

Program

Mid-Atlantic Newspaper in Education Conference

May 4-5, 2006

Hotel check-in after 12 Noon on Thursday, May 4 Conference Registration Table Opens at 1 p.m.

Thursday, May 4

1:45 p.m. - 2 p.m. - Welcome

2 p.m. – 3:30 p.m. – How-To Sessions

a. Workshops for Teachers: What Works and What Doesn't – Antonette Bomentre-Walter, *Burlington County Times*, Willingboro, NJ

b. The Buy-In: Making Editors and Publishers Love NIE and Youth Pages – Cynthia Forster, *The Record* (Bergen County, NJ) and Jackie Mickelburgh, *The Star-Ledger*, Newark

3:30 p.m. – 3:45 p.m. – Break

3:45 p.m. – 5 p.m. – Giving Kids a Voice: Integrating Youth Pages into the NIE Program – Shirley Sasor, *Hunterdon County Democrat*, Flemington, NJ

6 p.m. – 8 p.m. – Dinner

8 p.m. – 8:15 p.m. – Vendor Presentations

8:15 p.m. – 9:30 p.m. – Helping Young Readers Understand Editorial Cartoons – Mike Peterson, *The Post-Star*, Glens Falls, NY

9:30 p.m. till ... Hospitality Suite (Presidential Suite at the hotel) - Everybody's Invited

Friday, May 5

7 a.m. – 9 a.m. – Breakfast

9 a.m. – 10:15 a.m. – From Juggling Act to Balancing Act: Marketing NIE and Youth Pages to Teachers, the Community and Potential Sponsors – Chris Yatchyshyn, *Bucks County Courier Times*, Levittown, PA; Renee Busch, *The Pocono Record*, Stroudsburg, PA; Laurie James, *The Evening Sun*, Hanover, PA

10:15 – 10:30 a.m. – Break

10:30 – 11:45 a.m. – Youth Buying Power: Getting The Word to Sponsors and Donors – Sandy Woodcock, Director, NAA Foundation, Vienna, VA

11:45 a.m. – 12:30 p.m. – Lunch

12:30 p.m. – 1:30 p.m. – The ABCs of NIE: Auditing Rules to Live By – Joe Salomone, Director, Publisher Relations-Field Auditing, Audit Bureau of Circulations, Schaumburg, IL

1:30 p.m. – 2:30 p.m. – The Internet: NIE and Youth Pages at Work on The Web – Lee Williams, *New Jersey Herald*, Newton, NJ

2:30 p.m. – 3:00 p.m. – In Retrospect: A Review of the Conference