

# Free Digital Tools That Will Transform Your Newsroom **TODAY**



*New England reporters, editors and students: Don't miss this unique one-day seminar!*

**One-day workshop**  
**Tuesday, September 19, 2017**  
**9:00 a.m. to 3:00 p.m.**

**Concord Monitor, 1 Monitor Drive, Concord, NH 03301**

At this day long seminar, attendees will learn tips and tricks for easily adopted digital applications. They'll leave with handouts that will help teach those skills to others in their newsrooms.

## Emerging digital trends that are driving newsroom innovation

*Meg Heckman, Northeastern University*

## Build Your Digital Toolbox: Tip Hour #1

- Google News Lab — Steve Leone, Concord Monitor
- Video Tips — Don Himsel, NH-based photographer and videographer
- Searchable Databases — Jonathan Van Fleet, Concord Monitor

## Social media: What's next and where to focus

*Ernesto Burden and Lois Dolley, Newspapers of New England*

- The business case for social media in the newsroom
- Understand analytics and develop your next steps

## Build Your Digital Toolbox: Tip Hour #2

- Interactive Infographics — Maggie Cassidy, The Valley News
- Digital Timelines — Sarah Pearson, Concord Monitor
- Host Documents on your site — Steve Leone, Concord Monitor

## How to integrate new skills into your newsroom and into your job

*Panel discussion with David Brooks, Concord Monitor; Vanessa Palange, NH1.com; Trent Spiner, New Hampshire Union Leader; moderated by Meg Heckman, Northeastern University.*

***Seating is limited so sign up early!***

**\$95**  
per person  
lunch included  
**member rate**

**\$149**  
per person  
lunch included  
**non-member rate**

**\$49**  
per person  
lunch included  
**student rate**

**Register by:  
September 12**

**NENPA University Seminar — Tuesday, September 19, 2017**

Name \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Total enclosed \$ \_\_\_\_\_ credit card# \_\_\_\_\_ exp. \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Send completed form to: **email: m.sherman@nenpa.com; fax: 339-999-2174 or mail to NENPA, 1 Arrow Drive, Suite 6, Woburn, MA 01801**

Affordable, convenient hotel accommodations available.  
Call Megan Sherman at (781) 281-7284 for more information or email m.sherman@nenpa.com