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10:00 a.m. - 11:00 a.m.

## **BUILDING YOUR BRAND: HOW TO USE SOCIAL MEDIA TO BECOME A BETTER JOURNALIST & STAND OUT AT YOUR NEWS ORGANIZATION: WHY SOCIAL MEDIA MATTERS TO YOUR JOB**

*Powered by Sinclair Broadcast Group*

This discussion will focus on how news organizations are increasingly including social media engagements in evaluating employees.

**Location: Wilson C**

### **Panelists:**

- Maureen Bunyan, WJLA-TV
- Gene Park, The Washington Post
- Ingrid Sturgis, Howard University

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

## **BUILDING YOUR BRAND: HOW TO USE SOCIAL MEDIA TO BECOME A BETTER JOURNALIST & STAND OUT AT YOUR NEWS ORGANIZATION: SOCIAL MEDIA GONE WRONG**

*Powered by Sinclair Broadcast Group*

Social media is more than white noise. Used correctly you can drive people to your work and your organizations' sites. This panel will focus on horror stories from social media gaffes. It will also include the pitfalls to avoid as you increase your presence online.

**Location: Wilson C**

### **Panelists:**

- Michelle Singletary, The Washington Post
- Gene Park, The Washington Post
- Ingrid Sturgis, Howard University
- Michelle Williams, The Washington Post

1:00 p.m. - 4:00 p.m.

## **BUILDING YOUR BRAND: HOW TO USE SOCIAL MEDIA TO BECOME A BETTER JOURNALIST & STAND OUT AT YOUR NEWS ORGANIZATION**

*Powered by Sinclair Broadcast Group*

### **Beginners:**

A team of social media experts will work with small groups to help them set up accounts, explain the basics of Twitter, Facebook, Instagram, Periscope, Mentions, Google Hangouts, YouTube other social media platforms. This is truly for folks who know just a little about how all this works.

### **Intermediate to Advanced:**

A team of social media experts will work in small groups who have a pretty good grounding in social media but want to take their presence to another level. Folks in this group might have 1,000 or more followers on Twitter, for example. They may have a YouTube channel or done some Google Hangouts, but need more help in increasing their impact on those platforms.

**Locations: Breakouts in Jackson & Jefferson**

# DAILY SCHEDULE / SPECIAL EVENTS

1:30 p.m. - 3:00 p.m.

## **LEADERSHIP: THE INSIDE JOB WITH THE INSIDE MAN ROLAND MARTIN, MANAGING EDITOR FOR NEWS ONE NOW**

Finding effective leadership within a chapter is the key to survival for any organization. Often our most involved members often move between markets leaving huge gaps in leadership. Before Martin became a national name hosting and contributing for TV One, CNN, and The Tom Joyner Morning Show he was a student rep for a local chapter. He will help chapter leaders identify untapped resources within the NABJ ranks and recruit leaders to sustain growth.

**Locations: Breakouts in Jackson & Jefferson**

8:45 a.m. - 5:00 p.m.

## **INCLUSIVE AMERICA: FORGING A NEW 21ST CENTURY ECONOMIC NARRATIVE**

*Powered by ScaleUp Partners, LLC*

America has reached a volatile crossroads between 20th century exclusion and 21st century progress. A commitment to a modern path requires inclusion and economic empowerment of underrepresented Americans. This lab will expose attendees to governmental, philanthropic and corporate efforts to transform the nation's divisions into a renewed landscape of economic equity and inclusive competitiveness. Journalists will meet the leading change-makers, visionaries and experts across sectors of education, entrepreneurship, tech-based workforce and economic development. This lab will address current problems and introduce new relevant data, knowledge and resources to craft a new 21st century narrative for a globally competitive Inclusive America.

**Location: Hoover**

### **Panelists:**

- Erica Atwood, Senior Consultant, Cities United
- Gina Belafonte Co-Director, Sankofa
- William Bell, Mayor, City of Birmingham, Alabama
- Andrew Scot Bolsinger, Senior Administrator, ScaleUp Partners
- Peggy Cooper Cafritz, Co-founder, Duke Ellington School of Arts
- John Jack Calhoun, Founder, Hope Matters
- Alejandra Castillo, National Director, Minority Business Development Agency
- Judith Browne Dianis, Executive Director, Advancement Project
- Derek Dingle, Chief Content Officer, Black Enterprise Magazine
- Shawn Dove, Executive Director, Campaign for Black Male Achievement, CBMA
- Althea Dryden, Executive Assistant, Cities United
- Soffiyah Elijah, Executive Director, The Alliance of Families for Justice
- Marcus Ellis, Safer, Stronger DC Manager
- Kathryn Finney, Managing Director, Digital Undivided
- Jade Floyd, Senior Director of Communications, Case Foundation
- Lilibeth Gangas, Chief Technology Community Officer, Kapor Center for Social Impact
- Mike Green, Co-founder, ScaleUp Partners
- Sheila Herrling, Senior VP of Social Innovation, Case Foundation
- Johnathan Holifield, Co-founder, ScaleUp Partners
- Cheryl Houser, Co-founder & Producer, Generation Startup film
- Dwayne Johnson, Co-founder, ScaleUp Partners
- Sarah Koch, VP of Social Innovation, Case Foundation
- Doug Mitchell, Co-founder NewU Minority Media Entrepreneurs
- Laura Weidman Powers, CEO, Code2040
- Earl Robinson, CEO, Consequent Capital Management LLC
- Rashad Robinson, Executive Director, Color of Change
- Rashid Shabazz, VP of Communications, Campaign for Black Male Achievement, CBMA
- Anthony Smith, Executive Director, Cities United
- Antonio Yarbough, Advisor, Alliance of Families for Justice

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

## **CNN REPORTERS WORKSHOP: FROM LOCAL REPORTER TO NATIONAL CORRESPONDENT (INVITATION ONLY)**

*Powered by CNN*

This day-long workshop gives promising local television reporters a look into what it takes to be a successful network correspondent. Top CNN journalists will use interactive training to teach you the different skills, experiences and background you need to make it at the network level. You will hear from CNN correspondents, producers and executives and get firsthand insight into the reality and rigors of the job.

**Locations: Wilson A/Cleveland 2**

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

## **CNN PRODUCERS WORKSHOP (INVITATION ONLY)**

*Powered by CNN*

**Location: Wilson B**

## **INTERACTIVE SESSION I**

9:00 a.m. - 10:30 a.m.

### **MAXIMIZING ENGAGEMENT AND IMPACT THROUGH MULTI-PLATFORM PROJECTS**

Go beyond traditional storytelling techniques with transmedia journalism, an approach to storytelling that incorporates multiple platforms and can create new opportunities for engagement and impact. Reporters and editors who can use their core skills to contribute to such projects either within their own organizations or by partnering with others can demonstrate innovation and relevance in the rapidly changing media environment. Learn from innovative journalists who will examine cross-platform storytelling projects, discuss practical applications of emerging technologies and share editorial and production planning and distribution strategies.

**Location: Coolidge**

#### **Moderator:**

- Lynne Clendenin, Vice President of Programming, Oregon Public Broadcasting

#### **Panelists:**

- David Stuckey, Digital Producer, Oregon Public Broadcasting
- Maryanne Culpepper, Executive Director of the DC Environmental Film Festival, Former President, National Geographic
- Kevin Moloney, Professor, University of Colorado, Boulder, Photojournalist (will be connected via Skype)

9:00 a.m. - 10:30 a.m.

## EXPLORE SOMETHING NEW: WHY YOU SHOULD BECOME A TRAVEL WRITER OR TRANSPORTATION JOURNALIST

Exotic locales, fine dining, exhilarating adventures. It sounds sexy, but that's not why you should delve into the wonderful world of travel journalism. The industry includes beats from transportation to legislation, as well as vacation, allowing us to generate news that pulsates through the heart of Americans on the go. Travel is hot right now and can really take you places in your career. Whether it's Airbnb and Uber or airline mergers and Hyperloop trains, hear from writers, editors, bloggers and PR professionals about how to navigate the travel and transportation beats. You'll learn where to turn for sources, how to pitch editors, and even how to get paid to travel the world. From freelance writing to staff reporting and public relations, the travel industry is one worth exploring.

**Location:** Taft

### Moderator:

- Sheree R. Curry, Manager, PR & Communications, Travel Leaders, Secretary, Twin Cities Association of Black Journalists

### Panelists:

- Eileen P. Gunn, Editor, FamiliesGo!, Moderator, #MOMTravelChat on Twitter
- Robin Washington, Producer, Planes, Trains & Automobiles, LLC
- Benet Wilson, Owner/Editor-In-Chief, Aviation Queen LLC
- Eric Moya, Destinations Editor, Travel Weekly

9:00 a.m. - 10:30 a.m.

## THE ART OF THE DEAL: NEGOTIATING YOUR FUTURE

A diverse panel of experts will cover tips on mapping out your career focusing on: Employment Agreements, Raises & Perks, Positioning for a Promotion, When do you need an agent, and Seizing your next opportunity.

**Location:** Truman

### Moderator:

- George Smith, Anchor, WFLD-TV

### Panelists:

- Mary Cavallaro, Chief Broadcast Officer, SAG-AFTRA
- Crystal Johns, Agent, UTA Bienstock
- Sitara Nieves, Interim Executive Producer, Marketplace
- Gregg Willinger, President, Willinger Talent Agency
- Lauren Williams, Managing Editor, Vox



9:00 a.m. - 10:30 a.m.

## **CAN YOU HANDLE THE TRUTH? DECIPHERING WHEN NEWS ISN'T REAL**

Are we living in an anti-fact world? In this era of “truthiness,” news sources go viral even as they spout less fact and more fiction, creating plenty of work for fact-checking sites. For readers, overloaded with information in the social media world, these sites offer an oasis of truth. The panel examines how bots, politicians, liars, government and corporate propaganda are creating a fundamental change in public discourse that requires a new look at the role of fact-check journalism, or accountability journalism, in a democracy.

**Location: Harding**

### **Moderator :**

- Ingrid Sturgis, Associate Professor/New Media, Howard University, Editor, Truthbetold.news

### **Panelists:**

- Yanick Rice Lamb, Associate Professor and Chair, Department of Media, Journalism and Film, Howard University
- Angie Drobic Holan, Editor, Politifact
- Ron Nixon, Correspondent, The New York Times, Cofounder, Truthbetold.news
- Brookie Madison, Student, Howard University

## **INTERACTIVE SESSION II**

10:45 a.m. - 12:15 p.m.

## **THE DATA HAVE A FAMILIAR FACE: HUMANIZING INVESTIGATIVE PROJECTS TO MAKE READERS CARE**

You've carved out time to do that long-form, data-driven story bubbling up from your beat. You know the analysis is compelling, but you don't want to overwhelm readers with statistical findings and starve the narrative. This panel features investigative reporters who have learned how to write narratives rooted in data. They will walk you through lessons learned (and mistakes made), while balancing solid analysis with poignant characters. No matter the size of your story -- a Sunday center piece or a year-long investigation -- this session aims to ensure your data-driven investigations sing.

**Location: Taft**

### **Moderator**

- Talia Buford, Reporter, The Center for Public Integrity

### **Presenter:**

- Kristen Lombardi, Senior Reporter, The Center for Public Integrity
- Susan Ferriss, Reporter, The Center for Public Integrity
- Ben Wieder, Computer Assisted Reporter, The Center for Public Integrity
- Josh Mankiewicz, Correspondent, Dateline NBC

10:45 a.m. - 12:15 p.m.

## FRESH FACES, BIG IDEAS: EVOLVING FROM YOUNG REPORTER TO LEADER

You're young, you're fresh, you're new to a newsroom — and you've got a big idea. You want to create something innovative and start a project — a long-term investigative reporting piece, a podcast, a data visualization feature, a live event, an ongoing reader engagement campaign, or create an internal newsroom task force. Your idea will require time, money, and contributions from other people in the newsroom, across desks and platforms. How do you turn your big idea into a reality? How do you demonstrate that you're ready to lead? This workshop is co-coordinated with Marissa Evans and the Young Black Journalists task force.

**Location: Truman**

### Moderator:

- Martine Powers, Metro Reporter, The Washington Post

### Panelists:

- Adam Harris, Assistant Social Editor, ProPublica
- Nicole Chavez, Breaking News Reporter, Austin-American Statesman
- Talia Buford, Environmental and Labor Reporter, The Center for Public Integrity
- Astead Herndon, City Hall reporter, The Boston Globe

10:45 a.m. - 12:15 p.m.

## HOW TO PITCH ETHNIC-THEMED CONTENT WITHIN A MAINSTREAM ORGANIZATION

Many media organizations say they want diversity and will often back efforts to diversify content. However, creating that content can face some unexpected hurdles that require creative solutions. For example, how to maneuver the very tricky balancing act of not talking down to your target audience while explaining cultural nuances to a wider audience? How do you reach that target audience if it is not part of the established audience already? How to deal with senior managers who just don't get it? Are there different metrics for successes for this content? How to celebrate successes? Panelist will explain how to successfully navigate this in your news room.

**Location: Tyler**

### Moderator:

- Vickie Walton-James, Senior National Editor, National Public Radio

### Panelists:

- Dean Baquet, Executive Editor, The New York Times
- Keith Brown, Senior Vice President, Programming, HLN
- Adrian Florido, Reporter, NPR's Code Switch Team

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10:45 a.m. - 12:15 p.m.

## HOW TO LAND YOUR DREAM ARTS AND ENTERTAINMENT GIG BEFORE AGE 30

The panelists all have drool-worthy, specialty jobs and got them before they turned the big 3-0. We hear from them about what steps they took as students and young professionals to land them these high-profile A&E positions.

**Location: Taylor**

**Moderator:**

- Kelley Carter, Senior Writer, ESPN's The Undeclared

**Panelists:**

- Sylvia Obell, Pop Culture Writer, BuzzFeed
- Justin Tinsley, Staff Writer, ESPN's The Undeclared
- Mesfin Fekadu, Music Editor, The Associated Press
- Gerrick Kennedy, Music

10:45 a.m. - 12:15 p.m.

## THE RENT'S TOO DAMN HIGH: COVERING HOUSING AND GENTRIFICATION

Gentrification is dramatically changing the face of housing throughout major metropolitan areas, often times displacing African-American and Latino residents in the process. This panel will delve into the how's of reporting what may not be the most obvious story in this trending topic from experienced reporters who have covered this issue and housing experts that are potential sources. This panel is for reporters and those interested in covering housing, real estate, business & finance, education and community development.

**Location: Coolidge**

**Moderator:**

- Robert Pierre, President, Bald Cypress

**Panelists:**

- Cher Castillo Freeman, Owner & Principal Broker, RE/MAX SKY Real Estate
- Todd A. Lee, Executive Director, District of Columbia Housing Finance Agency
- Brentin Mock, Staff Writer, CityLab.com

10:45 a.m. - 12:15 p.m.

## HOW TO DO INVESTIGATIVE REPORTING ON YOUR BEAT

Covering a beat and can never find the time to do investigations? This hands-on session will walk participants through the investigate process from start to finish while still covering a beat. During the session, participants will learn how to come up with ideas, strategies for gaining access to public records, and how to managing your time during an investigation. Participants will also learn how to effectively used the freedom of information act and various web tools to get access to information. Finally, the panel will walk through the process and different styles of writing the investigative story.

**Location: Harding**

**Moderator:**

- Nikole Hannah-Jones, Staff Writer, The New York Times Magazine

**Panelists:**

- Topher Sanders, Investigative Reporter, ProPublica
- Cory Johnson, Staff Writer The Marshall Project
- Ron Nixon, Washington Correspondent, The New York Times
- Rene Marsh, Aviation and Government Regulation Correspondent, CNN



# DAILY SCHEDULE / SPECIAL EVENTS

10:45 a.m. - 12:15 p.m.

## WHY WE DO WHAT WE DO: KEYS TO GREAT VISUAL STORYTELLING

Visuals at a radio company?! This panel will show how the NPR Visuals team uses photos, illustration, and data visualization to bring radio stories to life online. This panel will include plenty of examples and stories of both success and the persistent challenges of online visual storytelling at a legacy media organization.

**Location:** Johnson

### Panelists:

- David Eads, Supervising Editor, News Applications, NPR Visuals
- Ariel Zambelich, Supervising Editor, Photo, NPR Visuals

10:45 a.m. - 12:15 p.m.

## THE SOUND SALON

Join NPR for a fun, enlightening, interactive showcase of audio storytelling. The annual Sound Salon features creative stories by reporters and producers from public and commercial radio, websites, podcasts and other outlets. Participants are encouraged to get in touch with the moderator before the salon, or they can arrive with recordings of their own work to share. This popular session is ears-on and informal, yet designed to exchange ideas and techniques, and also to get you excited about the best in today's audio storytelling. This relaxed but fun session gives reporters/producers a chance to showcase their work, share techniques and strategies.

**Location:** Jefferson

### Panelists:

- Luis Clemens, Senior Editor for Diversity, National Public Radio
- Danyell Irby, Supervising Editor, National Desk, National Public Radio

12:00 p.m. - 1:00 p.m.

## EMERGING LEADERS LUNCH

*Powered by NABJ and The Executive Leadership Council*

12:00 p.m. - 1:30 p.m.

## NARRATIVE CHANGE IN ENTERTAINMENT AND THE MEDIA

*Powered by W.K. Kellogg Foundation*

Our perspectives, perceptions and behaviors are influenced by many factors – a major one being the stories and narratives we hear, watch and consume. Often the narratives influence us to consciously or unconsciously treat people differently based on what we think we know of them. This reality has many implications and there are growing efforts emerging to address the stereotypes and misconceptions that fuel racial tensions in communities. Clearly, the nation must address how the media and entertainment industries predominantly portray people and communities of color. Join a dynamic conversation among leading artists and entertainment and media professionals about the ways they working to creatively address this issue.

**Location:** Salon 3

### Moderator:

- Ed Gordon, host of BET's Weekly with Ed Gordon

### Panelists:

- Brooke Barnett, Associate Provost for Inclusive Community and Professor, School of Communications, Elon University
- Jerry Tello, National Compadres Network
- Monica Haslip, Little Black Pearl
- Brenda Palms Barber, North Lawndale Employment Network

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1:00 p.m. - 5:00 p.m.

## **NABJ CHAPTER DAY**

Each year, the leaders of NABJ's chapters come together from across the country for this once-a-year opportunity to meet face-to-face. Chapter Day is an opportunity to fellowship, network, share ideas and to learn ways to elevate chapter management. NABJ chapter leaders are welcome to join this day-long session, which will feature a leadership talk led by Roland Martin, host of News One Now and commentator for TV One, regional caucuses and tips on programming and professional development.

**Location: Madison B**

1:00 p.m. - 1:45 p.m.

## **SO YOU THINK YOU WANT TO TEACH? A CONVERSATION AND Q&A WITH SEASONED EDUCATORS**

Do you have questions about transitioning into the classroom? Confused by academic jargon? Unsure of what you need to apply? CV versus resume? Academia has a set of rules and regulations that are unique. Navigating them can be bewildering for a newbie. And the rules change whether you're a part-time adjunct or full-time (tenure or non-tenure track). Here's your chance to sit down with seasoned journalism and communications educators who will share what they wish they'd known before they started teaching.

**Location: Wilson C**

### **Panelists:**

- Bill Celis, Associate Professor, University of Southern California
- Brooke Barnett, Associate Provost for Inclusive Community and Professor, School of Communications, Elon University
- Mei-Ling Hopgood, Associate Professor, Medill School of Journalism, Integrated Marketing Communications, Northwestern University
- Rafael Lorente, Associate Dean for Academic Affairs and Director of the Master's Program at the University of Maryland, College Park.
- Marcella DeVeaux, Associate Professor, California State University, Northridge

1:45 p.m. - 2:30 p.m.

## **A FRANK DISCUSSION ABOUT RACE IN ACADEMIA: HOW IT MATTERS WHERE YOU TEACH**

*Powered by The American Federation of Teachers*

Whether you're at a large school with few students and faculty of color or at a historically African-American or Hispanic institution, you may face issues that most of your white counterparts do not. You may find yourself juggling the demands of teaching, research and committee assignments with the "invisible labor" of mentoring students of color who are not even in your class. Or you may land at an institution with limited resources and students from disadvantaged backgrounds. Then, there are the longstanding complaints when it comes to tenure and promotion of faculty of color. In this session, we'll debrief on what it's like to teach in various ecosystems and why it matters where you land.

**Location: Wilson C**

### **Panelists:**

- Bill Celis, Associate Professor, Journalism, University of Southern California
- Will Sutton, Journalism Lecturer, Grambling State University
- Lisa Armstrong, CUNY Graduate School of Journalism
- Michelle Johnson, Associate Professor of Journalism, Boston University
- Mei-Ling Hopgood, Associate Professor, Northwestern University

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WEDNESDAY

# DAILY SCHEDULE / SPECIAL EVENTS

2:30 p.m. - 3:30 p.m.

## **BASICS OF GREAT TEACHING: DEMYSTIFYING TOOLS AND METHODS**

Got grading rubrics? Does your syllabus need an overhaul? And how do you get the most out of that terrible, buggy course management software? You'll walk away from this session with an understanding of tools and techniques that can help you get started or turbo-charge your teaching. Related: See the Educator track in the conference program for details on "Turbocharge Your Teaching," to find some new ideas for teaching journalism.

**Location: Wilson C**

### **Panelists:**

- Michelle Johnson, Boston University
- Robert Hernandez, University of Southern California
- Dr. Sybril Brown, Belmont University

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

## **TURBOCHARGE YOUR TEACHING**

Looking for ways to fire up your students? Get creative ideas for teaching journalism in a series of rapid-fire, back-to-back, five-minute lightning talks. Experienced journalism educators present their most innovative teaching methods, including how to integrate cutting-edge technologies into digital journalism courses. You'll walk away from this session with an understanding of tools and techniques that can help you get started or turbo-charge your teaching.

**Location: Wilson C**

### **Panelists:**

- Ingrid Sturgis, Associate Professor/New Media, Howard University
- Michelle Johnson, Associate Professor of the Practice, Multimedia/Online Journalism, Boston University
- Robert Hernandez, Associate Professor of Professional Practice, University of Southern California
- Yvonne Latty, Clinical Professor, New York University
- Zita Arocha, University of Texas, El Paso
- Edna Negron, Ramapo College of New Jersey

## **INTERACTIVE SESSION III**

2:00 p.m. - 3:30 p.m.

## **RESTORING TRUST AND TRANSFORMING RELATIONSHIPS BETWEEN LAW ENFORCEMENT AND COMMUNITIES OF COLOR**

*Powered by W.K. Kellogg Foundation*

With the recent tragedies in Baton Rouge, Falcon Heights, Minneapolis and Dallas, the often-fragile relationship between law enforcement and communities of color is being tested in locations across the nation. There have been calls from government, community, and police leaders, including President Obama, for a healing of the broken trust and breach in respect between law enforcement and the people they are supposed to protect. With support from the W.K. Kellogg Foundation, healing efforts are underway in several communities, such as Salinas, California, and Chicago. Join a conversation with experts who will discuss the keys to facilitating healing in communities, and show the results of their work.

**Location: Coolidge**

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2:00 p.m. - 3:30 p.m.

## **THE POWER OF MAPPING: HEALTH DISPARITIES IN YOUR COMMUNITIES**

*Powered by Centers for Medicare and Medicaid Services/NORC and California Dept. of Public Health, Office of Health Equity.*

Health disparities are closely linked with social, economic, and environmental disadvantages that are often driven by societal conditions. Racial and ethnic minority communities are disproportionately burdened by higher rates of childhood obesity, chronic diseases and mortality rates. Two recently developed mapping tools can aid journalists in visualizing these disparities. In California, the Healthy Communities Data and Indicators Project (HCDIP) identifies 20 key attributes of a healthy community through all stages of life. Data are available in California by different levels of geography (census tracts, cities, county divisions, counties, and regions) by time periods and by race and ethnicity. In March 2016, the Centers for Medicare & Medicaid Services Office of Minority Health released the Mapping Medicare Disparities Tool (MMD). MMD is an easy to use, interactive map of the United States, designed to increase understanding of chronic disease disparities among Medicare populations. The map contains measures for disease prevalence, costs, and hospitalization for chronic conditions such as diabetes, heart disease, and emergency department use by racial and ethnic groups.

**Location: Madison A**

2:00 p.m. - 5:15 p.m.

## **LONGFORM NARRATIVE STORYTELLING IN A DIGITAL AGE**

Longform Narrative Storytelling is designed for journalists who want to expand their storytelling skills beyond routine feature writing into ambitious works of well-reported narrative non-fiction. This workshop is open to journalists working in any media platform, but especially digital journalism. The session will present different methods for approaching narrative storytelling -- moving beyond the conventions of the traditional anecdotal lede / nut graf approach and toward thinking more about telling stories that compel readers to ask, "What happened next?" Discussion will include how you conceive and develop solid story ideas, and how the reporting and the writing can be structured. The afternoon session will be built around a series of writing and storytelling exercises designed to get participants experimenting with new -- and perhaps long familiar -- ways of telling the stories they need to tell. The workshop will include discussion about the use of multimedia elements to support the storytelling. This program will be done in multiple formats, including lecture style but with interactivity between the instructor and the attendees, as well as interactions between the attendees themselves. Laptops recommended.

**Location: Washington 6**

### **Panelists:**

- Michael Shapiro, Professor, Journalism, Columbia University Graduate School of Journalism
- Ernie Stotomayor, Dean of Student Affairs & Director, Latin American Initiatives

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# DAILY SCHEDULE / SPECIAL EVENTS

2:00 p.m. - 3:30 p.m.

## **PUBLIC RELATIONS IN BEAST MODE: UNDERSTANDING STRATEGIC PLANNING AND CRISIS COMMUNICATIONS**

Separate yourself from the public relations novice and become the true expert you aspire to be. Understanding strategic planning and crisis communications can help you do just that. This workshop will teach you how to build comprehensive strategic and crisis communications plans. You will leave this session with the framework of a strategic plan you can use. You will also learn the importance of having a crisis communications plan even though you may never have the opportunity to put one in action. This workshop will give you the confidence and knowledge you need to ensure the plans you create are anchored in measureable objectives, strategies and tactics.

**Location: Virginia A**

### **Panelists:**

- Kafi Rouse, Vice President, Public Relations and Marketing, Planned Parenthood of Southern New England
- Sarah Kogod, Director, SB Nation
- Daniel Morales, Founder, Tapiz Media Group

2:00 p.m. - 3:30 p.m.

## **DESIGNERS: TRADITIONAL TO DIGITAL**

Part 1. The Modern Designer (45 min.) What do designers in the media landscape look like today? What do they do? How did they get to where they are? This session will begin by exploring the career paths and stories of modern day designers: journalists who work in motion graphics, user experience design, data visualization, and much more. We'll hear from each of them about what got them into design and how they use it every day in their work.

Part 2. The Non-Designer (45 min.) You've just heard the stories of modern designers in journalism. But what if you're not a designer? Where do you start when your boss asks you to add a chart to a story or create a more visually appealing layout? In the second half of this session, we'll give you the practical tips and advice to do so. Anyone can improve the design and usability of a journalistic project (from a basic story page to an interactive graphic) with a few very simple fixes. Even if you have zero experience in design, a few simple principles can help you tell visual stories with clarity. We'll talk through some design rules of thumb, and how each of the panelists' have applied them to real live news examples. By the end of this workshop, you'll be able to recognize poor designs and identify how to fix them, and you'll be on your way to creating your own designs with better organization, unity, and clarity.

**Location: Virginia B**

### **Moderator:**

- Sheldon Sneed, Designer and Illustrator, Asbury Park Press Design Studio

### **Panelists:**

- Regine Gilbert, User Experience Designer
- Michael Grant, Senior Digital Designer, Minneapolis Star Tribune
- Debbie Sudduth, Multimedia Graphic Artist, ABC Disney

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2:00 p.m. - 3:30 p.m.

## **DO THE SIDE HUSTLE: USE THE SKILLS YOU HAVE TO KEEP THE MONEY COMING**

The dream is free, but the hustle is sold separately.” Keeping up with the pace of change is a challenge especially when your paycheck is tight and layoffs continue to be a threat. But there is hope. Levo League called the side hustle the biggest career trend of 2015. Journalists have plenty of skills that make ideal side hustles, but you can’t just create it out of thin air. You need to set yourself up for success. Panelists will discuss how they started their side hustles and what you need to do to keep them going as you navigate employment in the 21st century.

**Location: Virginia C**

### **Moderator:**

- Dr. Syb Brown, Professor, Belmont University

### **Panelists:**

- Nicki Mayo, Multimedia Journalist, Nicki Mayo News, LLC
- Raymond Ruiz, President, The Venture
- Tenisha Taylor Bell, President, Perfect Pitch Media Group, LLC
- Benet J. Wilson, Owner/Editor, Aviation Queen LLC

2:00 p.m. - 3:30 p.m.

## **STRAIGHT OUT OF THE GATE: NAILING THE EARLY STAGES OF YOUR JOURNALISM CAREER**

This workshop is your traditional “How to land a job after college” discussion, but much more focused on you. Whether you’re a junior in college or stumbling through that first full-time position, our panelists will explain step-by-step what you should be doing to score a job or position yourself for a new position elsewhere. We break down the discussion into strategies for aspiring print, television, radio, web or photo/video journalists. We’ll devote plenty of time to answering questions about your career, so come prepared. We’ll also leave extra time after the discussion for the audience to have one-on-one conversations with the panelists.

**Location: Maryland B**

### **Moderator:**

- Khristopher J. Brooks, Innovation & Entrepreneurship Reporter, Democrat and Chronicle

### **Panelist:**

- Adrian Florido, Reporter, NPR's Code Switch Team
- H. Denise Sawyer, Executive Producer/Multimedia Journalist, WRDE-TV
- John Ketchum, Associate Producer for Social Media, CNN
- Monica Herndon, Staff Photographer, Tampa Bay Times
- Polo Sandoval, Correspondent, CNN



# DAILY SCHEDULE / SPECIAL EVENTS

2:00 p.m. - 3:30 p.m.

## **COVERING LAW ENFORCEMENT: WHAT PEOPLE OF COLOR NEED TO KNOW**

From the August 2014 shooting death of black teen Michael Brown in Ferguson, Mo., during an altercation with a white police officer, to the recent release of a Chicago police video showing the fatal shooting of another black teen, Laquan McDonald, tensions between the police and men of color are drawing more attention. This session serves as a primer on how to cover the police from the perspectives of beat reporters, law enforcement experts and people of color.

**Location: Delaware A**

### **Moderator:**

- Susan Smith Richardson, Editor and Publisher, The Chicago Reporter

### **Panelist:**

- Robert Moore, U.S. Marshal Service (ret.), Former Police Chief, Jackson, Miss., Author, "The President's Men: Black Marshal in America."
- Simone Weichselbaum, Staff Writer, The Marshall Project
- Wesley Lowery, National Reporter, The Washington Post
- Jonathan Smith, Executive Director, Washington Lawyers' Committee for Civil Rights and Urban Affairs
- Dorian Spence, Counsel, Lawyers' Committee for Civil Rights Under Law

2:00 p.m. - 3:30 p.m.

## **GOOD SOUNDS: AUDIO 101**

Even as digital technology continues to change the way electronic journalism is produced, there's still one constant – bad audio can ruin an otherwise great story. Whether working on story for radio, television or digital multimedia, how do you gather good sound? What equipment do you need? And for freelancers, what type of equipment do you need to get quality audio, especially when you're on a budget?

**Location: Maryland A**

### **Moderator:**

- Jonathan Blakley, Program Director, Minnesota Public Radio

### **Panelists:**

- Rolando Arrieta, Manager, News Operations, National Public Radio
- Zachary Coleman, Broadcast Recording Tech, National Public Radio

2:00 p.m. - 3:30 p.m.

## **NASCAR: DRIVING INNOVATION BOTH ON & OFF THE RACETRACK**

*Powered by NASCAR*

In the modern 24-7, hyper social media, televised world, sports journalists have the dual responsibility of informing and entertaining the audience or target population with their reporting. With younger audiences abandoning customary media platforms for less traditional digital channels, sports journalists have the added challenge of keeping viewers engaged while keeping up with the latest technological trends. NASCAR is a sport based in high-technology and engineering, demanding a new approach to content creation. With unprecedented technology, NASCAR is at the forefront of how sports content is produced, delivered and received. The panel will focus on how NASCAR and its media partners maximize technology and multicultural programming to reach a younger, more diverse audience.

**Location: Washington 3**

### **Panelists:**

- Jay Harris, Anchor, ESPN
- Alba Colon, Program Manager, Chevrolet
- Ruben Garcia, 2015-2016 NASCAR Mexico Series Champion, Current NASCAR Drive for Diversity Driver with Rev Racing

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2:00 p.m.-3:30 p.m.

## **LEADERSHIP LESSONS FOR BREAKING INTO NEWS MANAGEMENT: THE COURAGE TO INNOVATE**

*Powered by TEGNA, INC.*

Do you want to be a manager and leader of innovation ? TEGNA leaders share their vision on what it takes to be a powerful and courageous leader as we transform journalism in the digital age. A great session for newsroom managers who want to be on the cutting age and for journalists who want to move into management.

**Location: Washington 1**

### **Panelists:**

- Kristie Gonzales, General Manager, KVUE (Austin)
- Carlton Houston Assistant News Director, WUSA (DC)
- Jack Acosta News Director, KENS (San Antonio)
- Vickie Bradley Assistant News Director, WFMY (Greensboro)

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

## **NABJ REGIONAL CAUCUSES**

This annual staple allows regional directors to sit down with members and discuss upcoming regional events, gain information on local chapters in an intimate environment, and allows leaders to share opportunities and ideas that go beyond quarterly reports.

**Location: Jackson**

3:45 p.m. - 5:15 p.m.

## **DOMESTIC VIOLENCE IN THE MEDIA: THE STORIES BEYOND THE BRUISE**

From Ray Rice to Oscar Pistorius, today's domestic violence headlines frequently focus on the perpetrators of these horrific acts. What if the media also covered the victim's angle, educating their audiences, and informing them of the resources available to survivors? Mary Kay is sponsoring Domestic Violence In The Media: The Stories Beyond The Bruise workshop session. The goal of this workshop session is to open a dialogue between nonprofit PR professionals and reporters on the topic of how the media can play a bigger role in covering all human sides of these stories.

**Location: Coolidge**

### **Moderator:**

- Zayda Rivera, Reporter and Domestic Violence Survivor

### **Panelists:**

- Ron Legran, Vice President of Public Policy at the National Network To End Domestic Violence
- Khalisa Jacobs, Senior Director of Communications & Development at Break The Cycle
- Edén Soto, Crime reporter at Univision Dallas

# DAILY SCHEDULE / SPECIAL EVENTS

3:45 p.m. - 5:15 p.m.

## **BLENDING IN & STANDING OUT: TIPS AND TRICKS FOR YOUNGER SPORTS JOURNALISTS**

Mistakes are imminent in your first few jobs in journalism. How you recover from them defines you. This workshop will help equip the next wave of sports journalists with seasoned skills. Our well-rounded pansts will also share inevitable newsrooms obstacles that you can't prepare for.

**Location: Virginia B**

**Moderator:**

- Justin Walters, Sports Director/Anchor, WRNN-TV, FiOS 1 News

**Panelists:**

- Greg Lee, Editorial Director, NBA.com
- Jesse Sanchez, National Reporter, MLB.com
- Gianna Giorgi, Sports Anchor/ Reporter, KRNV, KAME, KRXI, & Bighorns Sideline Reporter
- Willard Ogan, Managing Editor, CSN Bay Area
- Nick Cregan, Multimedia Sports Journalist

3:45 p.m. - 5:15 p.m.

## **INNOVATIVE JOURNALISM: HOW JOURNALISTS CAN USE SNAPCHAT, FACEBOOK LIVE, PERISCOPE AND INSTAGRAM TO BREAK NEWS**

Social media is reshaping the news world. Periscope videos and snapchats are being uploaded to the web by "citizen journalists," everyday. Real reporters and mainstream news organizations are using sites like Twitter, Facebook Live, Periscope, and Instagram to break news and provide updates to stories. Learn how news digesters are using social media to discover the news and how to make a living with this new form of storytelling.

**Location: Maryland B**

**Moderator:**

- Errol Barnett, Correspondent, CBS News

**Panelists:**

- Christina Capatides, Senior Manager of Social Media, CBS News
- Tanya Sichynsky, Embedded Social Media EditorThe Washington Post
- Luis Giraldo, Associate Producer, 48 Hours
- Errol Barnett, Correspondent, CBS News

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3:45 p.m. - 5:15 p.m.

## DIGITAL MEDIA BOOT CAMP: USING YOUR MOBILE DEVICE TO CREATE COMPELLING NEWS STORIES AND CONTENT

Today's modern newsroom requires more than a text-based tweet or photo to capture audiences across a multi-platform universe. This session will equip participants with how-to's needed to create and deliver rich multimedia content that stands out by using your existing mobile devices.

In session part one, participants will hear directly from an industry leader on mobile skills, why they're in demand and how they can help your resume and reel really stand out. Part two will consist of a hands-on demonstration of apps and affordable add-ons you can use to produce and deliver high quality content, some of which will be raffled off to workshop participants at the end of the session. It's an high impact presentation you wont want to miss!

**Location: Maryland C**

### Panelists:

- Hugo Balta, Senior Director, Multicultural Content, ESPN
- Manuel McDonnell Smith, News Assignment Editor/Planner, NBC 10/Telemundo 62 Philadelphia
- Denise James, Multimedia Producer, Denise James Communications
- Allison Davis, Principal, Coopty Productions

3:45 p.m. - 5:15 p.m.

## IS VIRTUAL REALITY THE NEXT BIG THING? WHAT YOU NEED TO KNOW

Learn about virtual reality, the reality and the hype, and what impact it will likely have on news reporting and storytelling.

**Location: Delaware A**

### Moderator:

- Retha Hill, Professor of Practice, Cronkite School of Journalism, Arizona State University

### Panelists:

- Clifton Dawson, Founder, Greenlight VR
- Carolina Marquez, Founder, Terranial VR

6:00 p.m.- 8:00 p.m.

## OPENING RECEPTION & CEREMONY

Join us as we kick off our historic joint convention! This year's opening ceremony will be hosted by Byron Pitts, ABC News and Maria Hinojosa, Latino USA. And our opening reception will be hosted by Sunny Hostin, ABC News and Sheinelle Jones, NBC News.

**Location: Salon 2/3**

# THURSDAY, August 4, 2016

7:30 a.m. - 9:00 a.m.

## PROFESSIONAL DEVELOPMENT BREAKFAST

*Powered by ESPN*

**Location: Washington 4**

7:00 a.m. - 5:00 p.m.

## REGISTRATION AND WELCOME CENTER

**Location: Exhibit Hall C**

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

## CAREER FAIR

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# DAILY SCHEDULE / SPECIAL EVENTS

9:00 a.m. - 10:30 a.m.

## NEWSMAKER PLENARY RACE: A CONVERSATION

*Powered by The Walton Family Foundation*

Horrific violence unfolded in the U.S. July 5-July 8, 2016, leaving two black men dead at the hands of police in Louisiana and Minnesota, and five police officers dead at the hands of one black man in Dallas. Millions of Americans -- angry, shocked and traumatized by the senseless acts -- reacted with fear, frustration, grief and sadness. These tragic events, preceded in recent years by numerous unwarranted deaths of black and brown people by police, point to a systemic problem that continues to escalate. In the wake of such violence, protest marches for civil, human and social justice continue to erupt throughout the country, echoing the civil rights movement of the 1960s. Will such protests garner results that ensure equal rights and equal justice for everyone? If not, what will? Hear answers from America's leading political, legal, cultural, intellectual and media analysts as they discuss the nation's growing acts of violence against people of color.

**Location: Salon 3**

### Moderators:

- Joy Ann Reid, MSNBC
- Maria Hinojoša, NPR

### Panelists:

- Loretta Lynch, U.S. Attorney General
- John King, U.S. Education Secretary
- Broderick Johnson, White House Cabinet Secretary
- Shaun King, NY Daily News
- Wesley Lowery, The Washington Post
- Manny Ruiz, Founder & CEO Hispanicize Media Group
- Nicole Gonzalez Van Cleve, Temple University
- Teri Arvesu, Univision News Director, Chicago
- Art Holiday KSDK-TV Anchor/Reporter St. Louis
- Andre Brooks, Executive Producer KTVT, Dallas
- Alfredo Corchado, Dallas Morning News
- Marc Lamont Hill, CNN
- Roland Martin, TV ONE
- Arthur Reed, Author
- Luvvie Ajayi, Blogger
- DeRay McKesson, Activist

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10:45 a.m. - 12:15 p.m.

## EXPANDING EDUCATIONAL OPPORTUNITIES AND EMPOWERING CHILDREN AND FAMILIES

*Powered by the Walton Family Foundation*

The pervasive racial achievement gap in our nation is a symptom of the inequities in our education system, and the reality is far too few children of color attend schools that help them maximize their potential. This plenary will examine how we can provide more equitable educational opportunities for students of color by increasing the number of great schools of all types (district, charter and private) and helping parents select the best school for their child. Come learn from activists and educators about how the work of journalists can help realize this vision.

**Location: Maryland A**

### Moderator:

- Roland Martin, The Roland Martin Show and NewsOne Now, TV One

### Panelists:

- Howard Fuller, Ph.D. Distinguished Professor of Education, Marquette University
- Derrell Bradford, Executive Vice President, 50Can
- Mary Moran, Co-founder, Nuestra Voz
- Erica L. Green, Education Reporter, The Baltimore Sun Representative, American Fed

10:45 a.m. - 12:15 a.m.

## REPORTING ON RACE IN AMERICA: LESSONS FROM LOCAL NEWSROOMS

*Powered by the National Association of Broadcasters and NAB Education Foundation*

Local television and radio newsrooms frequently find themselves at the epicenter of news stories where race is a principal factor-ranging from coverage of racially-motivated crimes to coverage of demonstrations and civil unrest. How do local newsrooms prepare themselves to effectively cover these events? Can stations' relationships with various segments of their local communities enable them to report more effectively than other news outlets? What best practices do stations employ to ensure diversity in their coverage of stories where race is not necessarily a factor? Join us for a discussion of what local stations are doing well and what steps they can take to improve.

**Location: Virginia A**

### Moderating:

- Paula Madison, The Africa Channel, Former Executive, NBC, Author, Producer

### Panelists:

- Barry Simms, News Anchor, Reporter, WBAL
- Teri Arvesu, News Director, Univision
- Art Holiday, Nightbeat reporter, KSDK, St. Louis, MO



# DAILY SCHEDULE / SPECIAL EVENTS

10:45 a.m. - 12:15 a.m.

## COVERING IMMIGRATION

With no prospects of passing comprehensive immigration reform, President Obama's contested executive actions and the demonization of immigrants and immigration policies during the presidential debates have further fueled debate and generated media coverage that hasn't accurately delved into the complex issues behind the law and the popular response to what some call a crisis. During this session, journalists will get an overview of key concepts of U.S. immigration law, learn how current developments and trends relate to federal immigration law and how to turn complex immigration issues into compelling stories. Seasoned journalists will share how to find people to profile, conduct interviews with unauthorized immigrants and develop expert sources that can help viewers/readers understand the root causes of immigration, trends, and recent Supreme Court decisions. A list of helpful resources will be provided and discussed.

**Location: Virginia B**

### Panelists:

- Alfredo Corchado, Mexico City bureau chief, Dallas Morning News
- Nelson Castillo, Immigration Attorney/Columnist/TV Commentator, Castillo Law Firm
- Angela Korcheva, Journalist, Borderlands Director, Cronkite News at Arizona PBS

10:45 a.m. - 12:15 p.m.

## RACE, RAGE, DISPARITIES, DEATH-HEALTH EQUITY STORIES AND SOLUTIONS

*Powered by the Robert Wood Johnson Foundation*

From global health to community development, from zip codes to the skin you're in, health equity has wide and cross-cutting consequences for Black and Brown communities. Our environment is making us sick and sending us to early graves. Whether it's a contaminated water supply, preventable diseases or the stress of racism, health equity approaches problems with solutions. The issues are embedded in stories large and small; from major news headlines tracking a virus of violence, spread by the toxic mix of guns, race and rage to the seemingly uneventful daily circumstances that are shaped by the spaces where we live, learn, work and play. Our panelists will translate evidence-based research into stories that animate the possibilities through compelling actions and tangible outcomes.

Join our communications experts, scholars and health policy specialists to explore the state of health equity by translating facts and findings into storytelling.

**Location: McKinley**

### Panelists:

- Linda Wright Moore, Senior Communications Officer, Robert Wood Johnson Foundation
- Dwayne Proctor, PhD, Director and Senior Adviser, Robert Wood Johnson Foundation
- Gene Demby, Lead Blogger, Code Switch, NPR
- Ana Díez Roux, MD, PhD, MPH, Dean and Distinguished Professor, Dornsife School of Public Health, Drexel University"
- Thomas LaVeist, PhD, Chair, Health Policy and Management Department, Milken Institute School of Public Health, The George Washington University
- Keshia Pollack, PhD, Associate Professor, Bloomberg School of Public Health, Johns Hopkins University

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## PROFESSIONAL DEVELOPMENT LUNCHEONS

12:15 p.m. - 2:00 p.m.

### **FIRESIDE CHAT WITH DAVID PLOUFFE: SERVING THE UNDERSERVED**

*Powered by Uber*

David Plouffe led two winning presidential campaigns for President Barack Obama. Now he's racing ahead with a new mission. As Uber's Chief Advisor and Board member, Plouffe is putting the pedal to the medal for the company that's changing how we move around the world. Widely admired for his 50-state ground game that led to the Obama campaign's success, Plouffe is now busy expanding Uber's reach and influence in communities globally. Perhaps nowhere has ridesharing's impact been felt more than in the nation's underserved neighborhoods, where work and transportation options have historically been scarce.

Uber's Chief Advisor sits down for a one on one with Callie Crossley, WGBH Boston TV and Radio Host and former NABJ Broadcast Vice President, in a high-octane conversation about policy, presidential and community-building strategies.

**Location: Washington 1**

**Panelists:**

- David Plouffe, Chief Advisor & Board Member

12:15 p.m. - 2:00 p.m.

### **MAKING SURE MEDICINE WORKS FOR US**

*Powered by Eli Lilly and Company*

Have you ever wondered if your medicines were tested in people like you? Or if they will affect you the same way as they do others? A patient's ethnicity, lifestyle, culture, and genetic makeup are all factors that can impact the effectiveness of a given medicine. Unfortunately, most clinical trials conducted in this country lack diversity, and minorities are consistently underrepresented.

That's changing though, thanks to collaborations between the private and public sectors. Learn more at a luncheon featuring experts from the National Minority Quality Forum, National Center for Bioethics in Research and Health Care at Tuskegee University, the National Hispanic Council on Aging and Eli Lilly and Company.

**Location: Washington 2**

Join **Jeff Pegues** from CBS News as he investigates the diversity problem and converses with health and medical leaders from the, African-American and Hispanic communities, including:

**Panelists:**

- Yanira Cruz, Dr.PH., President and Chief Executive Officer, National Hispanic Council on Aging
- Coleman Obasaju, M.D., Ph.D., Global Leader, Diversity in Clinical Research, Eli Lilly and Company
- Joan R. Harrell, DMIN, M.Div., M.S., National Center for Bioethics in Research and Health Care, Tuskegee University
- Gary A. Puckrein, Ph.D., President and Chief Executive Officer, National Minority Quality Forum

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12:15 p.m. - 2:00 p.m.

## SHAPING COVERAGE OF CHILDREN AND IMMIGRATION

*Powered By Annie E. Casey Foundation*

Panelists will examine data and discuss how reporters should cover immigration, with a special focus on children. The discussion will include children immigrating from countries across the globe, including Latin America, Africa and Asia. Of course, the conversation will revisit coverage of undocumented minors that made headlines two years ago and largely has faded from the front pages. Immigration policies continue to make living in the United States tenuous for kids. The panel will talk about what narratives have developed around children in immigrant families and what should journalists do to highlight the challenges as well as solutions that would ensure their safety and stability.

**Location: Washington 3**

### Moderator:

- Maria Hinojosa, Futuro Media Group and host of “Latino USA” and “America By the Numbers

### Panelists:

- Phillip Martin, Senior Investigative Reporter, WGBH Boston Public Radio
- Maria Pena, Washington Correspondent, La Opinion
- Laura Speer, Associate Director for Policy Reform and Advocacy, The Annie E. Casey Foundation

## INTERACTIVE SESSION V

2:15 p.m. - 3:45 p.m.

## INTERSECTION OF MISOGONY AND RACISM: HEALTH CARE FOR IMMIGRANT WOMEN ON THE BALLOT IN NOVEMBER

*Power by Planned Parenthood Action Fund*

This election, access to healthcare is on the ballot. With a Presidential nomination who is lethal combination of misogynist, racist, and anti-immigrant, immigrant women in particular are already experiencing real-life barriers to care. Tight immigration enforcement coupled with attacks on sexual reproductive health care, leave immigrant women in the shadows -- unable to access care, unable to try to without crossing border checkpoints, and facing daily fears of deportation escalating by the current deportation raids against Central American refugees. With the Supreme Court ruling on DAPA/DACA and HB2 this year, immigrant women are not only at risk of further being marginalized in terms of accessing to health care but are at risk of having their families torn apart -- all things that are essential for leading a healthy and complete life.

**Location: Delaware B**

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2:15 p.m. - 3:45 p.m.

## **CROSSING JORDAN: FROM JOURNALISM TO PUBLIC RELATIONS**

*Powered by Eli Lilly and Company*

In this panel expert journalists will discuss how to create or match your journalism success to public relations/public affairs employment. Social responsibility will be discussed in detail as these Influencers share their skill sets used to transition to the PR sector. The panel will also discuss the transition guides, the initial steps, and the methodological process it takes to transition. The presenters will also showcase best practices for the use of journalism careers in the public relations and media related sector. In today's competitive public relations environment, which path has the quickest advancement: corporate public relations or agency public relations? On this panel, talk to transitioned journalists and leading public relations practitioners on both the corporate and the agency side to learn the ins and outs of both paths. Careers in PR, public affairs, and nonprofit PR will be showcased.

**Location: Madison A**

### **Moderator:**

- Terry Allen, CEO, 1016 Media

### **Panelists:**

- Tanzi West Barbour
- Saptosa Foster, Managing Partner, 135th Street Agency
- Neil Foote, President/CEO, Foote Communications
- Zakiya Larry, Media Relations Director, The Potter's House/T.D.Jakes Ministries
- Rebecca Aguilar, Vice President, NAHJ and SPJ Fort Worth

2:15 p.m. - 3:45 p.m.

## **ASK THE EXECUTIVES: HOW SPORTS MEDIA IS CHANGING**

Media is being consumed across an increasing number of platforms – ranging from television, radio, broadband, tablets, mobile and set-top boxes. This next generation of media is HERE and those that can keep up are delivering compelling content across all these platforms. With the ever-changing media landscape, how do the foremost sports media outlets create content to reach the range of audiences watching on the various platforms? On the talent side, are they incorporating diverse talent to make a compelling viewing experience? During this panel, a collection of senior executives from the premier sports media outlets will discuss the rapidly changing landscape and how their networks are adapting.

**Location: Salon 3**

### **Moderator:**

- Nischelle Turner, Correspondent, Entertainment Tonight

### **Panelists:**

- Keith Clinkscales, CEO, Revolt TV; Founder, The ShadowLeague
- Rob King, Senior Vice President, Editorial, Print and Digital Media, ESPN
- Dave Morgan, President, USA Today Sports Media Group
- Kevin Lockland, Vice President, SB Nation

# DAILY SCHEDULE / SPECIAL EVENTS

2:15 p.m. - 3:45 p.m.

## THROUGH OUR EYES: VIEWS OF BLACK TEACHERS

As the number of students of color in our nation's classrooms continues to grow, the number of teachers of color in those classrooms remains dismally low. In this panel, black teachers will share their experiences and perceptions on a range of issues — from practice to education reform — and the educational themes most critical to them. Ed Trust will share findings from our conversations with black teachers across seven states and gain a deeper understanding of the unique strengths of these teachers; the roles they assume and challenges they face; and the implications for schools and districts looking not only to recruit but to keep talented black teachers.

**Location: Virginia B**

### Moderator:

- Erica Green, Reporter, Baltimore Sun

### Panelists:

- Ashley Griffin, Ph.D., The Education Trust
- Carol Battle, Educator, Oak Valley Middle School (California)
- Joshua Parker, 2012 Maryland State Teacher of the Year, Baltimore County Public Schools
- Schneequa Francis, Teacher, Halstead Academy, Baltimore County Public Schools

2:15 p.m. - 3:45 p.m.

## GETTING YOUR FINANCIAL HOUSE IN ORDER

While newsroom salaries aren't rising as fast as the increased cost of living across the U.S., professionals are at a critical moment in their careers and financial future. What you do now sets the tone for salary earning potential, savings for emergency funds, saving for retirement and more. But what to do about your 401 at work? When should you be asking for a raise? How much should you be putting away in your savings? How can you maximize your paycheck to still have savings and pay down your debts? What tools are out there to help you budget smarter? What are financial downfalls of young professionals and how can they be avoided? This workshop run by financial gurus will help you understand how to get your financial house in order no matter what your take home pay is.

**Location: Virginia C**

### Panelists:

- Marissa Evans, Health Policy Reporter, CQ Roll Call
- Michelle Singletary, Personal Finance Columnist, The Washington Post
- Natalie McNeal, Journalist and Author, The Frugalista Files: How One Woman Got Out of Debt Without Giving Up the Fabulous Life
- J.B Bryan, Author, President & Chief Investment Advisor, J.B. Bryan Investment Group

2:15 p.m. - 3:45 p.m.

## STEERING YOUR CAREER FROM INTERN TO PROFESSIONAL

Student journalists, you're killing it in the classroom, but are you ready to break into the journalism industry and thrive? Join four outstanding young journalists who let you walk away with killer tips on how to land successful internships

**Location: Maryland A**

### Moderator:

- Khorri Atkinson, Master's Candidate, CUNY Graduate School of Journalism

### Panelists:

- Justin Madden, NABJ/Reuters Fellow, Reuters - Chicago
- Tanzina Vega, Digital Correspondent, CNN - New York
- Victoria Walker, Digital Editor, The Washington Post
- Brian De Los Santos, Digital Editor, Los Angeles Times

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2:15 p.m. - 3:45 p.m.

## THE FREDDIE GRAY STORY: WHAT THE NEWS MEDIA MISSED

Journalists who have been involved in reporting and/or directing coverage of the Freddie Gray story, from the death of this 25-year-old black man while in police custody through the prosecution of police officers involved with his arrest, will examine this episode in America's epic saga of race. Viewing it as a call for more proactive reporting, they will offer strategies for convincing gatekeepers that there are stories that must be told even when there is no apparent crisis; explore best practices in reporting and research; and share multimedia storytelling techniques.

**Location: Maryland B**

### Moderator:

- E.R. Shipp, Associate Professor, School of Global Journalism & Communication, Morgan State University

### Panelists:

- Roberto Alejandro, Founder, Onbckgrnd.com
- Justin George, Reporter, Baltimore Sun
- Karen Houppert, Editor, Baltimore City Paper
- Charles Robinson, Reporter & Producer, Maryland Public Television
- Carla Wills, Senior News Producer, Democracy Now!
- John Blake, Senior Writer, CNN Digital

2:15 p.m. - 3:45 p.m.

## BREAKING INTO FOREIGN FREELANCING

Tired of domestic news and want to see the world? The idea of being a foreign correspondent can be seductive, but news organizations often turn to freelancers based abroad rather than hire or send their own staff. Foreign freelancing can be a great way to get experience but also has many—very serious—risks. This panel includes journalists who have freelanced abroad and those who have worked with freelancers in hostile environments. You'll learn how to get started, stay safe, and get paid on time.

**Location: Maryland C**

### Moderator:

- Kimberly Adams, Reporter, Marketplace/American Public Media

### Panelists:

- Hannah Allam, Foreign Affairs Reporter, McClatchy
- Alexis Okeowo, Staff Writer, The New Yorker, Grantee, Pulitzer Center on Crisis Reporting
- Noel King, Correspondent, Planet Money, NPR
- Annie Valentine, Senior Program Officer, International Women's Media Foundation



2:15 p.m. - 3:45 p.m.

## WHERE IS THE SHONDA RHIMES OF THE NEWS MEDIA? HOW TO GET WAY MORE WOMEN OF COLOR IN NEWSROOM LEADERSHIP POSITIONS

The well-known show runner has had an unmistakable impact on television entertainment, with dramas that feature diverse cast members and story lines that delve into diverse issues. It's just the kind of sensibility that would make the news media more reflective of an increasingly diverse and complex world. We explore important to have women of color calling the shots in newsrooms and discuss strategies for increasing their numbers.

**Location: Delaware A**

**Moderator:**

- Tracie Powell, founder, AllDigitocracy.org

**Panelists:**

- Donna Byrd, Publisher, TheRoot.com
- S. Mitra Kalita, Vice President for Programming, CNN Digital
- Lauren Williams, Managing Editor, Vox.com

2:15 p.m. - 3:45 p.m.

## NEWS EXECUTIVE ROUNDTABLE: A VIEW FROM THE TOP & INSIDE U.S. NEWSROOMS

This executive panel will discuss the changing landscape in the media industry today. Panelists will explore topics such as:

- Where the industry is heading over the next 3-5 years?
- What are the greatest opportunities in the industry?
- What keeps them up at night as media executives?
- What is important for the future workforce?

Discuss the role that diversity and inclusion plays in making their organizations successful today and in the future.

**Location: Hoover**

**Moderator:**

- Bomani Jones, Host and Commentator, ESPN

**Panelist:**

- Ramon Escobar, Vice President, Talent Recruitment & Development, CNN
- Sarah Nordgren, Director, U.S. News Operations, Executive Director, Associated Press Media Editors
- Camille Edwards, VP & News Director, WABC-TV, New York
- Kevin Merida, Senior Vice President and Editor-in-Chief, The Undeclared
- Chris Pena, Senior Vice President, Local Media Television News, Univision

2:15 p.m. - 3:45 p.m.

## **PERIODISMO DE INVESTIGACIÓN: CÓMO CUBRIR LA ELECCIÓN PRESIDENCIAL SIN VIAJAR CON LOS CANDIDATOS (PRESENTED IN SPANISH)**

Las campañas electorales son el mejor momento para reportar sobre los temas que te interesan: educación, salud, economía, inmigración. Te compartiremos experiencias, herramientas y tips para encontrar datos, dar contexto y hacer “fact checking” a los temas que están marcando la agenda en esta elección.

## **INVESTIGATIVE JOURNALISM: HOW TO COVER THE PRESIDENTIAL ELECTION WITHOUT TRAVELING ON THE CAMPAIGN BUS**

You are a journalist and you're familiar with a beat, right? Whether you cover education, immigration, economy, or health, the electoral campaign season can be the best time for you to address issues that matter. Our panelists will share their experience and tips to find information, fact check and give context around the topics that the presidential candidates are talking about.

**Location: Coolidge**

### **Moderator:**

- Eileen Truax, Journalist, NAHJ Spanish At-Large Officer

### **Panelists:**

- Valeria Fernandez, Independent Journalist, Arizona Center for Investigative Reporting
- S. Mitra Kalita, Vice President for Programming, CNN Digital
- Lauren Williams, Managing Editor, Vox.com

2:15 p.m. - 3:45 p.m.

## **SOCIAL VIDEO AND THE FUTURE OF NEWS: HOW TO PRODUCE STANDOUT VIDEO**

With billions of hours of video consumed daily by audiences across multiple social networks, social video has become a primary way to stay on top of the news. From no sound to viral video, effective social video strategy varies across platforms. Our esteemed panelists will provide tips on creating engaging social video and employing video analytics to boost performance. Participants will learn strategies on building video for Facebook, Instagram and Snapchat, and gain an understanding of the best components that make a successful video, drive traffic and elevate your news brand.

**Location: Virginia A**

### **Moderator:**

- Sarah Glover, Social Media Editor, NBC Owned Television Stations, President, National Association of Black Journalists

### **Panelists:**

- Al Tompkins, Senior Faculty, Broadcasting and Online, The Poynter Institute
- Hadley Robinson, Producer, AJ+
- Jarrad Henderson, Multimedia Producer, USA Today
- Henry Goldman, Head of News Video, BuzzFeed
- Sarah Frank, Editor, NowThis

# DAILY SCHEDULE / SPECIAL EVENTS

2:15 p.m. - 3:45 p.m.

## **FOLLOW THE MONEY: WHY YOU SHOULD CONSIDER THE BUSINESS BEAT**

Innovation is often described as a road map to the future. Given the democratization of news and an increasingly intertwined global economy, there will be a need for business journalists. Reporters and editors covering various sectors of the corporate world tend to resemble their sources -- white men. Journalists of color have, however, found success carving out niches and specialty coverage areas. Take the opportunity to learn from business journalists of color about how they began and continued building careers following the money.

**Location: Madison B**

### **Moderator:**

- Robert Barba, Technology Editor, American Banker
- Kimberly S. Johnson, Editor, CFO Journal, The Wall Street Journal
- Octavio Blanco, Writer/Editor, CNNMoney

2:15 p.m. - 3:45 p.m.

## **ADDRESSING HEPATITIS C: LEAVE NO ONE BEHIND**

*Powered by Gilead Sciences, Inc.*

Hepatitis C is a silent epidemic killing thousands of Americans every year. Over 3.5 million Americans live with chronic hepatitis C, but only about half of them know it. And Latinos and African Americans have some of the highest rates of infection in the country. Join us for a discussion about what's driving disparities among people of color and how to pitch high-impact stories that raise the alarm around this silent and deadly epidemic.

**Location: Washington 5**

## **INTERACTIVE SESSION VI**

4:00 p.m. - 5:30 p.m.

## **MANAGING RACIAL DISCRIMINATION IN THE NEWSROOM**

It may be 2016, but discrimination continues to occur in newsrooms across this country. Recent lawsuits against the AP, CNN and other media outlets prove that employees feel they are wrongly targeted. Often times, we are the only person of color in the newsroom. We, inadvertently, become victims of modern day racism. How do you discern if you've been discriminated against in terms of pay, promotion, work schedule, your look, hair, etc... Join us in recognizing signs of discrimination and learn tips to professionally address racism in the newsroom. Lawyers will provide FREE private consulting AFTER the panel. Register at: [RSVP@PerfectPitchMediaGroup.com](mailto:RSVP@PerfectPitchMediaGroup.com) to speak privately with a lawyer.

**Location: Virginia B**

### **Moderator:**

- Tenisha Bell, President, Perfect Pitch Media Group

### **Panelists:**

- Dr. Libby Lewis, Adjunct Professor, Cal State LA, Former Anchor/Reporter, CBS & NBC
- DeWayne Walker, Strategic Marketing Specialist, CNN
- Rebecca Carroll, Producer, Special Projects Focusing on Race, WNYC
- David Lopez, General Counsel, U.S. Equal Employment Opportunity Commission (EEOC)

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4:00 p.m. - 5:30 p.m.

## FINDING FUNDING: SUPPORT FOR YOUR INDEPENDENT INVESTIGATIVE PROJECTS

The workshop will inform reporters and editors on how they can fund investigative reporting projects through grants and fellowships. With newsrooms cutting back on staffing and financial resources, nonprofit organizations have stepped up to fill the need for enterprise reporting. This panel is both for freelancers and for staff reporters who want to learn how to seek out funding that provides extra time and money to do long-form reporting and to check out those tips they haven't had the opportunity to pursue. The panel is made up of journalists and editors who have tapped into those funding sources, and well-established organizations that make the grants an

**Location: Virginia C**

### Moderator:

- Ricardo Sandoval Palos, President, Fund for Investigative Journalism;

### Panelists:

- Lisa Button, Managing Editor, Schuster Institute for Investigative Journalism
- Phillip Martin, WGBH-Boston Senior Investigative Reporter, Senior fellow, Schuster Institute
- Susan Smith Richardson, Editor & Publisher, The Chicago Reporter

4:00 p.m. - 5:30 p.m.

## A WHOLE DIFFERENT STORY: WRITING FOR RADIO

Do you want to expand your print reporting career? Have you ever thought about radio? More and more print reporters are making the leap to the new platform. Nikole Hannah-Jones' award winning reporting for This American Life is one example of a print journalist working radio.

**Location: Maryland A**

### Moderator:

- Jeanette Woods, Reporter, Producer, WHYY/NewsWorks, Producer, The Remix

### Panelists:

- Elisabeth Perez Luna, Executive Producer, Audio Content, WHYY
- Katie Davis, Independent Journalist, Lead Producer, Finding America: Anacostia Unmapped

4:00 p.m. - 5:30 p.m.

## HOW TO BUILD TRAINING AND CAREER DEVELOPMENT INTO YOUR NEWSROOM CULTURE

The job of a journalist gets more complicated every day. There are new skills to learn and old ones to refine. In this session, we'll offer tips to make training and career development a part of your newsroom's culture.

**Location: Maryland B**

### Panelists:

- Eric Athas, Manager, NPR Editorial Training
- Rebecca Aguilar, Social Media Columnist, Freelance Reporter
- Geraldine Moriba, Vice President, Diversity and Inclusion, CNN

# DAILY SCHEDULE / SPECIAL EVENTS

4:00 p.m. - 5:30 p.m.

## **PASSION FOR FASHION**

The public always talks about how they want to get into entertainment and fashion writing. But there's more to it than sample closets and fashion shows. In this workshop, we've recruited some of the top names in fashion journalism to offer a reality check on getting into the business. Panelists will talk about what it means to cover fashion and what it takes to get into the industry.

**Location: Maryland C**

### **Moderator:**

- John-John Williams IV, Fashion and Pop Culture Reporter, The Baltimore Sun

### **Panelists:**

- Elizabeth Wellington, Fashion Columnist, The Philadelphia Inquirer
- Arienne Thompson, Director of Public Relations, MoKi Media, Formerly of USA Today

4:00 p.m. - 5:30 p.m.

## **LA MUJER LATINA EN LOS MEDIOS EN ESPAÑOL: PROFESIONAL O SÍMBOLO SEXUAL? (PRESENTED IN SPANISH)**

Muchas preguntas se presentan cuando hablamos de la mujer en los medios en español; preguntas sobre su maquillaje exagerado y su ropa entallada. Muchos hombres sintonizan los noticieros en español, pero ¿es necesario que la mujer sea tan sensual para tener mejores ratings? Este panel discutirá la imagen que presentamos como latinos y lo que esto transmite a nuestra audiencia.

## **LATINA WOMEN IN SPANISH-LANGUAGE MEDIA: PROFESSIONAL OR SEX SYMBOL?**

Questions come up when we talk about women in Spanish-language media; questions about their strong makeup and tight clothes. Plenty of men watch the news in Spanish, but is that sexiness necessary to get good ratings? This session will discuss the images that are being presented and what that conveys to our audiences. |Track: Spanish Language

**Location: Wilson A**

### **Moderator:**

- Rafael Mejia,, NAHJ,Regional Director/Freelance Entertainment Journalist

### **Panelists:**

- Migdala Figueroa, News Director, NBC 6
- Dunia Elvir, News Anchor, Telemundo, Los Angeles, CA
- Lorraine Calceres, Reporter, Telemundo, Dallas, TX

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4:00 p.m. - 5:30 p.m.

## USING DATA TO ENHANCE YOUR REPORTING

*Powered by Pew Charitable Trusts*

Data journalism is exploding in popularity, with outlets like The New York Times' "The Upshot," The Washington Post's "Wonkblog," and FiveThirtyEight quickly growing their audience bases. How can you take advantage of this trend and strengthen your own use of data? In this session, experts from The Pew Charitable Trusts and Pew Research Center will discuss how to best use data to enhance your reporting. The panel will explore tactics for identifying your hook in a data set, avoiding common pitfalls of data use, and finding reliable data sources. Data can be used for far more than just illustrations, and this session will teach you techniques that aren't just for researchers anymore.

**Location: Madison A**

### Moderator:

- Teresa Wiltz, Reporter, Stateline, The Pew Charitable Trusts

### Panelists:

- D'Vera Cohn, Pew Research Center
- Robin Olsen, Public Safety Performance, The Pew Charitable Trusts
- Barb Rosewicz, State Fiscal Health, The Pew Charitable Trusts
- Alan van der Hils, Research, The Pew Charitable Trusts

## COCKTAILS & CONVERSATIONS

6:00 p.m. - 7:30 p.m.

### NABJ YOUNG BLACK JOURNALISTS TASK FORCE

*Powered by Advancement Project*

**Location: Willson A**

6:00 p.m. - 7:30 p.m.

### JOHN S. KNIGHT JOURNALISM FELLOWSHIP AT STANFORD

**Location: Hoover**

6:00 p.m. - 7:30 p.m.

### AMERICAN UNIVERSITY

**Location: Harding**

6:00 p.m. - 7:30 p.m.

### NORTH CAROLINA A&T SHORT COURSE

**Location: Wilson C**

6:00 p.m. - 7:30 p.m.

### BET NETWORKS

**Location: Thurgood Marshall West**

6:00 p.m. - 7:30 p.m.

### NABJ LGBT TASK FORCE

*Powered by Lambda Legal and National Black Justice Coalition*

**Location: Taft**

6:00 p.m. - 7:30 p.m.

### TEGNA, INC.

**Location: Madison A & B**

6:00 p.m. - 7:30 p.m.

### VISIT PHILLY

**Location: McKinley**



## NABJ UPFRONTS/DOCUMENTARIES

7:00 p.m. - 9:00 p.m. **HATE IN AMERICA- POWERD BY DISCOVERY COMMUNICATIONS, LLC**  
Location: Virginia A/B

7:00 p.m. - 9:00 p.m. **OLYMPIC PRIDE, AMERICAN PREJUDICE**  
*Powered by Olympic Pride, American Prejudice, LLC*  
Locations: Maryland A,B,C

7:00 p.m. - 9:00 p.m. **WILHEMINA'S WAR**  
*Powerd by The Faith Project, Inc., JustFilms/Ford Foundation and AIDS Healthcare Foundation*  
Delaware A/B

## FRIDAY, August 5, 2016

7:30 a.m. - 9:00 a.m. **PROFESSIONAL DEVELOPMENT BREAKFAST**  
**THE 'V' WORD: BREAKING DOWN BARRIERS TO PREVENTIVE HEALTH AND ADULT VACCINATION IN OUR DIVERSE COMMUNITIES**  
*Powered by Pfizer*  
Cardiovascular disease and diabetes are often the focus in discussions of health issues that most impact communities of color. But there are cultural and economic barriers that lead to other health issues that disproportionately affect these communities that often go unaddressed. Please join a distinguished group of health thought leaders, including former Obama Administration U.S. Surgeon General Regina Benjamin, MD, and Pfizer Chief Medical Officer Freda Lewis-Hall, MD – named one of Black Enterprise's "50 Most Powerful Women in Corporate America" -- as we discuss the issues surrounding preventive health disparities in communities of color. This interactive conversation, brought to you by Pfizer, aims to explore the cultural and economic barriers that may prevent the African American and Latino communities from utilizing preventive health services, and to thoughtfully discuss real world solutions to help address this problem.  
**Location: Washington 1**

**Panelists:**

- Regina Benjamin, MD, Former Obama Administration U.S. Surgeon General
- Jorge Rodriguez, MD, board-certified internist, best-selling author, and regular contributor to The Doctors, The View, and Today
- Freda Lewis-Hall, MD, DFAPA, Chief Medical Officer and Executive Vice President, Pfizer and regular contributor to Dr. Phil and The Doctors

8:30 a.m. - 10:30 a.m. **NABJ BUSINESS MEETING**  
Location: Washington 4

10:30 a.m. - 12:00 p.m.

## **TELL ME A STORY: COMPELLING NARRATIVE NONFICTION WRITING AND THE AUTHORS WHO CREATE THEM**

Whether the topics are church murders in Charleston or a broken justice system in Chicago or relatable biographies of remarkable people from the eras of vinyl records and radio, authors abide by related processes in order to achieve critical and commercial success. They're here to show and tell their stories.

## **WHY DID YOU WRITE THAT BOOK? SELF-HELP, ADVICE, AND THE PUBLISHING INDUSTRY**

This panel includes journalist-authors who because of their experience and longevity had book-volume wisdom to share with readers. They will share why and how they wrote their books, and also how they marketed their products across media platforms. An essential event for aspiring and first-time authors.

**Location: McKinley**

### **Panelist:**

- Christopher Chambers, "Roger Crockett & Shanghai the She Devil"
- Nely Galan, "Self-Made: Becoming Empowered"
- Michelle McCalope, "That Good Job"
- Tia Williams, "The Perfect Find"

9:00 a.m. - 10:30 a.m.

## **RACIAL HEALING EXPERIENCE FOR JOURNALISTS**

*Powered by the W.K. Kellogg Foundation*

Much of the W.K. Kellogg Foundation's (WKKF) work focuses on helping people and communities heal from the impacts of racism and inequities. Today, prominent leaders, including President Obama, are calling for racial healing after the recent series of shootings of unthreatening people of color and attacks on police officers. Baton Rouge Police Chief Carl Dabadie Jr. said, "...until we come together as a nation, as a people, to heal, as a people, if we don't do that, and this madness continues, we will surely perish as a people."; For several years, WKKF has created a broad national network of highly-skilled healing practitioners to facilitate powerful racial healing experiences at national conferences and in communities. The objective is to foster the necessary healing and catalyze community building efforts that will ultimately uproot the false belief in the hierarchy of human value and systemic racism that affects us all. Due to the extremely personal nature of these experiences, journalists have not traditionally been invited to cover the sessions out of respect for participants' confidentiality. However, with racial healing a priority for the nation, WKKF believes journalists should be exposed to the healing experience process and are inviting journalists to participate in a condensed healing process designed specifically for them. Registration strongly encouraged:

<https://thenabj.wufoo.com/forms/q1yuxzs41tjnru/>

**Location: Madison B**

Attendees must agree to these ground rules:

- Attendees will be full participants in the session, not observers.
- The session cannot be audio or video recorded and participants are asked to not live-tweet or use any form of social media during the session.
- These sessions are deeply personal. Attendees can write/report on their own experiences in the session. However, they may only refer in broad terms – without any identifying information, such as names, locations or employers – about the experiences of colleagues. To use more specific information from colleagues, they must get explicit approval from that person.
- Facilitators: W.K. Kellogg Foundation Racial Healing Practitioners

# DAILY SCHEDULE / SPECIAL EVENTS

9:00 a.m. - 10:30 a.m.

## STUDENT FORUM ON PROTECTING FIRST AMENDMENT RIGHTS

*Powered by John S. and James L. Knight Foundation*

Join NABJ and NAHJ Student Multimedia Projects and First Amendment experts as we discuss First Amendment rights, what they mean to students and young people, and what students can do to ensure that these rights are protected. Topics will include best practices for students regarding what to do when these rights are challenged by university administrators, local policy makers, and others, issues of trust in media across generations, including which mediums are most trusted by young people, emerging issues of First Amendment rights in the digital age, and what all this means for the future of journalism and newsmaking.

**Location: Maryland A**

### Moderator:

- Michael D. Bolden, Editorial Director, John S. and James L. Knight Foundation

### Panelist:

- NABJ and NAHJ Student Multimedia Projects representatives
- Francine L. Huff, Knight Chair for Student Achievement at Florida A&M University
- Gene Policinski, Chief Operating Officer, Newseum Institute, and Senior Vice President, First Amendment Center

10:30 a.m. - 11:30 a.m.

## IN MEMORIAM: PERSONAL MOMENTS OF REFLECTION ON THOSE WE LOST: FOUNDER ACEL MOORE, FORMER PRESIDENT SIDMEL ESTES, FORMER NYABJ PRESIDENT MICHAEL FEENEY

Attendees can sit and tell personal stories and honor those we lost in the past year. Open microphone or sit in silence.

**Location: Buchanan**

10:00 a.m. - 11:00 a.m.

## EXECUTIVE ROUNDTABLE

*Powered by Executive Leadership Council (Invitation only)*

**Location: Capitol Boardroom**

## INTERACTIVE SESSION VII

10:45 a.m. - 12:15 p.m.

## BREAK INTO BUSINESS NEWS: HOW TO GET HIRED AT THE LEADING BUSINESS NEWS NETWORK

*Powered by CNBC*

**Location: Delaware B**

10:45 a.m. - 12:15 p.m.

## KNOWING WHEN IT'S TIME TO BOUNCE: A GUIDE TO CAREER SAVVY

How do you know when it's time to leave a job? In the media business it's often about trading up: moving to a better market, a bigger newspaper, a hotter blog. But, what if it's not about those things, then how do you know when it's time to go? Obviously, no one can decide for you when it's time to leave your job, but hearing from others about how they made their decisions goes a long way in helping frame the discussion. Creative differences, dead end positions, ethical dilemmas, family life, financial concerns and just plain being happy are all factors that play into these decisions.

**Location: Virginia C**

### Moderator:

- Julie Walker, Correspondent, Associated Press Radio, and Print Contributor

### Panelists:

- Byron Pitts, Co-Ancor, ABC News Nightline
- Robin Givhan, Fashion Critic and Staff Writer, The Washington Post

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10:45 a.m. - 12:15 p.m.

## **CREATING A WINNING DOCUMENTARY PITCH**

Working with your proposal ideas, we will discuss the elements of a winning documentary proposal, and how to sell it to a foundation or a commissioning editor. You will learn how a long form story differs from a breaking news story, how to define the scope of your film, identify the characters, and write it compellingly. We will go over the basics of budgeting and how to think about an outreach strategy. You will leave with a revised draft.

**Location: Maryland A**

### **Panelists:**

- June Cross, Writer, Documentary Producer, Professor, Columbia University Graduate School of Journalism
- Jason Samuels, Associate Professor of Journalism, New York University

10:45 a.m. - 12:15 p.m.

## **HUMAN TRAFFICKING IN BLACK AND BROWN AMERICA AND BEYOND**

Working with various organizations, including the International Center for Journalists, The Schuster Center for Journalists at Brandeis University and the New England Center for Investigative Reporting, this panel will explore how to report on the super-exploitation of humans in the form of trafficking. I have assembled a panel which expertise includes research, advocacy and demographic analyses of this issue. The objective of the panel is to focus on finding sources within exploited populations to uncover the underground trade, which by definition is hard to ascertain. The panel will discuss building and using databases to report on the scope and dimensions of human trafficking in brown and black communities in the U.S. and beyond.

**Location: Maryland B**

### **Moderator:**

- Phillip Martin, Senior Investigative Reporter, WGBH Radio and TV

### **Panelists:**

- Cindy Carcamo, Immigration Reporter, The Los Angeles Times
- Julio Ricardo Varela, Digital Media Director and Political Editor for Futuro
- Florence Graves, Executive Director, The Schuster Institute for Investigative
- E. Faye Williams, National President, National Congress of Black Women

10:45 a.m. - 12:15 p.m.

## **A DETAILED LOOK AT THE WASHINGTON POST'S PULITZER-WINNING PROBE OF POLICE SHOOTINGS**

The Washington Post spent a year investigating and chronicling all of the fatal police shootings that occurred across the nation in 2015, nearly 1,000 of them. The analysis is something that has never been done before, not by a media outlet or federal government agency including the FBI, Department of Justice or White House. The Post critically examined the circumstances of each shooting, the background of the person who was killed, if the decedent suffered from mental illness and the background of the police officer involved and if the officer had killed before. How can your media outlet do a similar investigation for your own hometown police department? What is needed? Those involved in the project will share lessons learned.

**Location: Maryland C**

# DAILY SCHEDULE / SPECIAL EVENTS

10:45 a.m. - 12:15 p.m.

## MULTIMEDIA JOURNALISM: THE RIGHT WAY

Are you a multimedia journalist reporter/photographer, or aspire to be? MMJ's are becoming the norm in newsrooms across the country, no matter the market size. Many are required to write, shoot, edit stories, set-up live shots, and post to the web and social media with tighter deadlines than ever. Learn beginning, intermediate and advanced skills from panelists with a wide range of newsroom experiences and market sizes.

**Location: Madison A**

**Moderator:**

- Kenneth Jones, FAMU Professor

**Panelists:**

- Jonathan Blakely, Producer, CBS Evening News
- Farai Chideya, Reporter/Political & Cultural Analyst
- Imani Cheers, Assistant Professor in the School of Media and Public Affairs at The George Washington University
- Fadia Patterson, ABC 36 Reporter / MMJ

10:45 a.m. - 12:15 p.m.

## GETTING YOUR BUSINESS IDEA OUT OF YOUR HEAD AND INTO A PLAN

*Powered by Wells Fargo*

So you have this great business idea that is going to help you elevate or even reinvent your career. Do you know how to get started developing it? Do you have any idea what should be in your business plan? Who do you need in your network of advisors? What about understanding credit and getting financing? Get these questions answered, and receive other great tips on starting your business during an interactive workshop session through Wells Fargo Works for Small Business®. This session will leave you inspired with some valuable tools to help you take the next step toward small business success.

**Location: Virginia A**

**Panelists:**

- Michael Rivera, Business Banking Manager, Wells Fargo Bank
- Stacey Ferguson, Co-Founder, Blogalicious, Creator, Justice Fergie Lifestyle Media

10:45 a.m. - 12:15 p.m.

## BREAK INTO BUSINESS NEWS

*Powered by CNBC*

**Location: Delaware B**

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10:45 a.m. - 12:15 p.m.

## **COPING WITH ON-THE-JOB TRAUMA**

*Powered by Reuters*

Ferguson. San Bernardino. Baltimore. Sandy Hook. Katrina. Violent images on user generated content. U.S.-based journalists are thrust into coverage of mass-casualty events, civil unrest, protests and natural disasters at what seems to be an ever-rising rate. As a result, they're exposed to scenes of human trauma and misery that not long ago were largely witnessed only by foreign war correspondents, and face many of the same symptoms of post-traumatic stress. No news organization has more of its staff in conflict coverage than Reuters, and our commitment to helping those journalists who have held those assignments is resolute. Join our expert panel discussion led by veteran conflict correspondent Caroline Drees and Reuters counseling partner CiC for an engaging discussion, practical exercises, and to learn what resources are available here in the U.S. for support and treatment in the aftermath of these stories. ITrack: Managing Your Career

**Location: Wilson B**

### **Moderator:**

- Caroline Drees, Global Editor, Reuters

### **Panelists:**

- Kate Nowlan, CEO of CiC
- Emily Flitter, Reuters, Reporter
- Cheryl Corley, NPR Correspondent
- Ken Molestina, Anchor and reporter, CBS 11 DFW

12:30 p.m. - 2:30 p.m.

## **NAHJ'S HALL OF FAME AND HONORS LUNCHEON**

*Presented by Toyota*

NAHJ's Hall of Fame award honors journalists whose efforts resulted in a greater number of Latinos entering the journalism profession or have advocated on behalf of diversity in news. The 2016 Hall of Fame inductees are: Zita Arocha, Hugo Balta, Robert Montemayor and Veronica Villafañe. NAHJ will also honor Latino journalists creating impact in the profession with President's Awards to Geraldo Rivera, Miguel Almaguer, Julian Rodriguez, and Aminda Marqués Gonzalez. Ticket required. Check with registration desk for ticket availability. Hosted by Bill Whitaker

**Location: Thurgood Marshall**

12:30 p.m. - 2:30 p.m.

## **NABJ HALL OF FAME INDUCTION CEREMONY AND LUNCHEON**

*Powered by Al Jazeera Media Network*

NABJ will honor the lifetime achievements of dedicated professionals in the journalism industry at our Hall of Fame Induction Ceremony and Luncheon. This year's event will be hosted by Bill Whitaker, CBS News.

**Location: Salon 3**

1:00 p.m. - 4:00 p.m.

## **SELF CARE SEMINAR WITH DR. IVAN WALKS, HOSTED BY THE YOUNG BLACK JOURNALISTS TASK FORCE**

Covering trauma is no easy task and every journalist needs to make sure they're taking care of themselves mentally and physically. Come to NABJ's Self Care Seminar to learn how to make sure you are coping after covering the hard news stories that may cause trauma. In this session, an art therapy activity will be available and mental-health experts will be available to talk with journalists individually and provide suggested steps you can take to ensure your well-being. Dr. Ivan Walks, is the former Chief Medical Officer of the Washington, D.C. Department of Health. A psychiatrist by training, he has also contributed to WRC, NPR, TVOne and CNN.

**Location: Park Tower 8218**

1:00 p.m. - 4:00 p.m.

## **ELEVATE YOUR GAME**

*Powered by ESPN*

**Location: Madison A**



# DAILY SCHEDULE / SPECIAL EVENTS

1:00 p.m. - 4:00 p.m.

## JOIN THE CONVERSATION

*Powered by ESPN*

**Location: Madison B**

## INTERACTIVE SESSION VIII

2:45 p.m. - 4:15 p.m.

### REINVENTING YOURSELF WHEN THE MAINSTREAM JOURNALISM MARKET SHRINKS

As the journalism industry continues to dramatically shed jobs and shift to dynamic online platforms, journalists are professionally reinventing themselves and repositioning their careers as storytellers. Learn more from journalists, who have taken their various skillsets and transitioned to careers in the public and private sectors, academia and entrepreneurship.

**Location: Virginia B**

**Moderator:**

- Naomi Patton,, Vice President, Weber Shandwick

**Panelist:**

- Milbert Brown, Assistant Professor, Howard University
- Theola DeBose, Director of Communications, National Endowment of the Humanities
- Marisol Bello, Senior Political Writer, Center for Community Change
- Ernest Sotomayor, Dean of Student Affairs, Columbia University Graduate School of Journalism

2:45 p.m. - 4:15 p.m.

### THE POWER OF THE YOUTH VOICE

Moderated by New Jersey Public Radio's Sarah Gonzalez this discussion with producers from youth media programs in New York and Philadelphia will focus on how the unique voice of young people can energize stories. Participants will discover how to change the filter through which we hear the opinions of youth. Panelists will include both young people and the producers who work with them sharing their experiences in reporting youth stories. Participants will learn tips and tools to engage with youth and leverage their honest and fresh perspectives to inform their reporting.

**Location: Maryland C**

**Moderator:**

- Sarah Gonzalez, Reporter, WNYC & New Jersey Public Radio

**Panelists:**

- Veralyn Williams, Managing Editor, Brooklyn Deep
- Nuala Cabral, Media and Communications Manager, Temple University Community Collaborative
- Edward Munoz, Reporter, WNYC Radio Rookies
- Tanya Jackson, Youth Program Manager, BlackStar Film Festival, Owner/CEO, Life Happens Media Works
- Andrew Mambo, Associate Producer, WNYC

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2:45 p.m. - 4:15 p.m.

## **GROWING YOUR BROADCAST CAREER**

Moving your broadcast career beyond the anchor desk. How you can etch out a place doing specialized reporting that could move you along faster in your career goals, make you a more valuable employee financially and promotionally and also allow you the freedom to explore and present the stories you want to tell.

**Location: Virginia C**

**Moderator:**

- Mekahlo Medina, Technology & Social Media Reporter, KNBC, President, NAHJ

**Panelist:**

- Randy Mac, Consumer Reporter, KNBC
- Andres Brender Beracha, Video Journalist, Telemundo 48

2:45 p.m. - 4:15 p.m.

## **HAIL TO THE REDSKINS? LET'S TALK ABOUT WHETHER IT'S TIME TO TRADE THE NICKNAME**

There has been a long debate that is pretty hot now about whether the Washington Redskins should change their nickname in the NFL. This will certainly be a heated discussion in the nation's capital about whether it should be changed and, and if so, when.

**Location: Maryland A**

**Moderator:**

- Jason Reid, Senior NFL Writer, The Undeclared

2:45 p.m. - 4:15 p.m.

## **AN INNOVATIVE APPROACH TO DEVELOPING FUTURE JOURNALISTS**

For nearly 20 years, the Arizona Latino Media Association has worked to develop young journalists through its annual high school journalism workshop, mentor match program, and scholarships for college and university students majoring in journalism and communications. We will share how we established our programs through volunteer support and community partnerships, and how we have built a pipeline of young and diverse storytellers who have joined the professional ranks in broadcast, print, and online journalism. We also will advise on how these efforts could be replicated in other communities.

**Location: Maryland B**

**Moderator:**

- Nicole Greason, Marketing and Publicity Manager, Barrett, the Honors College at Arizona State University

**Panelists:**

- Deborah Sedillo Dugan, Veteran Broadcast Journalist, Station Mgr., PHXTV 11
- Griselda Nevarez, Freelance Journalist

2:45 p.m. - 4:15 p.m.

## **DUOPOLIOS EXITOSOS (PRESENTED IN SPANISH)**

A medida que las empresas de noticias anglosajonas continúan expandiendo su plataforma de productos, los medios para hispanohablantes van ganando terreno. Este es un crecimiento que requiere que los empleados amplíen su conocimiento no solo sobre el idioma español, sino sobre los medios de comunicación y la cultura latina. La pregunta del millón es si esto es suficiente. Para alcanzar el éxito al lanzar productos en español es importante analizar los beneficios e identificar a las personas clave que fungirán como líderes para guiar exitosamente a sus equipos. De esta forma la calidad del producto en español será tan competitiva y efectiva como la de otros medios similares en un mercado determinado. En este taller hablaremos sobre los requisitos necesarios para que los proyectos dedicados a los hispanos alcancen el éxito, aun cuando son dirigidos por personal anglosajón que no habla español. Nuestros panelistas también charlarán sobre como lograr el tan anhelado "cross over".

As English-language media companies continue to add Spanish language products as part of their business strategies, employees need to be versed in Latino media and the culture. But is that enough? When adding a Spanish language product, companies must analyze the benefits, and strategically place the leaders and teams that will make the product as competitive as other media in those markets. Many of these "Duopolies" have disappeared in the last decade...but others have survived. We explore what makes one of these Hispanic/Latino Media projects achieve success even when managed by non-Latinos, and how to make the cross over. Learn what other media companies are doing to survive in this competitive branch of the business. Hear from former managers and from those who have successfully led stations in top ten markets.

**Location: Delaware A**

### **Moderator:**

- Damaris Bonilla, Assistant News Director for Noticiero Telemundo 62 in Philadelphia

### **Panelist:**

- Andrea Cruz, reporter for Noticiero Telemundo 62
- Katie Coronado, Professor of Journalism and Hispanic Media at UCF in Orlando



2:45 p.m. - 4:15 p.m.

## **EXPOSING THE TRUTH: GETTING ACCESS TO AUDIO AND VIDEO EVIDENCE IN POLICE-INVOLVED SHOOTINGS**

A panel of journalists and attorneys give insight to lawful strategies to reveal the full story beyond witnesses of police involved shootings. In recent years there has been a lot of media attention around getting to the bottom of the unknown facts surrounding police involved shootings. Often, the journalist arrives on the scene and tries to piece together the story beyond the body. This presentation will give insight on how journalists can report the news with honesty and integrity supported by available evidence. We will talk about what types of evidence are public records, which require subpoenas, and understanding why certain types of evidence may be considered privileged.

**Location: Wilson A**

### **Moderator:**

- Scheril Murray Powell, Esq. (Florida Licensed Attorney)

### **Panelists:**

- Benjamin Crump, Partner, Parks and Crump Law Firm (Trayvon Martin and Corey Jones Attorney)
- Daryl D. Parks, Partner, Parks and Crump Law Firm (Trayvon Martin and Corey Jones Attorney)
- Kweku Darfoor, Partner, Darfoor Law (Corey Jones Attorney)
- Jamie Kalven, Journalist, Activist (uncovered the dashboard evidence in the Laquan McDonald Shooting in Chicago, IL)
- Daphne Duret, Journalist, Palm Beach Post (uncovered the roadside assistance phone call which recorded the Corey Jones shooting in West Palm Beach, Fla.)
- Jeremy McLymont, Student, Florida International University College of Law, Washington, DC Public Defenders Intern.
- Monica Douglas, Washington, D.C. Public Defenders Office

2:45 p.m. - 4:15 p.m.

## **BENEFICIOS DE REALIZER POSGRADOS EN PERIODISMO (PRESENTED IN SPANISH)**

Muchos periodistas se preguntan si es necesario estudiar un posgrado y el verdadero valor de hacerlo. ¿Eso nos llevaría a obtener mejores salarios? ¿Nos llevaría a alcanzar una mejor posición en el trabajo? Este panel explorará cómo y por qué la educación ayuda a expandir las posibilidades de cualquier carrera.

**Benefits to Pursuing a Graduate Degree in Journalism**

Journalists have questions about the value of a graduate degree. Will it lead to better pay? Will it help advance my career? This session will explore whether and how more education helps grow careers.

**Location: Coolidge**

### **Panelists:**

- Rafael Mejia, NAHJ Regional Director/Freelance Entertainment Journalist
- Graciela Mochkofsky, Director, Spanish-Language Journalism Program, CUNY Graduate School of Journalism
- Jennifer Marcial, Online Producer, Univision, Puerto Rico
- Teresa Ponte, Chair, Department of Journalism & Broadcasting, Associate Professor, Florida International University Graduate, School of Journalism & Mass Communication

# DAILY SCHEDULE / SPECIAL EVENTS

2:45 p.m. - 4:15 p.m.

## **BREAKING NEWS: WHEN JOURNALISTS BECOME THE STORY**

Do journalistic instincts go out the window when you find yourself as part of the story? The Washington Post's Wesley Lowery was arrested at a McDonald's while covering Ferguson for what he said was doing his job. In June, NYU student and aspiring journalist Patience Carter found herself stuck in a bathroom with shooter Omar Mateen, bleeding from gunshot wounds to both legs. Veterans join our panel to discuss the role journalism does -- and does not -- play when you become the news.

**Location: Harding**

2:45 p.m. - 4:15 p.m.

## **INSPIRED MOBILITY: FEATURING REV RUN**

*Powered By AT&T*

Picking up your mobile device to connect to inspirational content has become more popular than ever. Recent studies have shown that an increasing number of people are connecting with their faith and inspiration using mobile tech. AT&T calls this trend #INSPIREDMOBILITY, a national conversation on the convergence of faith and technology. Hip-Hop pioneer Rev Run literally wrote the book on digital inspiration. Join AT&T and Rev Run for an intimate chat with Black Enterprise's Alfred Edmond, Jr. about how he shares his "Words of Wisdom" from his unconventional pulpit with a congregation of more than 5 million social media followers. Rev Run's story will also preview a first look at brand new research from AT&T exclusively for NABJ convention attendees. A brief meet-and-greet with Rev Run will follow this session. Seating is limited.

**Location: Coolidge**

### **Moderator:**

- Alfred Edmond, Jr., Sr. VP/Chief Content Officer, Black Enterprises

### **Panelist:**

- Rev Run, Hip-hop Pioneer and TV Star

2:45 p.m. - 4:15 p.m.

## **ENVIRONMENTAL JUSTICE 101**

*Powered by EarthJustice*

The problem of lead in drinking water and the disproportionate impact on communities of color captured the nation's attention in Flint, Mich., last winter. The lead problem, like many other environmental problems, have serious health implications for black and brown communities. From landfills to waste transfer stations and hazardous waste incinerators to power plants, leaders on the environment and environmental justice will discuss why these injustices happen, why black and brown communities are often disparately impacted and what we can all do to fight for a greener, cleaner future.

**Location: Virginia A**

### **Moderator:**

- Darryl D. Fears, Reporter, The Washington Post

### **Panelists:**

- Dr. Robert Bullard, Dean of the School of Public Affairs at Texas Southern University
- Dr. Beverly Wright, Executive director of Dillard University's Deep South Center for Environmental Justice
- Lisa Garcia, Vice President of Healthy Communities at Earthjustice
- Martha Dina Arguello, Executive Director of Physicians for Social Responsibility

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2:45 p.m. - 4:15 p.m.

## **THROUGH OUR EYES: VIEWS OF BLACK TEACHERS (THE EDUCATION TRUST PANEL)**

As the number of students of color in our nation's classrooms continues to grow, the number of teachers of color in those classrooms remains dismally low. In this panel, black teachers will share their experiences and perceptions on a range of issues — from practice to education reform — and the educational themes most critical to them. Ed Trust will share findings from our conversations with black teachers across seven states and gain a deeper understanding of the unique strengths of these teachers; the roles they assume and challenges they face; and the implications for schools and districts looking not only to recruit but to keep talented black teachers.

**Location: Maryland C**

2:45 p.m. - 4:15 p.m.

## **THE FUTURE OF NEWS**

*Powered by CBS News*

CBSN is an interactive, 24/7, digital, live-streaming, broadband network. During its record first quarter of 2016, CBSN delivered 48.6 million streams. CBSN was named "Best News and Information Channel" at the 20th Annual Webby Awards. Meet the correspondents and executive producers behind the newscast that is being called "the next big thing."

**Location: Delaware B**

### **Moderator:**

- Vladimir Duthiers, Correspondent, CBS News

### **Panelists:**

- Nancy Lane, Senior Exec. Producer CBS Digital
- Mosheh Oinounou, Exec. Producer, CBSN
- Robert Hernandez, Professor of Digital Journalism, USC Annenberg
- Rachid Haoues, Producer, CBSN

2:45 p.m. - 4:15 p.m.

## **BLACK AND BROWN STORIES THROUGH A SOCIAL JUSTICE LENS: HOW TO COVER RACIAL JUSTICE WITHOUT ADDING TO HARMFUL NARRATIVES**

Over the past few years, the racial climate in the U.S. has reached a boiling point, with Black and Brown people experiencing disproportionate rates of police killings and arrests, criminalization in schools and employment, voter disenfranchisement and surging numbers of unjust deportations. This panel will feature some of the leading media and communications professionals who have successfully covered the nation's racial and social justice issues of the day, and have learned what it takes to tell the stories of Black and Brown people through a fair and unbiased, social justice lens.

**Location: Wilson C**

2:45 p.m. - 4:15 p.m.

## **THE POWER OF THE MILLENNIAL VOICE**

Moderated by New Jersey Public Radio's Sarah Gonzalez this discussion with producers from youth media programs in New York and Philadelphia will focus on how the unique voice of young people can energize stories. Participants will discover how to change the filter through which we hear the opinions of youth. Panelists will include both young people and the producers who work with them sharing their experiences in reporting youth stories. Participants will learn tips and tools to engage with youth and leverage their honest and fresh perspectives to inform their reporting.

**Location: Maryland C**



# DAILY SCHEDULE / SPECIAL EVENTS

2:45 p.m. - 4:15 p.m.

## **#BLACKWOMENVOTE: THEY ARE EXPECTING US TO STAY HOME**

*Powered by Planned Parenthood and Higher Heights for America*

This election cycle has demonstrated that Black women are not a monolithic voting bloc and that our vote, voices and leadership should not be taken for granted. Black women will continue to be a crucial component of the winning coalition in the first post-Obama election. Are candidates truly reflecting the issues of their most loyal voting block? We are demanding that our voices be heard and candidates address our issues in a substantial way. Issues of economic opportunity and criminal justice reform to reproductive freedom and voting rights -- join the discussion led by activists and media leaders on the role that Black women voters will play in shaping the post-Obama narrative this election.

**Location: Hoover**

### **Panelists:**

- Jamilah Lemieux, Senior Editor, Ebony Magazine
- Glynda Carr, Co-Founder, Higher Heights for America
- Alencia Johnson, Director, Constituency Communications, Planned Parenthood Action Fund
- Carmen Berkley, Director of the Civil, Human & Women's Rights , AFL-CIO
- Michele Jawando, Vice President for Legal Progress, American Progress

3:00 p.m. - 5:00 p.m.

## **SHOTS FIRED**

*Powered by TV One*

**Location: Thurgood East**

# INTERACTIVE SESSION IX

4:30 p.m. - 5:45 p.m.

## **PR BEYOND THE RED CARPET**

Based on the depictions of public relations in pop culture, PR professionals are solely Hollywood publicists. However, entertainment is not the only avenue to follow to have a successful and gratifying career in PR. Every industry needs to communicate its message effectively, be it a member of Congress, an association that represents thousands of members, or an advocacy organization vying for attention to promote its cause. The panelists will present information on the range of PR opportunities in government, non-profits, associations and presidential administrations, how to land these positions as well as freelancing in this realm.

**Location: Hoover**

### **Panelists:**

- Yolanda McCutchen, Public Relations Manager, District of Columbia Housing Finance Agency
- Zerline Hughes, Co-Principle, Communications Consultant, Media Mingle
- Aprill O. Turner, Turner Communications
- Cleve Mesidor, Global Solutions Consultant, The Raben Group

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4:30 p.m. - 5:45 p.m.

## AUDIO STORYTELLING WORKSHOP

In the new and expansive multi-platform “digital space,” NPR leads the way when it comes to innovative and compelling audio storytelling. So what makes a good audio story? Where does one start? Whether your goal is to do a full-blown radio story, use audio clips in your blog, accompany photos on the web, or create a podcast, this workshop will help you better understand audio’s storytelling strengths, select the best sound and write for the ear. In this session we also discuss recording and producing on a shoestring budget, using mobile phone technology and free apps.

**Location: Virginia C**

### Panelists:

- Rolando Arrieta, Production Manager, National Public Radio
- Sam Sanders, Reporter, Washington Desk, National Public Radio
- Sarah Gonzales, Reporter, WNYC, NJPR
- Linnea Edmeier, Managing Editor for News and Information, Capital Public Radio News
- Rick Holter, Vice President of News, KERA

4:30 p.m. - 5:45 p.m.

## REDEFINING TALENT: HELP WITH BUILDING, SHARPENING NEW SKILLS

The game is changing. The new generation of on-air talent must write, produce, and report across the traditional platforms of television and print, as well digital platforms and social platforms such as Facebook, and Snapchat. For managers and producers, that means learning how to develop and nurture a new breed of talent. For talent that is already in the mix, that means not only learning how to leverage these new platforms, but how to adapt their tone and style for viewers that demands authenticity and peer-to-peer communication. Experts in this emerging space offer advice on how to succeed on all platforms.

**Location: Maryland A**

### Moderator:

- Dorothy Tucker

### Panelists:

- Steve Capus, Executive Editor, CBS Evening News with Scott Pelley
- Josanne Lopez, Veteran Multimedia News Producer and Executive
- Alicia Menendez, Correspondent, Fusion
- Vladimir Duthiers, Correspondent, CBS News, Anchor, CBSN
- Trymaine Lee, National Reporter, MSNBC
- Sara Rodriguez, Executive Producer, Vice Media

# DAILY SCHEDULE / SPECIAL EVENTS

4:30 p.m. - 5:45 p.m.

## **INNOVATIVE THINKING IN LEADERSHIP AND DIVERSITY: RISKY BUSINESS FOR 2016 AND BEYOND**

More than ever before, we require our leaders at all levels to be innovators. The survivors in media tomorrow are the innovators today. Our industry and your business need leaders with a passion for the future of journalism, who understand the value of change and risk, and who see how diversity in all forms can accelerate success. This session will explore how culture, risk, diversity, accountability, recruiting and talent development all come together to create a work environment ideal for sustaining and growing our long-term ability to inform and engage our communities. This session is for leaders, influencers and innovators at every level of an organization, including entry-level, and not just those with “manager” in their title. |Track: Tech, Visuals and Cutting Edge

**Location: Maryland B**

### **Moderator:**

- Wesley Lowery Reporter, Washington Post

### **Panelists:**

- Pedro Rafael Rosado, Senior Staff Editor, New York Times
- Cydney Adams, Coordinating Producer, CBSEveningNews.com
- Jozen Cummings, Editorial Curator, Twitter Moments
- Walter Smith Randolph, Investigative Reporter, WWMT (Kalamazoo)

4:30 p.m. - 5:45 p.m.

## **PUTTING A HARD EDGE IN YOUR ENTERTAINMENT REPORTING**

Entertainment journalism doesn't have to be synonymous with fluff: Top journalists are distinguishing themselves with hard-edged, probing articles that break news and move the needle in pop culture. But how do you take that beat reporting to the next level? Journalists who have distinguished themselves by going beyond the headlines reveal the tools and the keys necessary to go from chasing who's doing what to writing game-changing articles.

**Location: Maryland C**

### **Panelists:**

- Nekesa Moody, Global Entertainment & Lifestyles Editor, The Associated Press
- Kelley Carter, Writer, The Undeclared
- Lola Ogunnaike, Features & Entertainment Journalist
- Wesley Morris, Critic at Large, The New York Times
- Carolina Miranda, Columnist, Los Angeles Times
- Jamilah Lemieux, Senior Editor, Ebony

4:30 p.m. - 5:45 p.m.

## **SO YOU THINK YOU CAN PODCAST?**

Almost anyone can, but this panel will give you a head start on being successful! Join a group of podcast innovators who will break down what you need to know about how to move your podcast from idea to launch. They'll talk about identifying and appealing to your target audience, basic production techniques, distribution models and promotion. Our panelists highlight a range of experiences, backgrounds and approaches to storytelling. You'll gain a good sense of podcasting's unique opportunities, and how to take advantage of them.

**Location: Delaware A**

### **Panelists:**

- Suraya Mohamed, Producer, Sound Designer, Editor, NPR
- Ashley Edokpayi, media relations professional, AARP, multimedia journalist, co-host, The Millennial Hour podcast
- Stephanie Kariuki, multimedia journalist, global development professional, co-creator and co-host of The Millennial Hour podcast

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4:30 p.m. - 5:45 p.m.

## MASTERING JOURNALISM IN A BILINGUAL ENVIRONMENT

Many reporters work in cities and towns where it is often very challenging to find witnesses or officials who speak Spanish. Journalists have been in predicaments where they have made interesting decisions to ensure the stories were still told despite the language barriers. Learn creative ideas to navigate these waters and still make deadline.

**Location:** See Mobile App

### Moderator:

- Karla Leal, general assignment reporter and fill in anchor for WSNS Telemundo Chicago

### Panelists:

- Xochitl Sandoval, News Director KBLR Telemundo Las Vegas
- Mariel Fiori, Managing Editor, La Voz Spanish-Language magazine & host for Spanish language news radio show on WGXC and WHDD, Hudson Valley, NY
- Eden Soto Alva, Reporter Univision, Dallas, TX

4:30 p.m. - 5:45 p.m.

## SUPERANDO LOS RETOS DEL PERIODISMO EN ESPAÑOL (PRESENTED IN SPANISH)

Los periodistas que trabajan en una publicación o un noticiero de radio o televisión de habla hispana en Estados Unidos, enfrentan un reto constante: las personas afectadas por una noticia y las fuentes oficiales no siempre hablan español. Aún así los periodistas de los medios en español, tienen el compromiso de informar al público de forma veraz y equitativa. Escucha las anécdotas y consejos de periodistas experimentados y las decisiones que toman a diario para garantizar que su historia sea publicada sin importar las barreras del idioma, y aprende lo que tú puedes hacer para mejorar tus reportajes y ser un periodista bilingüe sobresaliente.

## OVERCOMING THE CHALLENGES OF SPANISH LANGUAGE JOURNALISM

Journalists working in a Spanish language publication, radio or T.V. news show here in America face a constant challenge, people affected by news events and official sources do not always speak Spanish. Still Spanish language journalists are committed to inform the public in an unbiased and truthful way. Listen to the stories and advice of experienced journalists and the decisions they make regularly to ensure that their story is published regardless of language barriers. Learn what you can do to advance your stories and be an outstanding bilingual journalist.

**Location:** Wilson A

4:30 p.m. - 5:45 p.m.

## RACE AND SPORTS: BREAKING DOWN THE BARRIERS

*Powered by USA Swimming*

Michael Wilbon's column in The Undeclared put a light on how analytics are possibly locking out minorities out of opportunities in front office, managing and head coaching positions in sports. A Houston Chronicle columnist is criticized for quoting Astros player Carlos Gomez's broken English, which brought on calls for the need of more diversity on the baseball beat and editing ranks. How do you promote growth in these areas as well as in unusual sports for African-Americans and Hispanics such as swimming, lacrosse and golf.

**Location:** Virginia B

### Panelists:

- Keli Fulton Ferguson, Sports Anchor, ESPN 106.3 on WPTV and Fox29
- Jesus Ortiz, Sports Columnist, St. Louis Post-Dispatch

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# DAILY SCHEDULE / SPECIAL EVENTS

4:30 p.m. - 5:45 p.m.

## LGBTQ VOICES OF COLOR, INTERSECTIONALITY, AND SUCCESSFUL STORYTELLING

With advances taking place in the LGBTQIA community in recent years, a new generation of media professionals have taken the lead in ensuring all voices are heard, moving journalists, influencers and content leaders toward intersectionality. Through this panel, we will seek to answer questions that journalists of color may have about the LGBTQIA community and covering it, especially in light of the recent tragedy in Orlando and the age of social media.

**Location: Madison B**

### Moderator:

- Marcus Mabry, U.S. head of Curation, Twitter Moments

### Panelists:

- Tiq Milan, Trans Activist
- Carlos Maza, Media Matters for America
- Rob Smith, Contributor, NBC OUT
- Katina Parker, Writer/Documentary Filmmaker

## NABJ UPFRONT

5:30 p.m. - 7:15 p.m.

## QUEEN SUGAR

*Powered by OWN*

OWN and Ava DuVernay would like to invite you to a special NABJ-NAHJ Convention screening on Friday, August 5 at 5:30PM of the new drama "Queen Sugar," created by DuVernay and executive produced by Oprah Winfrey. "Queen Sugar" stars Rutina Wesley and Dawn-Lyen Gardner, as well as DuVernay, will participate in a Q&A following the screening.

**Location: Washington 1**

## COCKTAILS AND CONVERSATIONS

6:00 p.m. - 7:30 p.m.

## VOX MEDIA

**Location: Hoover**

6:30 p.m. - 8:00 p.m.

## NEW ORLEANS CVB

**Location: Madison A**

6:00 p.m. - 8:00 p.m.

## NAHJ LATINAS RECEPTION

*Presented by United, Robert Wood Johnson Foundation, AT&T*

NAHJ will hold a reception to celebrate the contributions of Latina journalists in the media including: Ingrid Ciprian-Matthews, Cynthia Hudson, Lori Montenegro and Monica Rhor. We will also recognize Latina change-makers from TV/film, fashion, and fitness for their work in the community. Ticket required. Check with registration desk for ticket availability

**Location: Thurgood Marshall**

6:00 p.m. - 9:00 p.m.

## SAM LACY SPORTS PIONEER AWARDS CEREMONY

*Powered by Major League Baseball, National Football League, National Basketball Association, Events DC, NASCAR, NFL PLayer's Association*

**Location: Salon 3**

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# DAILY SCHEDULE / SPECIAL EVENTS

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7:00 p.m. – 9:00 p.m. **RINGSIDE**  
*Powered by TV One*  
**Location; Thurgood Marshall East**

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7:30 p.m. - 9:30 p.m. **WGN AMERICA**  
**Location: Wilson A/B/C**

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9:00 p.m. - 11:00 p.m. **NAHJ EL BARRIO BENEFIT CONCERT**  
*Presented by Toyota*  
Conference attendees and the general public are welcome to attend this star-studded program featuring performances by Sony Latin Music recording artist Raquel Sofia, and an opening performance by Latin pop star Jason Cerda. The event will be hosted by international plus size supermodel Denise Bidot and actor J.W. Cortes. Proceeds benefit the NAHJ Scholarship Fund.

Open to the public. Ticket required and will be sold at the door.  
**Location: Thurgood Marshall**

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10:00 p.m. - 3:00 a.m. **SPORTS TASK FORCE JAM**  
*Powered by The Undefeated, Toyota, Disney, Destination Events DC*  
**Location: Bliss Night Club - 2122 24th Place, NE - Washington, DC**

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## SATURDAY, August 6, 2016

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9:30 a.m. - 10:00 a.m. **#NABJNAHJ16 PHOTO AT THE MLK MEMORIAL**  
Join NABJ and NAHJ attendees for this historic photo meetup at the MLK Memorial. Attendees will meet at the memorial at 9:30 a.m. and photo taken at 10:00 a.m.  
**Location: MLK Memorial**

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8 | 9  
SATURDAY

## INTERACTIVE SESSION X

9:30 a.m. - 11:00 a.m.

### BEHIND THE SCENES OF AMBITIOUS DIGITAL PROJECTS

Digital storytelling is beginning to hit a stride. Ever wondered how that exciting project came together, the roles of designers and developers or what inspires great projects? In this session, digital designers will uncover the nitty gritty of their roles on special projects, define the roles of their cohorts and explain how some of their best work came together. They will also curate a number of compelling stories they admire and break down the elements that made these projects great, with real commentary from the teams that worked on them. Attendees will come away with a better understanding of the discipline, tools, techniques and resources used on digital projects and experience engaging visuals.

Be in the Know: HIV & AIDS, the African American & Latino Communities and Telling the Stories Going Untold

Health news can be confusing but one fact remains stubbornly true: African Americans and Latinos are disproportionately affected by HIV and AIDS. Learn why people of color are behind in getting the closest thing to a cure the pharmaceutical industry has to offer. Join in the discussion with this panel of experts as we break down what this means for black and brown communities, the latest in statistics and resources, outreach, prevention, treatment and lessons from exemplary journalism that connect it all. Even if you don't cover health as your main beat, you will come away with up-to-date facts, great data skills and a list of story ideas.

**Location:** Hoover

**Moderator:**

- Sharif Durhams, Homepage Editor, The Washington Post

**Panelists:**

- Oriol Gutierrez, Editor-in-Chief, POZ Magazine
- Djibril Diallo, Regional Director, Western and Central Africa, UNAIDS
- Venton Jones, Program Officer, LGBT Health & Wellness Initiatives, National Black Justice Coalition
- Francisco Ruiz, National Partnerships Team Lead, Centers for Disease Control and Prevention
- Cleo Manago, Founder and CEO, Black Men's Xchange National

9:30 a.m. - 11:00 a.m.

### EVERYONE DOESN'T WANT TO BE ON TV: MAKING MAGIC HAPPEN BEHIND THE SCREEN

All sports fans and enthusiasts are familiar with the glamorous on-air positions but there is a large percentage of people that don't want to be on TV or after being in the spotlight, decide it's not the best fit. What else can you do and stay within your industry? Who are the faces behind the lens making magic happen? The producers, directors, editors, talent bookers, publicists those are the ones behind the camera, making moves and defining moments for the world to see and enjoy. On this panel, this diverse group of professionals will give an overview on the sports jobs you should know about and what it takes to succeed in these important positions.

**Location:** Virginia B

**Panelists:**

- Melissa Knowles, Host, HLN
- Drew Watkins, Creative Director, Turner Sports
- Amina Hussein, Coordinating Producer, ESPN Sports Center
- Jermaine Spradley, Executive Editor, Bleacher Report
- Debbie Sprader, Agent, Wasserman Group

9:30 a.m. - 11:00 a.m.

## **A PLAN OF ACTION AFTER A LAYOFF**

As the industry continues its difficult adaptation to the new media world order, journalists continue to get caught in the crossfire with layoffs and job changes. What can you do to prepare before being laid off? Do you set yourself up for another journalism job or do you consider another career where you can use your journalism skills? Our panel of experts who have created their own Plan Bs will tell their stories about their post-layoff lives and offer you tips on planning the next phase of your career.

**Location: Virginia C**

### **Moderator:**

- Benet Wilson, Owner/Editor-In-Chief, Aviation Queen LLC

### **Panelists:**

- Maggie Leung, Senior Director of Content, NerdWallet
- Salvador Morales, Freelance Broadcast Journalist
- Rob Parker, Sports Anchor, TV20 Detroit
- Summer Nettles, Television Producer, City and County of Denver

9:30 a.m. - 11:00 a.m.

## **COVERING MEXICO**

Join this panel of journalists for a conversation about the perils of covering Mexico from a US-based and a Mexican-based reporting perspectives. From reporting in hostile environments, to finding reliable and trustworthy sources, to the editorial freedom or constraints, to fear of persecution; how do journalists prepare to cover this area while maintaining fairness and balanced journalism? Members of the media from both countries talk about how they've covered Mexico while staying safe on and off the job.

**Location: Maryland B**

### **Moderator:**

- Carrie Kahn, National Correspondent, Mexico City, NPR

### **Panelists:**

- Alfredo Corchado, Author and Mexico City Correspondent, Dallas Morning News
- Marcela Turati Munoz, Freelance Reporter, Mexico
- Alejandra Von Bertrab, Independent Investigative Reporter, Mexico City
- Irving Huerta, Independent Investigative Reporter, Mexico City
- Marcela Turati Munoz, Freelance Reporter, Mexico

9:30 a.m. - 11:00 a.m.

## **BE IN THE KNOW: HIV & AIDS, THE AFRICAN-AMERICAN & LATINO COMMUNITIES AND TELLING THE STORIES GOING UNTOLD**

Health news can be confusing but one fact remains stubbornly true: African-Americans and Latinos are disproportionately affected by HIV and AIDS. Learn why people of color are behind in getting the closest thing to a cure the pharmaceutical industry has to offer. Join in the discussion with this panel of experts as we break down what this means for black and brown communities, the latest in statistics and resources, outreach, prevention, treatment and lessons from exemplary journalism that connect it all. Even if you don't cover health as your main beat, you will come away with up-to-date facts, great data skills and a list of story ideas.

**Location: Maryland C**

8 | 9  
SATURDAY



# DAILY SCHEDULE / SPECIAL EVENTS

10:00 a.m. - 1:00 p.m.

## **NABJ DAY OF SERVICE**

*Powered by Eli Lilly and Company*

We need your help in preparing Washington, D.C., high school juniors and seniors for college!

Partnering with Eli Lilly, the United Way of the National Capital Area, and College Bound, we invite our members and Convention attendees to take a bit of their Saturday morning to share their knowledge and experience with local students who are preparing for college through one-on-one mentorship. Transportation will be provided.

Shuttles will leave promptly at 10:00 a.m. and return to the hotel at 1:00 p.m., from the hotel's bus and metro 24th Street entrance.

## **INTERACTIVE SESSION XI**

11:15 a.m. - 12:45 p.m.

### **MASTERING SOCIAL MEDIA: NEWS GATHERING, ENGAGEMENT, TRENDS & ANALYTICS**

Learn from the pros on how to brand your social media and navigate through the wide variety of applications. Panelists will show and tell how they use social media to enhance their reporting on a daily basis. Walk away with a game plan on how you can promote your professional brand on the most influential platforms.

**Location: Coolidge**

#### **Panelists:**

- Sia Nyorkor, Reporter and Multimedia Journalist, CBS Cleveland WOIO
- Wesley Lowery, Reporter, The Washington Post
- Pedro Rafael Rosado, Senior Staff Editor, The New York Times
- Cydney Adams, Coordinating Producer, CBSEveningNews.com
- Jozen Cummings, Editorial Curator, Twitter Moments
- Walter Smith Randolph, Investigative Reporter, WWMT Kalamazoo

SATURDAY  
6 | 8

11:15 a.m. - 12:45 p.m.

## **OUTSIDE THE MAINSTREAM: WHY JOURNALISTS OF COLOR ARE FINDING THEIR VOICES IN INDEPENDENT MEDIA**

As fewer corporations dominate the U.S. media landscape, independent media has become increasingly attractive to both consumers as a news source and journalists as a space to practice their craft. Outlets including ProPublica, The Nation, Democracy Now! and more are being recognized with the industry's highest awards for consistently covering stories that mainstream media often overlooks, from social justice to climate change to international human rights issues. This workshop will teach attendees how to produce stories for independent outlets vs. corporate media; answer questions about “advocacy” or “social justice” journalism; and share information that prospective staffers need to know about the unique culture of many of these organizations—including looking at dearth of journalists of color on staff, even as these outlets often take the lead in coverage of our communities.

**Location: Maryland A**

### **Moderator:**

- Carla E. Wills, Senior News Producer, Democracy Now!

### **Panelists:**

- Jahna Berry, Web Editor, Mother Jones
- Kai Wright, Features Editor, The Nation
- Lena Groeger, Journalist/Developer/Designer, ProPublica
- Fernando Diaz, Senior Editor, Digital, Reveal from the Center for Investigative Reporting
- Talia Buford, Environment & Labor Reporter, The Center for Public Integrity

11:15 a.m. - 12:45 p.m.

## **JAZZING IT UP: CREATIVE STANDUPS AND LIVE SHOTS**

It's no secret. We are in constant competition with not only other TV stations, but also cell phones, computers and everyday tasks for viewers. Telling a compelling story is more important and a demonstrative stand up is a key component. News directors and even viewers expect reporters/anchors to show them something as opposed to just telling them. This session will teach you how to produce creative stand ups and live shots on deadline with the goal to enhance your story and compel the viewer to stick around.

**Location: Maryland B**

### **Moderator:**

- Garin Flowers, Multi-skilled journalist, 10News WTSP in Tampa/St. Petersburg

### **Panelists:**

- Chauncy Glover, Anchor/Reporter, KTRK ABC 13 in Houston
- Marlisa Goldsmith, Anchor/Reporter, WPXI in Pittsburgh

11:15 a.m. - 12:45 p.m.

## **COVERING ENVIRONMENTAL INJUSTICE: RACISM AND CRITICAL RESOURCES IN THE SOUTH**

From New Orleans to Lowndes County, Alabama, there are innumerable stories about racial inequality reflected through environmental challenges in communities of color. This session focuses on some of those challenges in the U.S. South, including in access to appropriate sewage disposal in the Alabama Black Belt, and the burdens of industrial hog farming in Eastern North Carolina. We will discuss the nuances of these regional challenges, and connect them to similar struggles outside of the South, including the current water crisis in Flint, Michigan. Journalists will learn about how they can connect their work on race and racism to environmental challenges, and receive leads for potential new stories. This session brings together four panelists whose work connects contemporary environmental challenges to questions of racial inequality in the U.S. South. The panelists are journalists, scholars, and activists.

**Location: Mayland C**

### **Moderator:**

- Pamela Purifoy, Chief Brand Strategist, PR Communications Group

### **Panelists:**

- Brentin Mock, Writer, CityLab
- Danielle Purifoy, Lawyer and Environmental Scholar Based in North Carolina, Editor, Scalawag Magazine
- Catherine Coleman Flowers, Founder and Executive Director, Alabama Center for Rural Enterprise (ACRE)

11:15 a.m. - 12:45 p.m.

## **HBCU JOURNALISM IN THE DIGITAL AGE**

If journalism education is in trouble, what does that mean for struggling black college journalism programs trying to provide students with a wider range of skills and training? We explore the pitfalls and possible solutions with panelists who open the room for a group discussion.

**Location: Virginia A**

### **Moderator:**

- Daarel Burnette, Reporter, Education Week, Chair, NABJ HBCU Task Force

### **Panelists:**

- DeWayne Wickham, Founding Dean, Morgan State University School of Global Journalism & Communication
- Shirley Carswell, Educator, Howard University, Advisor, The Hilltop
- Michael Grant, Senior Digital Designer, Minneapolis Star Tribune, Co-Chair and Lead Mentor, ONA HBCU Digital Media Fellows.
- Clarece Polke, Charles B. Rangel Foreign Affairs Fellow, former Reuters-NABJ Fellow
- LaCrai Mitchell, Recent FAMU Graduate/ONA HCBU Fellow, News Associate, CBS News 48 Hours
- Jayson Overby, Morehouse College EIC and Designer/ONA HBCU Fellow

11:15 a.m. - 12:45 p.m.

## **INNOVATING SOCIAL MEDIA: HOW TO NAVIGATE, BRAND AND EXCEL**

*Powered by CBS News*

Learn from the pros on how to brand your social media and navigate through the wide variety of applications. Panelists will show and tell how they use social media to enhance their reporting on a daily basis. Walk away with a game plan on how you can promote your professional brand on the most influential platforms.

**Location: Delaware**

### **Moderator:**

- Wesley Lowery Reporter, Washington Post

### **Panelists:**

- Pedro Rafael Rosado, Senior Staff Editor, New York Times
- Cydney Adams, Coordinating Producer, CBSEveningNews.com
- Jozen Cummings, Editorial Curator, Twitter Moments
- Walter Smith Randolph, Investigative Reporter, WWMT (Kalamazoo)

11:15 a.m. - 12:45 p.m.

## **VOTING RIGHTS AND THE PRESIDENTIAL ELECTION: A DEEP LOOK**

November will mark the first presidential election without a key provision of the Voting Rights Act act that kept states and jurisdictions -- mostly in the South -- with a history of discrimination in check. The Supreme Court three years ago struck down the preclearance requirement for Alabama, Louisiana and Mississippi and other states and places. Voting rights advocates are concerned about what could happen at the polls in November, particularly with new laws such as Voter ID that they believe are intended to create barriers to black and brown voters casting their ballots. This session will explore what reporters covering politics and the White House race should look for as they chase Donald Trump and Hillary Clinton and gear up for the general election in November.

**Location: Harding**

### **Moderator:**

- Terence Samuel, Washington Politics Editor, The Washington Post

### **Panelists:**

- Maria Pena, Washington Correspondent, La Opinion
- Darren Sands, Reporter, BuzzFeedNews
- Cornell William Brooks, President, NAACP

11:15 a.m. - 12:45 p.m.

## **INTRODUCTION TO MULTIMEDIA JOURNALISM**

Are you a multimedia journalist -- reporter or photographer -- or do you aspire to be one? Multimedia journalists, or MMJs, are becoming the norm in newsrooms across the country, no matter the market size. Many are required to write, shoot, edit stories, set up live shots and post to the web and social media with tighter deadlines than in the past. Learn beginning, intermediate and advanced skills from panelists with a wide range of newsroom experiences and market sizes.

**Location: Delaware A**

### **Panelists:**

- Kenneth Jones, Professor, Florida A&M University
- Jonathan Blakely, Producer, CBS Evening News
- Farai Chideya, Reporter/Political & Cultural Analyst
- Fadia Patterson, Reporter/MMJ, ABC 36
- Imani Cheers (unconfirmed), Assistant Professor, School of Media and Public Affairs, The George Washington University



# DAILY SCHEDULE / SPECIAL EVENTS

1:00 p.m. - 3:00 p.m.

## **VISUAL TASK FORCE PHOTO AUCTION & RECEPTION #VTFAUCTION**

Honoring award-winning photojournalist and VTF founder Mark Gail  
The Visual Task Force has collected artistic photographs from NABJ members, news organizations and other sources to be auctioned off during this NABJ tradition. The images capture the diversity of African-American life across the country. Proceeds benefit NABJ scholarships.

**Location: Wilson A/B**

### **Photo Auction Chair:**

- Danese Kenon, Tampa Bay Times, Deputy Director of Photography for Video/Multimedia
- Velvet S. McNeil, VTF Chair, VelvetMultimedia

## **NABJ FILM FESTIVAL**

11:00 a.m. - 1:00 p.m.

### **LOVING**

Landmark E-Street Cinema 555 11th St. NW. Please see convention mobile app for shuttle schedule.

1:00 p.m. - 1:45 p.m.

### **HIDDEN FIGURES**

Regal Gallery Place 701 7th St. NW Washington, DC.  
Please see convention mobile app for shuttle schedule

1:50 p.m - 3:00 p.m.

### **BIRTH OF A NATION**

Regal Gallery Place 701 7th St. NW Washington, DC.  
Nate Parker, Gabrielle Union, Aja Naomi King, Coleman Domingo, Penelope Ann Miller, Roland Martin  
Please see convention mobile app for shuttle schedule

1:30 p.m. - 3:30 p.m.

### **SOUTHSIDE WITH YOU**

Landmark E-Street 555 11th St. NW Washington, DC.  
Tika Sumpter, Parker Sawyers  
Please see convention mobile app for shuttle schedule

3:00 p.m. - 5:00 p.m.

### **QUEEN OF KATWE**

Regal Gallery Place 701 7th St. NW Washington, DC.  
Please see convention mobile app for shuttle schedule

6:00 p.m. - 9:00 p.m.

### **NOCHE DE PERIODISTAS NAHJ JOURNALISM AWARDS GALA**

*Presented by United*

Join us as we celebrate the work of journalists who cover news on every platform. NAHJ will present the 2016 Journalism Awards in categories such as Breaking News and Features within Print/Digital, Radio, and Television. There will also be one award within each platform for coverage of Latino issues. We will also honor Univision's Isaac Lee and Democracy Now's Juan González with President's Awards. ABC's Gio Benitez, and Telemundo's Dunia Elvir will host the ceremony. Ticket required. Check with registration for ticket availability.

**Location: Salon 1**

6:00 p.m. - 10:00 p.m.

### **NABJ SALUTE TO EXCELLENCE**

NABJ is recognizing the talented and influential work of our industry's best and brightest. This is the largest awards ceremony recognizing journalists of color in the nation.

This year's Salute to Excellence will be hosted by Gayle King of CBS This Morning.

**Locations: Salon 2 and 3**

SATURDAY  
6 | 8

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10:00 p.m.- 3:00 p.m.     **WASHINGTON ASSOCIATION OF BLACK JOURNALISTS CHAPTER PARTY**  
Location: The Park at 14th, 920 14th St NW, Washington, DC

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## SUNDAY, August 7, 2016

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8:00 a.m. - 10:00 a.m.     **NABJ GOSPEL BRUNCH**  
This year the 2016 NABJ Gospel Brunch presents... Lisa Page Brooks, Jarmel Evans and Worship Forever and Kevin Levar! Co-hosts Jummy Olabanji of WJLA-TV and Marcus Washington of WJZ Eyewitness News will lead us in celebration as we close our Convention and Career Fair with a bang!  
**Location: Salon 3**

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10:00 a.m. - 12:00 p.m.     **NABJ BOARD OF DIRECTORS MEETING**  
**Location: Wilson A**

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10:00 a.m. - 12:00 p.m.     **NAHJ BOARD OF DIRECTORS MEETING**

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1:00 p.m.     **#NABJNAHJ16 AT THE WASHINGTON NATIONALS BASEBALL GAME**  
NABJ President Sarah J. Glover and NAHJ President Mekahlo Medina will be recognized at the Washington National's game.  
**Location: Natioanls Park, 1500 S Capitol St SE, Washington, DC 20003**

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8 | 7  
SUNDAY

NABJ

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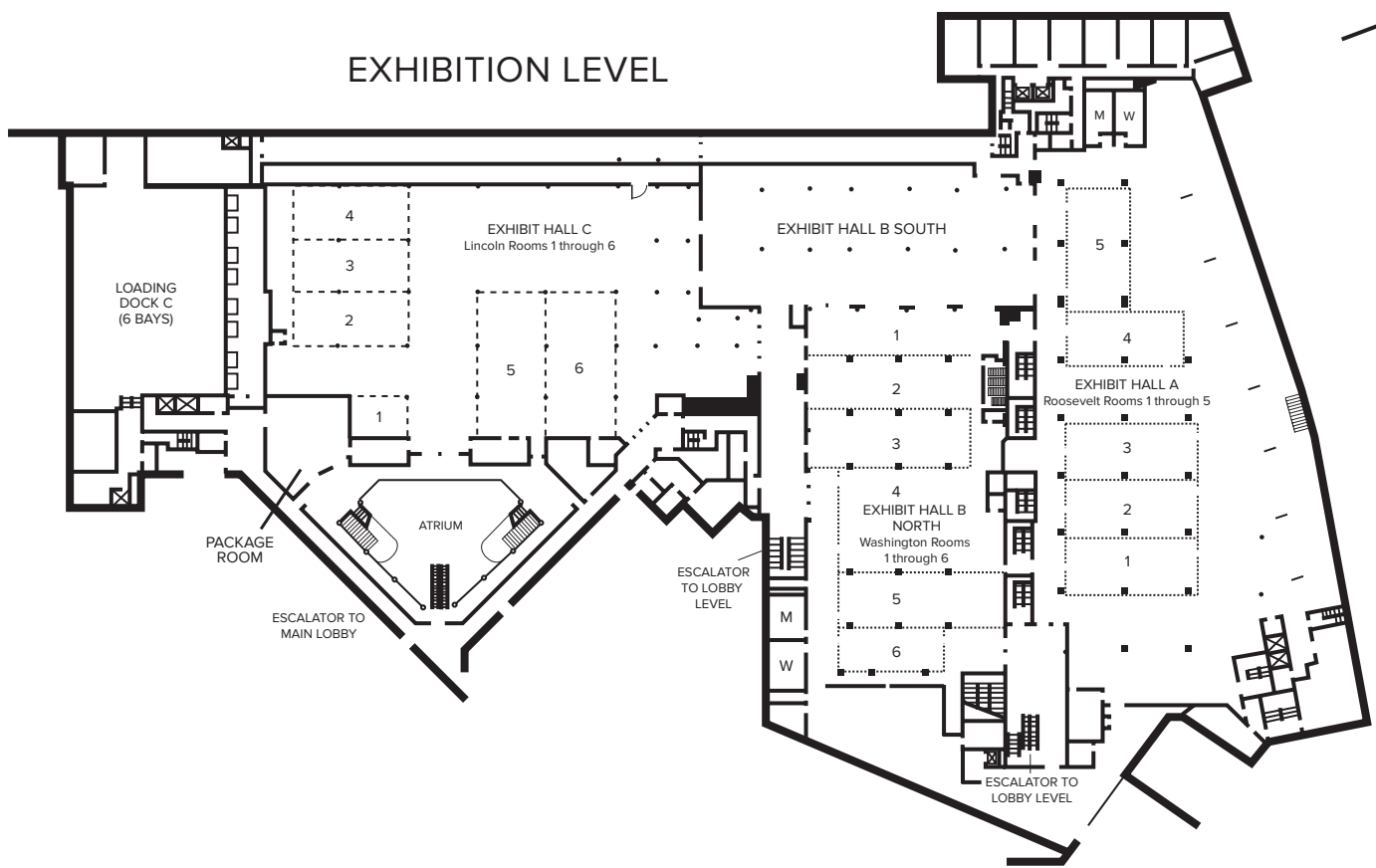
**NABJ 2017**

**New  
ORLEANS**

**August 9 - 12, 2016**



# EXHIBITOR LISTING



ABC News  
Booth: 709  
47 West 66th Street  
New York, NY 10023  
(212) 456-7777  
[www.abcnewscareers.com](http://www.abcnewscareers.com)

American Public Media Group  
Booth: Public Media Village  
261 S. Figueroa Street, #200  
Los Angeles, CA 90012  
(213) 621-3458  
[www.americanpublicmedia.org](http://www.americanpublicmedia.org)

Associated Press  
Booth: 819  
450 West 33rd Street  
New York, NY 10001  
(212) 621-1799  
[www.ap.org](http://www.ap.org)

AJ+  
Booth: 1010  
118 King Street  
San Francisco, CA 94107  
(415) 995-7231  
<http://ajplus.net/english/>

American University School of Communication  
Booth: J4  
4400 Massachusetts Avenue, NW  
Washington, DC 20016  
(202) 885-2083  
[www.american.edu](http://www.american.edu)

Baltimore Sun Media Group  
Booth: 805  
501 N. Calvert Street  
Baltimore, MD 21202  
(410) 332-6534  
[www.baltimoresun.com](http://www.baltimoresun.com)

American Heart Association News  
Booth: 911  
7272 Greenville Avenue  
Dallas, TX 75231  
(214) 570-2000  
[www.heart.org](http://www.heart.org)

The Annie E Casey Foundation  
Booth: 507  
701 St. Paul Street  
Baltimore, MD 21202  
(410) 547-6600  
[www.aecf.org](http://www.aecf.org)

Bienstock, A United Talent Agency Company  
Booth: 1007  
250 W. 57th Street, Suite 333  
New York, NY 10107  
(212) 765-3040  
[www.bienstock.unitedtalent.com](http://www.bienstock.unitedtalent.com)

Blacktop TV  
Booth: 1208  
P.O. Box 77086  
Washington, DC 20013  
(202) 495-1976  
[www.blacktop.tv](http://www.blacktop.tv)

Bleacher Report  
Booth: 503/505  
888 7th Avenue, 19th Floor  
New York, NY 10106  
(212) 275-6140  
[www.bleacherreport.com](http://www.bleacherreport.com)

Bloomberg  
Booth: 718  
731 Lexington Avenue  
New York, NY 10022  
(212) 318-2000  
[www.bloomberg.com](http://www.bloomberg.com)

Bloomberg BNA  
Booth: 902  
1801 S. Bell Street  
Arlington, VA 22202  
(703) 341-2014  
[www.bna.com](http://www.bna.com)

The Boston Globe  
Booth: 1004  
135 Wm T. Morrissey Boulevard  
Boston, MA 02125  
(617) 929-2000  
[www.globe.com/aboutus](http://www.globe.com/aboutus)

Boston University  
Booth: J7  
640 Commonwealth Avenue  
Boston, MA 02215  
(617) 353-3450  
[www.bu.edu/com](http://www.bu.edu/com)

Bright House Local  
Programming Group  
Booth: 408  
20 N. Orange Avenue, Suite 13  
Orlando, FL 32801  
(407) 513-1464  
[www.brighthouse.com](http://www.brighthouse.com)

Broadcasting Board of  
Governors  
Booth: 724  
3300 Independence Avenue,  
SW  
Washington, DC 20237  
(202) 382-7500  
[www.bbg.gov](http://www.bbg.gov)

Capitol Broadcasting Company  
Booth: 720  
2619 Western Boulevard  
Raleigh, NC 27606  
(919) 890-6008  
[www.capitolbroadcasting.com](http://www.capitolbroadcasting.com)

Capital Public Radio  
Booth: Public Media Village  
7055 Folsom Boulevard  
Sacramento, CA 95826  
(916) 278-8900  
[www.capradio.org](http://www.capradio.org)

CBS News  
Booth: 601  
524 West 57th Street  
New York, NY 10019  
(212) 975-4157  
[www.cbsnews.com](http://www.cbsnews.com)

CBS News  
Booth: 1101/1103  
524 West 57th Street  
New York, NY 10019  
(212) 975-4157  
[www.cbsnews.com](http://www.cbsnews.com)

Chicago Tribune  
Booth: 807  
202 West 1st Street  
Los Angeles, CA 90012  
(213) 237-6737  
[www.chicagotribune.com](http://www.chicagotribune.com)

The Chronicle of Higher  
Education  
The Chronicle of Philanthropy  
Booth: 909  
1255 23rd Street NW, Suite 700  
Washington, DC 20037  
(202) 446-1000  
[www.chronicle.com](http://www.chronicle.com)  
[www.philanthropy.com](http://www.philanthropy.com)

CNN  
Booth: 516  
One Time Warner Center  
New York, NY 10019  
(212) 275-8149  
[www.cnn.com](http://www.cnn.com)

The Coca-Cola Company  
Booth: 713  
1 Coca-Cola Plaza  
Atlanta, GA 30313  
[www.coca-cola.com](http://www.coca-cola.com)

Colorado Public Radio  
Booth: Public Media Village  
Bridges Broadcast Center  
7409 S Alton Court  
Centennial, CO 80112  
(303) 871-9191  
[www.cpr.org](http://www.cpr.org)

Colour Basis  
Booth: 1107/1109  
1721 W. Berry Street  
Ft. Worth, TX 76110  
(888) 797-0806  
[www.colourbasis.com](http://www.colourbasis.com)

Columbia Journalism School  
Booth: J12  
2950 Broadway Room 203  
New York, NY 10027  
(212) 854-8608  
[www.journalism.columbia.edu](http://www.journalism.columbia.edu)

Cox Media Group  
Booth: 519/521  
6205 A Peachtree Dunwoody  
Road  
Atlanta, GA 30328  
(678) 645-4574  
[www.coxmediagroup.com](http://www.coxmediagroup.com)

CQ Roll Call  
Booth: 1202  
77 K Street, NE  
Washington, DC 20002  
(202) 650-6500  
[www.cqrollcall.com](http://www.cqrollcall.com)

CUNY Graduate School of  
Journalism  
Booth: J2  
219 W. 40th Street  
New York, NY 10018  
(646) 758-7704  
[www.journalism.cuny.edu](http://www.journalism.cuny.edu)

Current/American University  
Booth: Public Media Village  
6930 Carroll Avenue, Suite 625  
Takoma Park, MD 20912  
(301) 270-7240  
[www.current.org](http://www.current.org)

Dow Jones News Fund, Inc.  
Booth: 821  
P.O. Box 300  
Princeton, NJ 08543  
(609) 520-5929  
[www.newsfund.org](http://www.newsfund.org)

# EXHIBITOR LISTING

Education Writers Association  
Booth: 1212  
3516 Connecticut Avenue, NW  
Washington, DC 20008  
(202) 452-9830  
www.ewa.org

Eli Lilly and Company  
Booth: 312  
Lilly Corporate Center  
Indianapolis, IN 46285  
(317) 631-6400  
www.lilly.com

ESPN  
Booth: 304  
1 ESPN Plaza  
Bristol, CT 06010  
(860) 766-2000  
www.espn.com

The EW Scripps Company  
Booth: 504  
312 Walnut Street, Suite 2800  
Cincinnati, OH 45202  
(513) 977-3000  
www.scripps.com

Fox News Channel and Fox  
Business Network  
Booth: 900  
1211 Avenue of the Americas, 14  
Floor  
New York, NY 10036  
(212) 301-5141  
www.foxnews.com

Fox Sports Media Group  
Booth: 905  
10201 W. Pico Boulevard  
Bldg. 103, Room 1173  
Los Angeles, CA 90064  
(310) 369-0176  
www.foxsports.com

Fulbright  
Booth: J11  
809 UN Plaza  
New York, NY 10017  
(212) 984-5362  
www.ii.org

Gannett & USA TODAY Network  
Booth: 215  
7950 Jones Branch Drive  
McLean, VA 22107  
(703) 854-8072  
www.gannett.com

Graham Media Group  
Booth: 726  
161 N. Clark Street, Suite 2900  
Chicago, IL 60601  
(312) 917-6242  
www.grahammedia.com

Gray Television  
Booth: 1008  
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A photograph of two men sitting in an audience. The man in the foreground is a Black man with a beard, wearing a light blue sweater, looking towards the right. The man in the background is an Asian man with glasses, wearing a yellow shirt, also looking towards the right. The background is slightly blurred.

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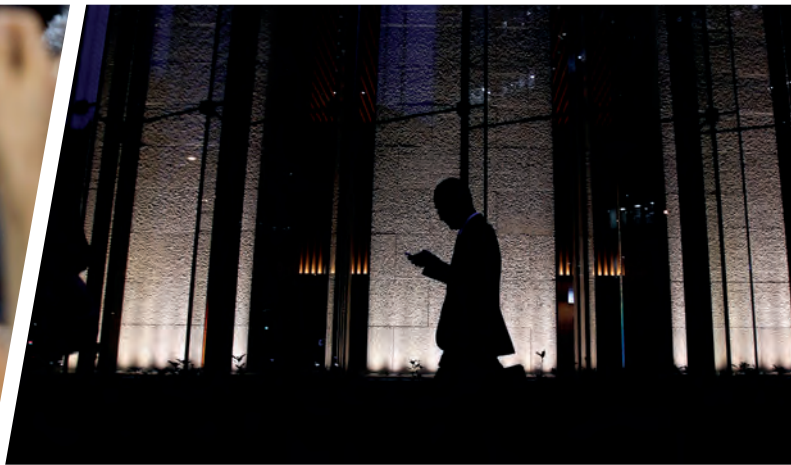


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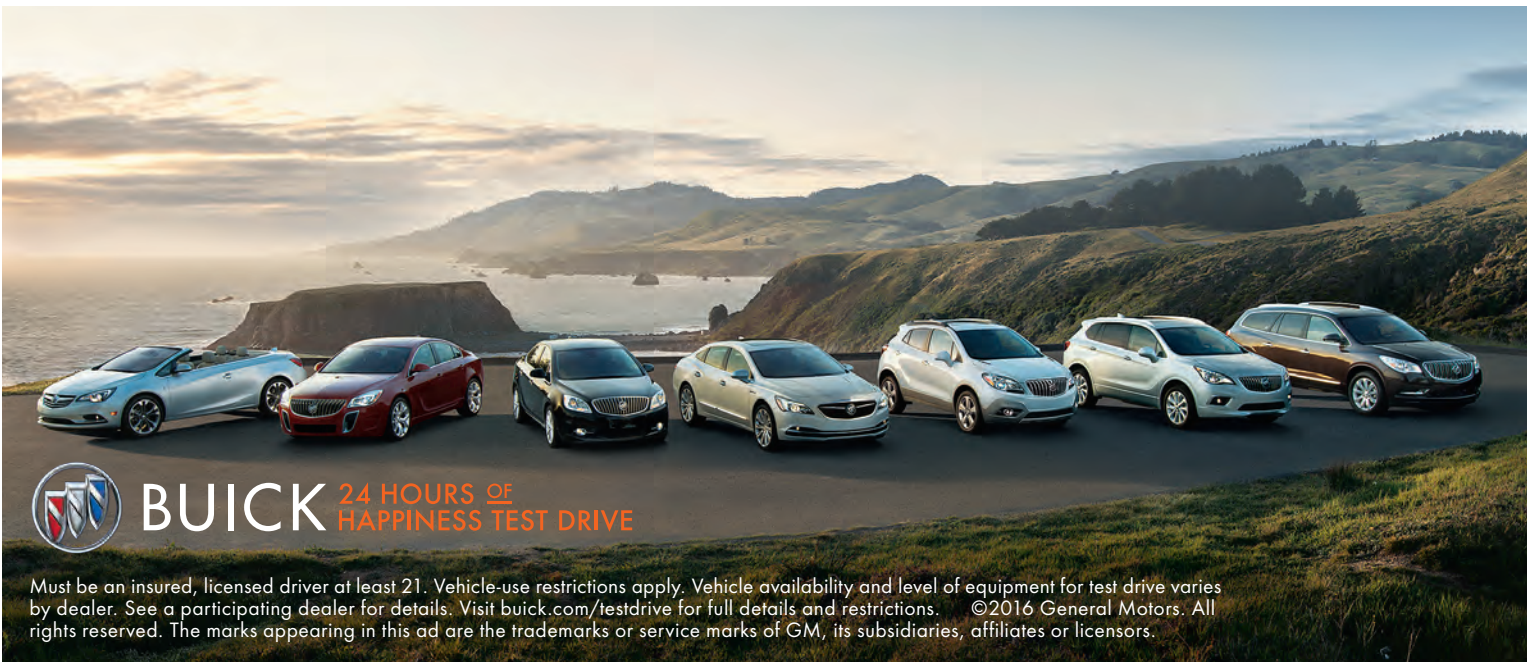




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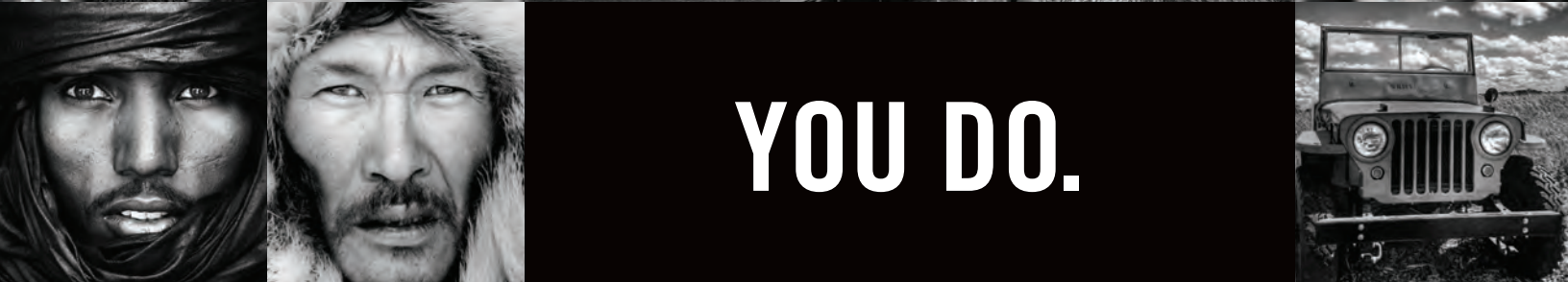




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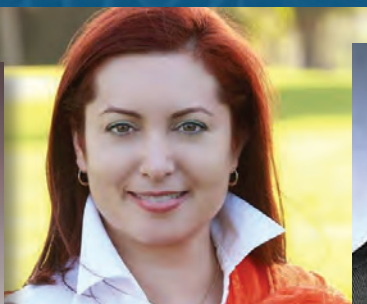
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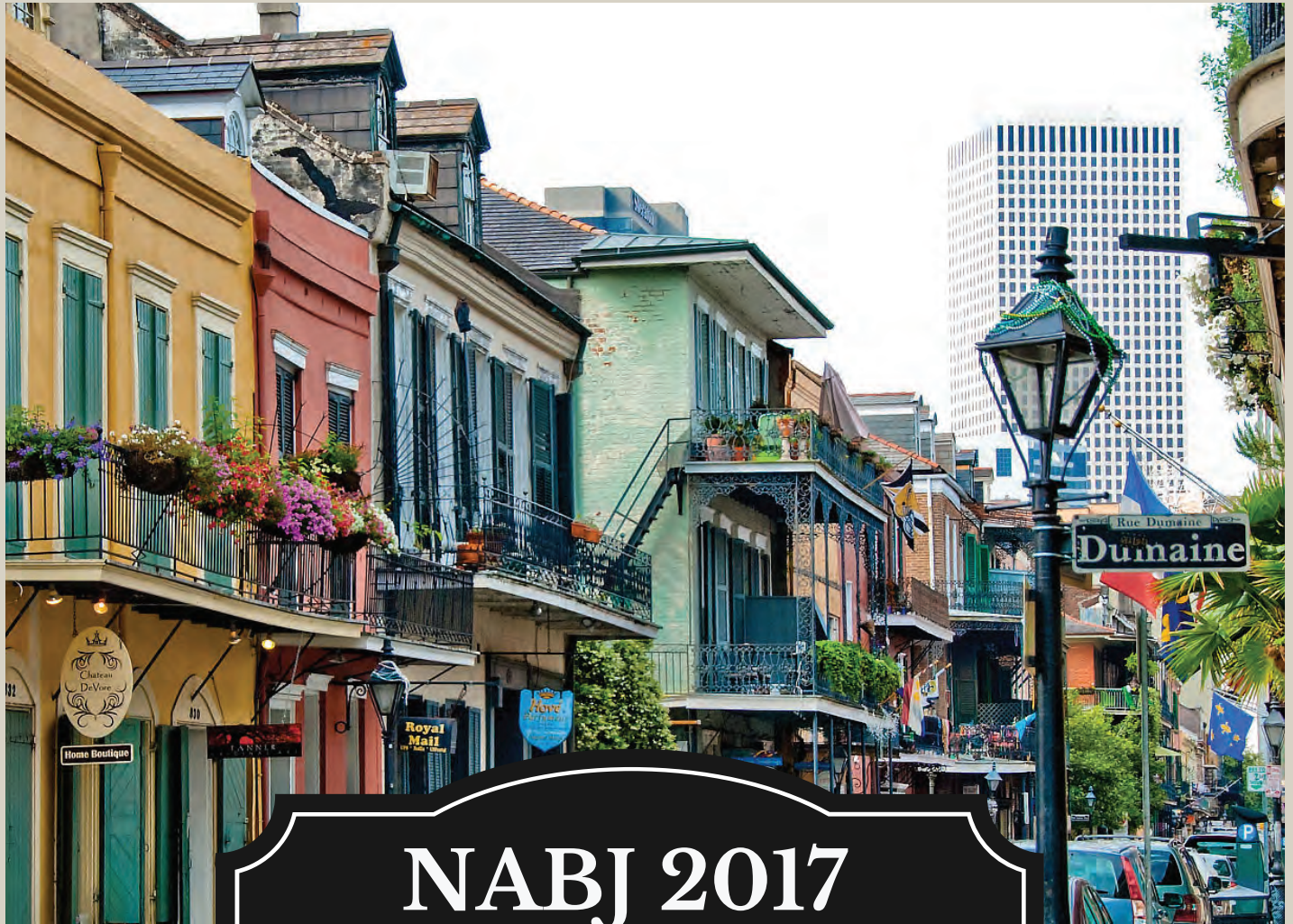
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