[MINNEAPOLIS] MEET THE MEDIA: A New Paradigm of News Generation

Terms:
Business Wire Local Events
Minneapolis MEET THE MEDIA New Paradigm of News Generation

Location:
Loews Minneapolis Hotel
601 First Ave. N.
Minneapolis, MN, 55403
United States
See map: Google Maps

Subtitle:
Hosted by NIRI Twin Cities, Minnesota PRSA and Business Wire

Date and Time:
10/9/14 11:00 am - 1:00 pm CDT

Event URL:

Registration Link:
Registration Link Title

Registration Details:
October 9, 2014 11:00 am - 1:00 pm CT. Please make your reservation by October 4, 2014! Register here: http://goo.gl/ZAdehs. $30 for PRSA, NIRI and Business Wire members. $45 for all others.

Speaker(s):

Duchesne Drew, Star Tribune
Duchesne is the Star Tribune’s Managing Editor for Operations where he oversees the copy desk, the features section, newsroom technology issues, training and recruitment, and more. Previously, he held positions such as assistant managing editor for Local News and business editor, and St. Paul bureau editor.

Jim Hammerand, Minneapolis/St. Paul Business Journal
Jim is digital editor at the Minneapolis/St. Paul Business Journal where he manages MSPBJ.com and the Business Journal’s presence on Twitter, LinkedIn and Facebook. He was previously the Business Journal’s law and finance reporter.

Nancy Lebens, MPR
Nancy is an editor for MPR News, responsible for assigning and editing digital and radio reporters in the afternoon and evening. Previously, she reported on city finance issues and the impact of the local food movement in Minnesota for the Ground Level project, which involved both radio and digital reporting. She has worked as a radio and television producer for public media in Minnesota and Georgia.

Andy Putz, MinnPost
Andy is the executive editor of MinnPost. Prior to coming to MinnPost, he worked as a writer and editor for various publications, including Mpls.St.Paul, Minnesota Monthly, the Philadelphia Daily News and Philadelphia magazine. A graduate of the University of Wisconsin-Madison, he lives in south Minneapolis.
Julio Ojeda-Zapata, St. Paul Pioneer Press

Julio writes about technology for the St. Paul Pioneer Press. He contributes to TidBITS and other tech websites, has written several books, and is working on an e-book about coffee. A native of Quito, Ecuador, he was raised in San Juan, P.R., and now lives in St. Paul with his wife and son.

Dave Schwartz, KARE 11

Dave joined KARE 11 in August of 2007 as a sports reporter. Prior to that, he was the sports director at KTAL in Shreveport, LA. He is no stranger to Minnesota. Dave’s first job out of school was at KAWE in Bemidji.

Moderator

Raschanda Hall, Business Wire

Raschanda is the Global Media Relations Manager for Business Wire, where she leads the largest dedicated worldwide media relations team in the wire industry.

Welcome to the brave new world! The union of social and traditional media is paving the way for a new paradigm of news generation. In today’s digital environment, journalists strive to get more out of stories and battle for attention within tighter time frames and financial constraints. This means communicators are up against even tougher competition to get their stories in the news. Do you know how you can up tweak your strategy to up the ante and beat the odds?

All Day Event:

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Language:

English

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