



NEWSPAPERS ATLANTIC
JOURNAUX ATLANTIQUES



You Are **Invited!**

Join us for a day of editorial and advertising sales training at The University of King's College on **Friday, June 1st from 9am - 4pm.**

New York Times reporter and columnist Dan Barry will lead a discussion on storytelling and writing for members of Newspapers Atlantic. The author of several books, Dan writes on a myriad of topics, including sports, culture, New York City, and the nation. A Pulitzer Prize winner, Mr. Barry has covered many major events since joining The Times in 1995, including the World Trade Center disaster, the destructive wake of Hurricane Katrina, and the unrest in Ferguson, Mo., following the police shooting death of a young black man.

Additional editorial sessions will be lead by University of King's College Professors Sue Newhook (Improving smartphone video skills) and Fred Vallance-Jones (Demystifying data journalism).

Advertising and sales seminars will be lead by Mary Jane Capps (The Phone Lady), focusing on essential skills to reach more clients, build relationships & increase revenue. Eric Fry (Sandler Training) will lead highly interactive sessions focused on engaging prospects, establishing mutual expectations and asking tough questions to drive customer engagement for greater results.

On Friday evening, starting at 7pm, we will announce the winners of our 46th annual awards competition in The HMCS King's Wardroom.



DAN BARRY

The New York Times



On Friday, June 1st, Dan Barry, longtime reporter and columnist for the New York Times, will be speaking at The University of King's College.

His many honours include the 2003 American Society of Newspaper Editors Award for deadline reporting, for his coverage of the first anniversary of Sept. 11; the 2005 Mike Berger Award, from the Columbia University Graduate School of Journalism; and the 2015 Best American Newspaper Narrative Award. He has also been nominated as a finalist for the Pulitzer Prize twice: once in 2006 for his slice-of-life reports from hurricane-battered New Orleans and from New York, and again in 2010 for his coverage of the Great Recession and its effects on the lives and relationships of America.

In 1994, he and the other members of the Providence Journal's investigative team won a Pulitzer Prize for a series of articles about Rhode Island's court system; the series led to various reforms and the criminal indictment of the chief justice of the state's Supreme Court.

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Friday, June 1st

The University of King's College

KTS Lecture Hall

6350 Coburg Rd, Halifax, NS

REGISTRATION:

\$99 for full day: awards + training.

\$50 for awards only.

\$50 for training only.

Accommodations are available at King's starting at \$57/night. Book early!

Phone (902) 422-1271 ext.277

For more information contact:

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Phone: 902-402-3777

Session Information

Sue Newhook, University of King's College

Kickstart Your Smartphone Video Skills

Most of us barely scratch the surface of our smartphone's capabilities. In this session with King's journalism prof and trainer Sue Newhook, you'll learn to make short videos for social media, using professional techniques and workflow. The workshop will also include tips and tricks for free and low-cost apps to help make your social-media posts more engaging. Note: this workshop is focused on Apple's iOS operating system, but the basics will still apply to Android and other phones. Try to have at least 4 or 5 GB of memory free for your video and edits.

Fred Vallance-Jones, University of King's College

Demystifying Data Journalism

Data journalism. The very term strikes fear in the minds of many journalists, visions of complex numbers keeping them awake at night. Sure, there are some numbers. But data journalism is mostly about new ways to find and tell important stories, and getting started doesn't have to be hard.

Mary Jane Copps, The Phone Lady

Sales Training

Phone vs Email vs Text. Today's 3 main communication challenges. Leaving messages that get returned. Active listening skills. Inspiring conversation. Creating consistent communication. Language that closes sales... and more.

Eric Fry, Sandler Training

Sales Training

Engaging a prospect to schedule a meeting. Establishing mutual expectations prior to, during and at the end of the meeting. Asking pain-based questions to drive further engagement for greater results. Each of these segments are highly interactive with participants working in groups and practicing the concepts.



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For more information & to register contact:

Mike Kierstead

Email: mike@newspapersatlantic.ca

Phone: 902-402-3777

AWARDS NIGHT:

Join us Friday night at 7pm in The HMCS Wardroom on campus at King's for food, drinks and a night of recognizing journalistic excellence in Atlantic Canada.