



[Social Media News NY](#)

A Facebook News Community for New York City's Social Media Professionals
Facebook.com/smny | Twitter.com/smny | smny.tumblr.com

Mo Krochmal, Executive Editor

Event URL: <https://www.nypressclub.org/events.php#2013jconf>

Multimedia - Tips for using your smartphone as a reporting tool to enhance your news coverage

- Moderator: Mo Krochmal / Social Media News NY
- Joanne Stevens, Stevens Media Consulting and WSJ DJ@DJ program;
- Kevin Delaney, Editor in chief, Quartz business site at Atlantic Media Co.;
- M.C. Wellons, Social Media Director, CNBC;
- Melinda Wittstock, CEO & Founder at Verifeed and NewsIT.

BRIEF -- We will discuss the idea and business of mobile journalism -- how organizations are approaching the second screen, how people are consuming news content now, the trends, and the future for journalists and media organizations.

BREAKOUT SESSION 2 Noon to 1:00 p.m.

12:05 -- Mo Krochmal will introduce himself and the topic. Then, each panelist will introduce themselves with a short bio and the type of phone you use.

12:10 -- We will "activate" the audience around their phones and the hashtag #NYPC2013. Session Moderator Mo Krochmal will poll the audience to learn its: 1) smartphone use (flip phone, Apple, Android, Microsoft); 2) tablet use (ipad, phablet); and 3) social-media activity. He will walk the audience through taking a photograph with their phones and sending it in real time. We will then go into panel mode with M.C., Kevin and Melinda talking about their company's approach to mobile, from reporting, to production, distribution and consumption. Panelists should discuss what the present looks like at their company, and what they think the future will bring. Each will give tips for mobile journalism skills.

12:15 -- M.C. Wellons, CNBC

12:22 -- Kevin Delaney, Quartz

12:29 -- Melinda Wittstock, Verifeed

At 12:35 -- Joanne Stevens will discuss her work with the DJ@DJ program and give more tips

12:42 -- Q&A