

2017 PENNSYLVANIA PRESS CONFERENCE

📍 LANCASTER MARRIOTT, PENN SQUARE

BREAKING THROUGH THE **NOISE**:

CONNECTING WITH READERS IN THE ERA
OF ALTERNATIVE FACTS

MAY 19-20, 2017

PRESS CONFERENCE REGISTRATION:
www.panewsmedia.org

The Pennsylvania Press Conference is sponsored by the following organizations:



Pennsylvania Society
of News Editors



PROGRAM SCHEDULE

FRIDAY, MAY 19

9 AM - 7 PM:	CONFERENCE REGISTRATION
9 AM - 10 AM:	CONTINENTAL BREAKFAST
10 AM - 12:30 PM:	PNA FOUNDATION ETHICS WORKSHOP

**Included in full-time conference registration, otherwise a separate registration fee of \$55 applies.*

At a time when the President is leading the assault on the media's credibility, news organizations need to reestablish the value of journalism to our democracy. The challenge, of course, is delivering journalism that truly serves the public good. (See workshop insert for complete description.)

12:30 PM - 1:15 PM:	PNA FOUNDATION WORKSHOP LUNCHEON
1:30 PM - 2:30 PM:	PAPME BOARD MEETING
2:30 PM - 3:30 PM:	PAPME BUSINESS MEETING
3:30 PM - 4:45 PM:	PSNE BOARD OF DIRECTORS MEETING
4:45 PM - 5:00 PM:	PSNE GENERAL MEMBERSHIP MEETING
6:30 PM - 7:15 PM:	PAPME RECEPTION
7:15 PM - 9:30 PM:	PAPME ANNUAL AWARDS BANQUET
9:30 PM - 11:30 PM:	HOSPITALITY SUITE
9:30 PM - 11:30 PM:	PWPA BOARD OF DIRECTORS MEETING

SATURDAY, MAY 20

7:30 AM - 9 AM:	PENN STATE STAFF LIAISON BREAKFAST
8 AM - 6:30 PM:	CONFERENCE REGISTRATION
8 AM - 9 AM:	CONTINENTAL BREAKFAST
9 AM - 10 AM:	THE REAL PROBLEM OF FAKE NEWS

The term "fake news" is being thrown around like candy these days. But the fake news phenomenon creates real problems for legitimate news organizations trying to cover their communities. How do reporters and editors combat public officials who try to dismiss quality reporting? How does our good work break through the noise of bad information online and in social media? Our distinguished panel has seen this issue from all angles – from the classroom, to newsrooms and public relations firms.

10:10 AM - 11:10 AM:	HOW TO SAY NO
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Our worlds have shifted with the 24-hour news cycle and a decline in resources. Our products can't be everything to everyone as they once were. This panel discussion will arm editors and reporters with the knowledge to say no to some things, so you can say yes to bigger and better things that will resonate with more readers.

11:20 PM - 12:20 PM:	GETTING SOCIAL
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Social media is nothing new, but its role in gathering and disseminating news and information continues to expand. Now, the President relies on Twitter to speak to his base. But social media can be complicated. Facebook, Instagram and Snapchat are just a few of the options. Are we using them effectively? What are the best strategies? Which platforms should you use? What works and what doesn't?

12:30 PM - 2 PM:	PWPA ANNUAL AWARDS LUNCHEON
2:30 PM - 3:30 PM:	KEYSTONE PRESS AWARD WINNERS' PANEL

Get the inside story from the individuals who produced some of this year's winning work, and hear their process from start to finish.

5:00 PM - 6 PM:	SPJ AWARDS RECEPTION
5:45 PM - 6 PM:	PSNE MEMBERS' ONLY RECEPTION
6 PM - 6:30 PM:	KEYSTONE PRESS AWARDS RECEPTION <small>SPONSORED BY PENNLIVE/THE PATRIOT-NEWS</small>
6:30 PM - 9:30 PM:	KEYSTONE PRESS AWARDS BANQUET
9:30 PM - 11:30 PM:	HOSPITALITY SUITE <small>SPONSORED BY LNP</small>



OUR SPEAKERS

SESSION

THE REAL PROBLEM
WITH FAKE NEWS



Russ Eshleman

Head of the Department of
Journalism, Pennsylvania
State University



Bill Ketter

Senior Vice President,
Community Newspaper
Holdings Inc.



Peter Shelly

President & Co-Owner,
Shelly Lyons Public Affairs
and Communications

SESSION

HOW TO SAY NO



Rob Miller

Director, Strategic Marketing
& Business Analytics,
Times-Shamrock
Communications



Burke Noel

Sports Manager,
PennLive/The Patriot-News



Kimberly Strong

Content Strategist,
York Daily Record/
Sunday News

SESSION

GETTING SOCIAL



Stephanie Arnold

Lead Producer, Social Media,
Philadelphia Media Network



Ashley Carelock

Social Media Manager,
PennLive/The Patriot-News



Abbey Zelko

Flipside Reporter,
York Daily Record/
Sunday News

SESSION

KEYSTONE WINNERS'
PANEL



Jason Laughlin

Reporter,
Philadelphia Media Network



Joe Smydo

Staff Writer,
York Daily Record/
Sunday News



Amy Rosenberg

Staff Writer,
Philadelphia Media Network



Joshua Vaughn

Reporter,
The Sentinel,
Carlisle

HOTEL RESERVATIONS

PENNSYLVANIA PRESS CONFERENCE

MAY 19-20, 2017

LANCASTER MARRIOTT

AT PENN SQUARE
25 SOUTH QUEEN STREET
LANCASTER, PA 17603

PLEASE NOTE: THE MARRIOTT IS SOLD OUT! BE SURE TO MAKE YOUR RESERVATION BEFORE MAY 1, AS ROOMS CANNOT BE GUARANTEED AFTER THIS DATE.

To make overnight room reservations at the Lancaster Marriott, please phone (888) 850-6146.

RESERVATION DEADLINE IS MAY 1.

Group Rate: \$145 for Single or Double Occupancy.

(Plus applicable sales and occupancy taxes.)

Mention "PNA Press Conference" to receive this special group rate.

- All reservations must be accompanied by a credit card guarantee or by a first night room deposit.
- Check-in time is 4 p.m. Check-out time is 12 p.m.
- All individual cancellations must be made 24 hours prior to the date of arrival. Failure to do so will result in charging your credit card one night's room and tax.
- **PARKING INFORMATION:** Overnight guests' parking fee is included in the guestroom rate and will be validated by the hotel front desk. On-site parking is available at a discounted rate of \$10 per day for day guests. ***Please note: Day guests must have parking tickets validated at the front desk to receive the discounted rate.**

