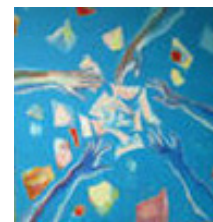

Workshops for Louisiana Ethnic Media



**March 4 - 5 & March 18-19, 2010
Baton Rouge, Louisiana**



**Organized by the Forum on Media Diversity,
Manship School of Mass Communication, LSU**

Funded by the McCormick Foundation

March 4-5, 2010

**Workshop theme:
Effective Use of Electronic Media**

March 4 at Lod Cook Hotel

6 p.m. - Dinner and Opening Session

March 5 at Journalism Building

8:30 a.m. - Establishing an effective web page
Ellen Voss Kennerly, LSU

10 a.m. - Internet as reporting tool
Brant Houston, University of Illinois

Noon - Lunch

1:30 p.m. - Use of social media as news tool
Barbara Raab, NBC News

3 p.m. - Concluding Session

3.30 p.m. - Adjournment

March 18-19, 2010

**Workshop theme:
Advertising for Success**

March 18 at Lod Cook Hotel

6 p.m. - Dinner and Opening Session

March 19 at Journalism Building

8:30 a.m. - Growing your advertising audience
Anne Osborne, Yongick Jeong, & Lance Porter, LSU

10 a.m. - Sales from A-Z
Kodi L. Wilson, LSU

Noon - Lunch

1:30 p.m. - More Bang for Your Buck
Jan Slater, University of Illinois

3 p.m. - Concluding Session

3.30 p.m. - Adjournment

More Workshop Information

With thanks to the McCormick Foundation, registration fees, lodging and meal expenses will be provided for any employee of a Louisiana ethnic print, web or broadcast outlet.

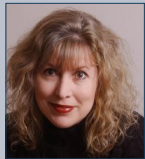
Because seating is limited, journalists are asked to apply for participation in either of the two workshops. Send a brief e-mail that includes your present position, your employer and a brief statement of your background to **mediadiversity@tigers.lsu.edu**

Selection of qualified participants will be made on a first-come-first-served basis.

Please share this flyer with your Louisiana ethnic media colleagues.

About Speakers>>>

About Speakers



Ellen Voss Kennerly, Professional in Residence at the Manship School of Mass Communication, spent 17 years at the Atlanta Journal-Constitution, holding leadership positions in design and graphics, editing and most recently digital. For amc.com, she directed the development of social media, digital content, web applications and packages. She has conducted training sessions at the Poynter Institute and for the Society of News Design.



Brant Houston, John S. and James L. Knight Chair in Investigative and Enterprise Reporting, College of Media, University of Illinois, served for more than a decade as the executive director of Investigative Reporters and Editors (IRE). He is the author of three editions of the textbook *Computer-Assisted Reporting: A Practical Guide*, and a co-author of the fourth and fifth edition of *The Investigative Reporter's Handbook*.



Barbara Raab is Senior Newswriter and Social Media Editor at NBC Nightly News with Brian Williams. She writes and edits editorial and promotional copy, contributes to Nightly. msnbc.com and spearheads the broadcast's use and teaching of social media tools, including Twitter, Facebook and Meetup.com. She also is Adjunct Associate Professor of interactive media at the Graduate School of Journalism at the City University of New York.



Anne Osborne, Associate Dean of Sponsored Research and Programs, conducts research on international advertising self-regulation, minority representation in the media and media ethics. Her professional background includes work as a marketing assistant for McGraw-Hill Publishers. She teaches a range of advertising courses, including Advertising Media Strategy, Advertising Copywriting and Design and Advertising Campaigns.



Yongick Jeong, Assistant Professor at the Manship School of Mass Communication, conducts research on advertising, new and entertainment media and measuring advertising effectiveness. Courses taught include Media Research, Media Analysis, Advertising Campaigns and Advertising Media Planning. He worked as a copy writer in an advertising agency in South Korea.



Lance Porter, Assistant Professor at the Manship School of Mass Communication, has more than 13 years of marketing experience. Porter has focused on new media since 1995. He spent four years as executive director of Internet marketing for Disney. There he oversaw the creative and media strategies for more than 80 films and won a Clio Award for excellence in advertising. He teaches advertising creative strategy and campaigns.



Kodi L. Wilson, Advertising/Underwriting and Marketing Manager of the LSU Student Media, has a wide array of experience in managing and creating events, promotions, strategic marketing, customer relations, advertising campaigns, and media planning. She has won national recognition for marketing campaigns and travels the country teaching sales and management techniques. She has more than 17 years of professional management experience in retail services and media sales.



Jan Slater is a professor of advertising and Head of the Advertising Department at the University of Illinois – Urbana-Champaign. Slater joined the academy following a long career as an advertising practitioner. She worked in both private industry as well as advertising agencies in Omaha, Nebraska. When she left the business, she was running a successful advertising agency, J. Slater & Associates. She currently is President-elect of the Association for Education in Journalism and Mass Communication.