

21ST ANNUAL

THE NEW YORK PRESS CLUB FOUNDATION
CONFERENCE ON JOURNALISM 2013



KEYNOTE SPEAKER: BEN SMITH
EDITOR IN CHIEF, BUZZFEED



MITCH LEBE, INDUCTEE
NY JOURNALISM HALL OF FAME



SHELLY STRICKLER, HONOREE
NYPC PRESIDENT'S AWARD

OCTOBER 5, 2013
NEW YORK UNIVERSITY KIMMEL CENTER
#NYPC2013



PRIMARY SPONSOR NEW YORK LIFE

THE NEW YORK PRESS CLUB FOUNDATION
THANKS THE PANELISTS, SPEAKERS AND
VOLUNTEERS WHO MAKE THIS EVENT POSSIBLE

CONFERENCE COMMITTEE:

Nancy Ayala	Beth Karas	Vito Turso
Debra Caruso	Mo Krochmal	Deborah Wetzel
Stephannia Cleaton	Michael McWeeney	Deborah Yao
Molly Stark Dean	Sital S. Patel	Maura Yates
Sharon Fenster	Larry Seary	CONFERENCE CHAIR:
D. Joy Faber	Jodi Lee Reifer	Eileen AJ Connelly

THANKS ALSO TO:
MEDIA FOR HUMANITY
CLAUDIA GIL, NYU OFFICE OF UNIVERSITY EVENTS
PETER BEKKER, NYPC CONSULTING DIRECTOR

NEW YORK PRESS CLUB OFFICERS:

Larry Seary, President
Steve Scott, 1st Vice President
Jane Tillman Irving, 2nd Vice President
Stan Brooks, Treasurer
Stephani Shelton, Secretary
Elizabeth Semrai, Corresponding Secretary
Beth Karas, Financial Secretary

BOARD OF GOVERNORS

Winnie Hu	Gabe Pressman
Rich Lamb	Larry Sutton
Mitch Lebe	Debra Toppeta
Phil O'Brien	

TRUSTEES

Mark Lieberman	Jerry Schmetterer
John Mulligan	Deborah Wetzel
Tom Poster	

THE NEW YORK PRESS CLUB FOUNDATION
Gabe Pressman, President


THE NEW YORK PRESS CLUB INC.
1636 THIRD AVE, BOX 188, NEW YORK, NY 10128

THE NEW YORK PRESS CLUB FOUNDATION

THE NEW YORK PRESS CLUB FOUNDATION CONFERENCE ON JOURNALISM 2013

8:30 am	Networking Breakfast	RP
9 am	Welcome Eileen AJ Connelly, Conference Chair Perri Klass, director, Arthur L. Carter Journalism Institute, New York University	
9:15 am	Plenary: Social Media Wake-up Call	
10:45 am	BREAKOUT SESSION 1	
	New Careers in Content Marketing	905
	The Big Story	907
	Protecting Your Online Reputation	909
10:45 am	Resume and Portfolio Review	912
to 1 pm	Coffee Break sponsored by Roscoe Labs	903
12 pm	BREAKOUT SESSION 2	
	Longform Journalism	905
	Covering the Travel Beat	907
	Using Your Smartphone as a reporting tool	909
	LUNCHEON	RP
1:15 pm	Scholarships presented by Gabe Pressman Hall of Fame Induction by Gabe Pressman President's Award presented by Larry Seary	
	Keynote Address Ben Smith, Editor in Chief, BuzzFeed	

AFTER PARTY

2:45 p.m. Amity Hall  @amityhallnyc
80 West 3rd Street, between Thompson & Sullivan




CONFERENCE ON JOURNALISM 2013  #NYPC2013

9 A.M. PLENARY DISCUSSION

SOCIAL MEDIA WAKE-UP CALL | ROSENTHAL PAVILION


MODERATOR: SREE SREENIVASAN

Recently named chief digital officer at the Metropolitan Museum of Art, Sree was Columbia University's first chief digital officer and spent 20 years at the School of Journalism, including several as dean of student affairs. He is a co-founder of the South Asian Journalists Association and the Online News Association, the founding administrator of the Online Journalism Awards and the host of Social Media Weekend.

 @sree

PANELISTS:

GREGORY GALANT is the co-founder and CEO of Muck Rack, a network connecting journalists with sources via social media. Previously, he was an associate producer at CNN.com, where he analyzed trends in citizen media. He is the co-creator and executive producer of The Shorty Awards.

 @gregory


STEPHANIE HABERMAN is a social media and digital producer for NBC News. Previously, she was a community assistant and reporter at Mashable and communications coordinator for Sports Illustrated, where she produced and managed content for the magazine's Facebook and Twitter accounts.

 @StephLauren

MEGHAN PETERS works on the media partnerships team at Facebook, where she helps news organizations use Facebook as a tool for journalism and community building. Previously, she was a Mashable community director and a web producer for The Seattle Times.

 @petersmeg

CARLA ZANONI is DNAinfo.com's director of social media and engagement. A graduate of Columbia University School of Journalism, she covered the city for nearly a decade, writing for The New York Times, Amsterdam News, and City and State (formerly called City Hall).

 @carlazononi

BREAKOUT SESSION 1


10:45 A.M.-11:45 A.M.

THE CONVERGENCE OF PR & JOURNALISM:

NEW CAREERS IN CONTENT MARKETING | ROOM 905

MODERATOR: DEBRA CARUSO MARRONE

Marrone has owned the New York City-based media relations firm DJC Communications for the past 22 years and is also a freelance journalist and author of the media blog TV Takes All. She has a BA in broadcast journalism from Fordham University.


 @debrajcaruso

PANELISTS:


JENNI BAKER is Goodwill Industries International's online content manager, overseeing the development and execution of blogs, newsletters, website and related networks. She holds an MA in professional writing from the University of Massachusetts-Dartmouth.

 @jennibaker

PAUL CONLEY has three decades of experience in business journalism, including stints at CNN, Primedia, Bloomberg and CFO. He is best known as an editorial consultant whose clients include New York Times Digital, Penton, IDG, Amazon and Reed Business Information.

 @paulconley

JODY FISHER is a former radio reporter and now a senior vice president with Rubenstein Communications, representing a varied array of New York's most recognizable individuals and institutions.

 @jodyfisher

STACY MINERO is the lead content strategist for key marketing and media partners at MindShare. Her work encompasses defining the role of content and helping clients navigate the distribution and amplification of content assets.

 @slminero

STEVE RUBEL is chief content strategist for Edelman. He is responsible for creating and cultivating best practices in content strategy and for piloting innovative media partnerships that blend paid, owned and earned strategies.

 @steverubel


BREAKOUT SESSION 1

10:45 A.M.-11:45 A.M.

THE BIG STORY: COVERING SANDY, NEWTOWN &
THE BOSTON MARATHON BOMBING | ROOM 907

MODERATOR: JOHN MILLER

A senior correspondent for CBS News, Miller formerly was an investigative reporter with ABCNews and WNBC-NY. Breaking from journalism in the '90s, he became an NYPD Deputy Commissioner and in 2003 joined the LAPD's Counterterrorism and Criminal Intelligence Bureau. He joined the federal Office of the Director of National Intelligence, working with the CIA, NSA and FBI. He returned to journalism in 2011 and was awarded 2012's New York Press Club President's Award.

 @johnmillercbs

PANELISTS:

NEAL SHAPIRO is a producer and media executive with a 25-year career spanning print, broadcast, cable and online media. As CEO of WNET, he oversees the operations of THIRTEEN, WLIW21 and NJTV. Neal oversaw coverage of Superstorm Sandy and specials following the Newtown massacre. Shapiro was president of NBC News and executive producer of Dateline NBC from 1993-2001.

 @NShapiro

ALEX SILVERMAN is a reporter and anchor for WCBS Newsradio 880, where he helped lead award-winning coverage of such monumental stories as Hurricane Sandy, its aftermath, and the Boston marathon bombings. He was a radio reporter in Seattle and Syracuse, N.Y.

 @AlexSilverman

DEBORAH FEYERICK is an award-winning national correspondent specializing in crime, terrorism and breaking news. She joined CNN in May 2000 as an investigative reporter and has been on the frontlines of major news stories from the attack on the World Trade Center to the massacre at Sandy Hook Elementary and Boston Marathon bombing.

 @DebFeyerickCNN

KATIE ZEZIMA is the supervisory correspondent in the Newark, N.J., bureau of The Associated Press. Besides today's three big stories, she has covered the clergy sexual abuse scandal, a nightclub fire that killed 100 and the nation's first same-sex marriage. Zezima spent nine years at The New York Times.

 @Katiezez

BREAKOUT SESSION 1

10:45 A.M.-11:45 A.M.

PROTECTING YOUR ONLINE REPUTATION | ROOM909

MODERATOR: STEPHANIE GRAYSON

Grayson has been a corporate communications professional since 1998 and a social media enthusiast since 2008. In 2012, she became Yahoo! Finance Social Media Editor, establishing the additional Twitter handle @StephYFinance. In 2013, Grayson was ranked as one of the Top 200 Social Media Influencers in New York by Tempero.

🐦 @critiques4geeks

PANELISTS:

MIKE PAUL is a top reputation, corporate communications, crisis management and litigation-support PR expert known worldwide by the registered brand name The Reputation Doctor. He is founder, president and senior counselor of MGP & Associates PR. With more than 20 years experience, he helps build, maintain and repair leading reputations and brands in both good times and bad.

🐦 @ReputationDr

RYAN WALLERSTEIN, owner and founder of Kodiak Search, a new kind of recruiting firm that helps media companies fill their jobs quickly and efficiently through the power of crowdsourcing. Kodiak Search relies on the media community at large to recommend digital media talent for a given position and financially rewarding referrers.

🐦 @ryanw47



CONFERENCE ON JOURNALISM 2013 🐦 #NYPC2013

BREAKOUT SESSIONS 1 & 2 10:45 A.M.-11:45 A.M.
RÉSUMÉ AND PORTFOLIO REVIEW | ROOM 912

BEN BERKOWITZ is the deputy managing editor-news for CNBC.com, where he oversees the site's breaking news operations and the team that manages CNBC's home page. Previously, he was the tech editor and the editor in charge of breaking companies news at Reuters.

 @BerkowitzBT


BILL DEANE is a self-employed investigative journalist who blogs at OurMissingNews.com. He was an assignment editor at CBS News for 30 years and also worked as a writer, editor, anchor and news director at ABC news, KYW in Philadelphia, KBTR in Denver and WBBF in Rochester.

MARC ERNAY is the sports director and morning drive sports anchor at 1010 WINS, and serves as an adjunct professor at St. John's University in Queens, teaching sports broadcasting, multimedia communication, radio production and writing for broadcast journalism courses.


 @marcernay

STEVEN KALB is a freelance reporter and TV news talent coach and an adjunct professor of broadcast journalism at the University of Connecticut, Storrs.

BARBARA SELVIN is an assistant professor at the Stony Brook University School of Journalism and has also taught at Queens College and Hofstra University. She has directed a high school summer journalism workshop in the City University of New York system for seven years. A former Newsday reporter, her freelance work has been published in Newsday, The New York Times, Columbia Journalism Review, and business and health-care magazines.

 @bselvin

JOANNE STEVENS is a media skills coach and Press Club associate member who helps television and radio journalists craft their skills in writing, reporting, blogging, anchoring and interviewing. She has served as an adjunct professor at Columbia University School of Journalism, and has taught at the School of Visual Arts and New York University's School of Continuing Education. She is the principal of Stevens Media Consulting.

 @joannestevens

BREAKOUT SESSION 2

12:00 P.M.-1:00 P.M.

LONGFORM JOURNALISM FOR A SHORT ATTENTION
SPAN WORLD | ROOM 905


MODERATOR: DONNA BERTACCINI

Bertaccini co-owns and is executive producer for Molesworth Enterprises. She has worked in different capacities for BBC, ABC, NBC, MTV, Discovery/TLC, National Geographic, PBS, Turner, The History Channel, ESPN, HDNet, ITN, Canadian Broadcasting and a number of other foreign outlets.


 @DonnaBertaccini

PANELISTS:

CYNTHIA KANE, senior producer of the documentary film unit, comes to Al Jazeera America from ITVS where she managed more than 150 international and domestic projects. Prior to ITVS, Kane worked at Sundance Channel, where she managed acquisitions and program planning. At Sundance Channel, Kane focused on documentaries, and was the co-creator of Doc Day.

 @Cynthia_Kane

SARA FISHKO is resident cultural observer at WNYC, where she produces radio pieces, both short and long. Her seven-minute culture stories, known as Fishko Files, run in Morning Edition and All Things Considered. Her most recent longform specials are The Jazz Loft Project Radio Series and Culture Shock 1913.

 @FishkoFiles

DOUGLAS WARSHAW is digital strategist and a contributing writer for Fortune. He worked as a television programmer, producer, writer and director at ESPN, NBC Olympics, ABC Sports, ABC News & Special Events and Classic Sports Network (now ESPN Classic). He has been the chief digital officer for Maxim and Blender magazines and was a co-founder of Motionbox.com. His writings have appeared in The New York Times and GQ.

 @WarshawCurve

BREAKOUT SESSION 2


12:00 P.M.-1:00 P.M.

FEATURE WRITING:

COVERING THE TRAVEL BEAT | ROOM 907


MODERATOR: BETH J. HARPAZ

Harpaz has been Associated Press travel editor for 10 years. Before that, she covered NYC news for AP, including stories such as the Crown Heights riots and Sept. 11 attacks. She also worked for the Staten Island Advance and the Bergen Record. She is a graduate of Columbia School of Journalism and Cornell.

 @AP_Travel

PANELISTS:

PAUL BRADY is the deputy consumer news editor at Condé Nast Traveler, writing practical consumer-oriented travel advice for both online and print, as well as the magazine's digital tablet editions.

 @p_brady

SARA CLEMENCE is a travel editor and writer at The Wall Street Journal who previously has worked for Forbes, Condé Nast Portfolio and the New York Post. She holds undergraduate and graduate degrees from Johns Hopkins University and a master's in journalism from Columbia University.

 @SaraClemence

AMY FARLEY has been at Travel + Leisure for more than a decade. She writes the Trip Doctor column and oversees the magazine's coverage of consumer news in print and online. She also developed the Travel + Leisure Global Vision Awards, which recognize the people and projects that are giving back to the places we visit.

 @afarles

SOCIAL MEDIA CORPS

Nancy Ayala
Sarah Bourassa
Matthew Creegan
Ivette Davila-Richards
Molly Stark Dean
Michael De la Force
Sherrie-Ann De Leon
Anthony DePrimo
Julie DeVito

Regina Dowdell
Kurumi Fukushima
Tashiana Garrido
Christine Janumala
Brenda Kessler
Kuang Keng Kuek Ser
Burroughs Lamar
Charlotte LoBuono
Kelly Lui

Michael McWeeney
Rebecca Myles
Kateryna Panova
Susan Sawyers
Nichole Whitney
Peipei Zhang
Ellie (Xinrui) Zhu
Nina Zipkin
COORDINATOR:
Mo Krochmal

THE NEW YORK PRESS CLUB FOUNDATION

BREAKOUT SESSION 2

12:00 P.M.-1:00 P.M.

MULTIMEDIA: USING YOUR SMARTPHONE AS A
REPORTING TOOL | ROOM 909

MODERATOR: MO KROCHMAL

Krochmal has reported and applied innovation in media in a 20-year digital journalism career. He was Hofstra University's first digital journalism professor and has taught computer-assisted reporting and digital journalism at Columbia. He edits Social Media News NY, a multimedia news platform serving New York's social media professionals.

 @krochmal

PANELISTS:

KEVIN DELANEY is editor in chief and co-founder of New York-based Quartz, a digital business news brand founded in 2012 by Atlantic Media. A reporter at The Wall Street Journal for a decade in Paris and San Francisco, he covered Google, Twitter and Facebook, and was managing editor of WSJ.com from 2010-2011.

 @kevinjdelaney

JOANNE STEVENS has helped TV, radio, digital video and print journalists for 32 years. She taught print reporters to share stories and break news on smartphones, Skype and on camera. Her clients include The Wall Street Journal, The New York Times, Condé Nast, Reuters and top broadcast networks. She has taught at the School of Visual Arts and Columbia University School of Journalism.

 @joannestevens

MARY CATHERINE WELLONS is the director of Social Media at CNBC. She previously covered media and tech as a CNBC field producer based in L.A. and later produced for David Faber during the financial crisis at CNBC headquarters in Englewood Cliffs, N.J. She holds a B.A. in political and social thought from the University of Virginia.

 @mcwellons

MELINDA WITTSTOCK is a serial entrepreneur, media-tech executive, "recovering" award-winning investigative journalist and evangelist for all data-driven, mobile and social. She is the founder of Verifeed, a social platform for filtering real-time insights, action information and credible influencers. Her resume includes the Times of London, Financial Times/CNBC Europe, BBC World TV and ABC World News Now.

 @Veriate

THE NEW YORK PRESS CLUB FOUNDATION
CONGRATULATES OUR SECOND ANNUAL
STUDENT JOURNALISM SCHOLARSHIP WINNERS

RACHAEL LEVY,
CUNY GRADUATE SCHOOL OF JOURNALISM



A native of Indialantic, Fla., Rachael Levy attended college in France and Israel. She is a student at the CUNY Graduate School of Journalism and a recipient of a scholarship from the Hearst Foundation.

A Dow Jones News Fund intern this past summer, she also interned at The Chicago Tribune and Slate.

"I chose to pursue journalism because I want to better understand the world we live in," she said in her application. "My mind is endlessly curious. I love to learn. But perhaps more importantly, I love to report."

KORI TUITT, STONY BROOK UNIVERSITY



Kori Tuitt fell in love with journalism as a high school intern at the local weekly TimesLedger Newspapers in Queens, and has also interned at the Queens Chronicle and written for the New York Amsterdam News.

She is an undergraduate student at Stony Brook University and one of nine students to win a 10-day, expense-paid trip to Japan through the 2013 Roy W. Howard National Collegiate Reporting Competition. Tuitt currently

is the executive editor of the only solely online student publication at SBU, the Stony Brook Independent.

"My career plan is to produce content that holds weight in the world — whether it be locally, nationally or internationally," she said in her application. "Topics including social justice and activism always pique my interest."

THANKS TO THE MEMBERS AND SUPPORTERS WHOSE CONTRIBUTIONS
MADE THESE AWARDS POSSIBLE.

THE NEW YORK PRESS CLUB FOUNDATION

SPECIAL AWARDS:

MITCH LEBE | NEW YORK JOURNALISM HALL OF FAME
SHELLY STRICKLER | PRESIDENT'S AWARD

THE NEW YORK JOURNALISM HALL OF FAME

MITCH LEBE is an anchor and reporter for 24/7 News Source, often covering City Hall. His reports can be heard on WOR Newstalk Radio 710, where he also occasionally anchors newscasts. Mitch has worked at WBBR, WCBS Newsradio 880 (where he spent seven consecutive hours on the air following the crash of TWA Flight 800 off the coast of Long Island), NBC Radio, WYNY-FM, WABC, WNEW-AM, WLTW, WRFM, WPIX-FM and WWRL. Earlier on, he worked Long Island radio stations WBIC, WGBB, WGSM and WALK.

Mitch began his broadcast career as a teenage disc jockey on WINS, when he was only 16 years old and worked alongside such radio greats as Cousin Bruce Morrow and Murray the K.

In addition to his membership in the New York Press Club, Mitch is a member of the Inner Circle.

🐦 @TheMitcher



THE NEW YORK PRESS CLUB PRESIDENT'S AWARD



SHELLY STRICKLER is a multi-award winning broadcast journalist who worked for 25+ years as an anchor and reporter at WOR Radio.

Shelly has accumulated more than 50 awards, including those from the New York Press Club, The Associated Press, the Broadcasters Association and Women in Radio and TV.

She is an active Press Club member and awards judge.

Her additional professional affiliations include her current role as director, performer, writer and past president (1993) of the Inner Circle.

For the past 10 years she has been presenting lectures that weave her broadcast expertise into current events and other topical issues like "The Media Revolution: From Teletype to Twitter."

🐦 @shelstrick

KEYNOTE ADDRESS:

BEN SMITH, BUZZFEED | ROSENTHAL PAVILION



BEN SMITH joined BuzzFeed as editor in chief in January 2012. He is responsible for overseeing and expanding editorial coverage and producing original content for the first true social news organization.

Smith was called “one of the most talented and admired scoop-mongers in the game” by The New Republic, named one of Fast Company’s “Most Creative People in Business” and featured as Fortune’s “40 Under 40.”

Prior to BuzzFeed, Smith was senior political writer for Politico from 2007 to 2011, where he wrote a daily blog that Time magazine named as one of the “Five Essential Blogs in 2010.” In 2008, Smith covered the Democratic presidential primary, with a focus on Hillary Clinton and Barack Obama.

Before Politico, he wrote a column and a blog for the New York Daily News. He also started New York’s first political blog, The Politicker, for the New York Observer, as well as the political site Room Eight after working as City Hall Bureau Chief for the New York Sun.

Smith graduated Summa Cum Laude from Yale University. He was born and raised in Manhattan, and now lives in Brooklyn with his wife and three children.

 @BuzzFeedBen



DOWNLOAD NYPC J-CONFERENCE APP

- On your device’s web browser visit guidebook.com/getit
- Scan the QR code to the right with your phone’s QR scanner
- Search for “Guidebook” in the Apple, Google, or Amazon app stores

SEARCH FOR NEW YORK PRESS CLUB

COFFEE BREAK SPONSORED BY ROSCOE LABS

Roscoe Labs is a mobile-first startup building apps that bring together news junkies, casual journalists, and old pros locally.

Our first product is called roscoe.tv. To set itself apart, roscoe.tv will:

- Be a two-way tool: On the Internet, people expect deep interaction with the news as both consumers and contributors. Unlike other news organizations, we'll treat both roles equally and let a user decide which to emphasize throughout our platform.
- Maximize the latest smartphone technology: Today's mobile devices allow users to produce and upload high-quality content from anywhere. That makes them extremely valuable as eyewitnesses to breaking events. The constant presence of smartphones also allows us to reach viewers at any time.
- Emphasize local video: This is a neglected area of journalism innovation. From a user standpoint, local TV is by far the most popular mechanism for receiving news, with about 80% of Americans getting at least some news that way each day. We also believe video is a particularly friendly format for amateur contributors, since anyone can point and shoot a smartphone.

roscoe.tv

CONGRATULATIONS

NEW YORK PRESS CLUB FOUNDATION
ON YOUR 21 YEARS OF SUPPORT
FOR NYC JOURNALISM



Social Media News NY is an innovative community journalism platform serving New York City's social media professionals, and is proud to produce the live-streaming video and social media coverage of NYC's 2013 journalism conference on livestream.com/smny

"Like" SMNNY at [Facebook.com/smny](https://www.facebook.com/smny)

Contact us to stream your event:

Mo Krochmal, Executive Editor

mo.krochmal@gmail.com | www.twitter.com/krochmal

THE NEW YORK PRESS CLUB FOUNDATION
SINCERELY THANKS OUR SPONSORS:



*New York Life has been a proud sponsor of the
Conference on Journalism since 2000*



NEW YORK UNIVERSITY

AND DONORS:

Afar Magazine, The Associated Press, CNBC, CNN,
Con Edison, Gorkana, lushnuts.com, NYC Department of
Sanitation, New York Fire Department, NYC Department of
Environmental Protection, NYC Office of Emergency
Management, Outburst LLC, WNET, Wolters Kluwer CCH

WWW.NYPRESSCLUB.ORG