Looking toward the future of Journalism.

Journalists are faced with a growing list of new technologies that can potentially be used to reach audiences with news. The new technologies are also challenging news operations too, challenging all of us to re-define what we do and how we do it. Print organizations are increasingly finding that more people read their on-line presence compared to their print paper. Radio stations are putting resources into developing their website to stay in touch with their core audience as well as expand their geographic reach. TV news operations are facing decreasing market shares by changing viewing patterns compounded by competition from local blogs and podcasts with a minimum of cost and overhead.

The conference is aimed at looking at these issues. The conference is geared to both working journalists, students and educators who want to understand the complexities of creating and sharing news stories in the digital age.

Meet the News Directors!

If you are interested in getting some great career advice, please sign up at the registration desk to have a one-on-one meeting with News Directors representing radio, TV, cable, Internet and newspaper news sources.

Remember to bring your reel or portfolio and a notepad.
The Day at a Glance:

9:00    Registration. Coffee and Refreshments sponsored by AP.
9:30    Introductory remarks in the Pigott Auditorium
10:15   First Series of Sessions

Session 1: How is Technology Shaping the Newsroom of the 21st Century?

- Wayne Lynch. News Director. Northwest Cable News Channel
- Lee Hochberg. Correspondent. Lehrer News Hour
- Peter Gammel. KIRO-www.mynorthwest.com

How do technological advances in the uses of the Internet and video capture affect the way news is being written and delivered to the public? The panel represents different parts of the news industry, yet they all face similar concerns in creating and providing news.

Session 2: Introduction to Investigative Reporting

- James Neff, Investigations Editor, The Seattle Times
- Susannah Frame, Investigations Reporter, King 5

With newsroom budgets slashed and investigative projects put on the back burner, it's more important than ever for journalists from all beats to familiarize themselves with basic investigative tools and techniques. In this entertaining session, media professionals will walk both journalists and members of the public through a mock investigation of a public official. The session is designed to both introduce new reporters to additional sources of information, and to demonstrate to the public the breadth and importance of the information journalists are charged with disseminating.

* Sponsored by the Western Washington Pro Chapter of the Society of Professional Journalists

Session 3: Building Your Brand

- Knute Berger, 'Mossback.'
- Michael J. Parks, Marple’s Business Newsletter
- Art Thiel, NW Sports Press
Session 4: Job Tips from Recent Graduates

Students who have graduated in the last couple of years discuss what it took for them to land their first job in journalism.

Session 5: Fair Fight or Copyright? (PNAJE Sponsored Event)

- Dinah Zeiger University of Idaho. PNAJE Fellow

In today's online culture of remixes and mash-ups, what are the legal boundaries? This session will help journalists, students and advisers understand the legal and ethical issues at stake.

Noon: Lunch

Session 6: The Future of News

- Steven Smith, Former Editor, Spokesman Review
- Cyrus Krohn, Former Publisher, Slate.com
- Allen Funk, Publisher, The Herald
- Mark Briggs, Co-founder, Serra Media

1:30 PM Second Series of Sessions.

Session 7: Building Independent Online News Sites

- Mark Matassa, Crosscut.com
- Tracy Record, West Seattle Blog
- Kery Murakami, Post Globe.com
- Josh Felt, Publicola.net
Session 8: Leaving Journalism Behind

- David Postman, Vulcan Inc.
- Lou Gellos, Microsoft
- Roger Nyhus, Nyhus Communication

Session 9: Hour MBA: A Primer on Business Reporting, the Recession and Recovery.

George Erb, Editor, The Puget Sound Business Journal
Clay Holtzman, Staff Writer, The Puget Sound Business Journal

*Understanding the recession is the first step in covering it. In this short session with time for Q&A, we will orient you to the U.S. economy and national recession, tell you what indicators to look for among each major industry, and how to put it all to work on the beat and at the keyboard. Pay attention, because business news is the only news that matters.*

Session 10: Online Options: College Publisher, CoPress and Stunt3 (PNAJE Sponsored Event).

- Darcy Wytko, Editor-in-Chief, CWU Observer, author of statewide study
- Kristin Millis, Director of Student Publications, The Daily, University of Washington
- Daniel Bachhuber, Executive Director of CoPress
- Rusty Lewis, College Publisher, Director of Affiliate Relations
- Mike Schoelch, University Relations Coordinator, mtvU’s College Media Network

*CoPress and Stunt3 are angling to replace College Publisher—What do they have to offer?*

Session 11: Freedom of the Press: From state sunshine laws to the federal shield law, what's the status of legal issues impacting journalists in the PNW? (PNAJE Sponsored Event)

- Rowland Thompson, Executive Director, Allied Daily Media Association.

3:00 Break. Sponsored by the Washington Chapter of the Society of Professional Journalist.
3:30 Third Series of Sessions

Session 12: Can Public Interest PR help fill the Information Gap?

- Doug Honig, American Civil Liberties Union of Washington
- Janelle Guthrie, Office of Washington Attorney General
- Linda Mullen, EnvirIssues

Session 13: Blogging for a Living

- David Goldstein, Horse’s Ass
- Andre Sharkansky, SoundPolitics.com

Session 14: Cool Tools

- Paul Balcerak, Assistant Editor of New Media, Sound Publishing

From embedding custom maps to making time lines, this hands-on workshop will show you how to incorporate multi-media elements into your news stories.

Session 15: User Generated Content: Keeping it Legal, Keeping it Lively (PNAJE Sponsored Event)

- Michele Earle-Hubbard, media law attorney with Allied Law Group
- Tracy Record, Co-Publisher, West Seattle Blog
- Mark Briggs, CEO, Serra Media (TBA)

4 PM
Session 16: Special Session. Introduction to Investigative Reporting. Session geared to non-professionals and the general public. Pigott Auditorium

Susannah Frame, Investigations Reporter, King 5
James Neff, Investigations Editor, The Seattle Times

*With newsroom budgets slashed and investigative projects put on the back burner, it's more important than ever for journalists from all beats to familiarize themselves with basic investigative tools and techniques. In this entertaining session, media professionals will walk both journalists and members of the public through a mock investigation of a public official. The session is designed to both introduce new reporters to additional sources of information, and demonstrate to the public the breadth and importance of the information journalists are charged with disseminating.*

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