

PRECONFERENCE

Using Social Media, Blogs, and Webzines to Publicize Your Experts

WED.
JUNE 23

11:30 a.m.–5:30 p.m.
Registration

12:30–1:45 p.m.

Rewriting Principles of Working with the Media



Dan Gillmor is a former *San Jose Mercury* journalist who is now a book author and new media advisor. He is director of the Knight Center for Digital Media Entrepreneurship at Arizona State University's Cronkite School of Journalism & Mass Communication.



Jay Mathews is the veteran education columnist who writes "Class Struggle" for *The Washington Post*. His rating system for U.S. high schools, "The Challenge Index," appears annually in *Newsweek* and the *Post*.



Jim Warren is president and publisher of *The Chicago Reader* and a print, online, and broadcast journalist. He writes a twice weekly Chicago-focused column for *The New York Times*.



2:00–3:15 p.m.

CONCURRENT SESSIONS

Effective Methods for Maximizing Social Media and Community Reporting



Tim Massie joined Marist College (NY) in 1994 and serves as chief public affairs officer. He is the official campus spokesperson and directs the college's regional, national, and international media relations. He is a leading authority on using technology in media relations.



Kathrynne Skonicki is director of media relations at Lewis University (IL). Previously, she was a television producer and has won awards for feature writing, photography, and in-depth analytic reporting.

Applying Social Media Efforts to Your National Media Program



Kristine Maloney is director of national communications and media relations at the College of the Holy Cross (MA). She has directed its national media planning, overseen a website redesign, and conceived strategic content messaging.



Annemarie Mountz is assistant director of public information for Penn State University, which has 40 newswires and 600,000 subscribers. She previously worked extensively in radio and newspapers.

3:15–4:30 p.m.

Roundtable Discussions

(includes beverage break)

Roundtable participants will discuss topics of their choice and share insights and information during this Wednesday afternoon session, which includes two seatings and a beverage break. All who register for the Preconference will receive an email in advance to sign up for their preferred topic(s). Participants will be assigned a table for the first seating and will be given an opportunity to stay or to switch to another table midway through the session.

Preliminary discussion titles (others will be added) include:

- Advancing the President
- Training College Faculty “Stars”
- Using Social Media for Publicity
- Designing a Comprehensive Media Plan
- Tracking Traditional and Social Media Placements
- Higher Ed Blogs, Bloggers, and Websites You Should Know
- Using Social Media to Communicate in a Crisis
- Writing and Placing Op-Eds

4:45–6:00 p.m.

Serving Webzines and Blogs



Chad Lorenz is home page editor of *Slate* online magazine. Before his appointment at *Slate* in 2007, he wrote for *Washingtonian Magazine*, *Washington Post*, *Milwaukee Journal-Sentinel*, and *Detroit News*.



Betsy Mason is science editor of *Wired.com*, which is listed consistently among *Technorati's* Top 100 most popular websites. *Wired Science* is one of the top science news destinations on the web. Prior to joining *Wired.com* in 2009, Betsy worked as the science reporter for the *Contra Costa Times* in the San Francisco Bay Area.



Kenneth Terrell is managing editor for *Nation & World* at *U.S. News & World Report* and oversees content for the popular guides, *America's Best Colleges* and *America's Best Graduate Schools*. He also has appeared on C-SPAN and NPR.

6:15 p.m.

Reception

Cash bar.

