

2020 APA Media Summit

Birmingham Marriott

Thursday, February 6

- 9:30 a.m. – 12:30 p.m. Program 1 The First Steps to Getting NEW Advertisers
Increasing Sales by Helping Develop Appropriate Budgets
Diane Ciotta
- 1 p.m. to 2:30 p.m. Journalism Foundation Board Meeting
3 p.m. to 5 p.m. APA/ANAS Board Meeting
6 p.m. APA Board Dinner

Friday, February 7

- 9 – 9:30 a.m. Registration
- 9:30 – 10:20 Concurrent Programs (50 min)
- Program 1 Quick and Easy Videos,
Dan Meissner, University of Alabama
 - Program 2 Active Shooter Preparedness
Presenter TBD
 - Program 3 Magazine Programming (*i.e. design following content*)
Kristen Morales
- 10 a.m. Past Presidents Brunch (Nominating Committee)
- 10:40 – 11:30
- Program 4 Impress the Interviewer
Presenter TBD
 - Program 5 Monetizing Editorial Content
Bro Krift, Montgomery Advertiser
 - Program 6 Magazine Programming (*i.e. prepress/production issues*)
Kristen Morales
- 11:30 – 12:30 p.m. Member RoundTable and Meet the Publisher (*journalism student event*)
- 12:30 – 2 p.m. Lifetime Achievement/Emerging Journalist Luncheon and
Membership Meeting/ Installation of Officers
Honorees: *Steve Stewart, Taylor Beck*
Keynote Speaker: *Jennifer Chandler Stevenson*
- 2:10 – 3 p.m. Concurrent Programs (50 min)
- Program 7 Social Media/Podcasts
James Phillips, Daily Mountain Eagle
 - Program 8 Ask the Attorney
Evans Bailey, Rushton Stakely
- 3:10 – 4 p.m.
- Program 9 Creative Writing
Rick Bragg, University of Alabama
 - Program 10 Public Records
Kelly Scott, al.com
- 4 – 4 :30 p.m. Your Best Ideas: *Don't leave early! Cash prizes for best idea exchange in editorial, advertising, circulation, social media, digital...*
- 4:30 p.m. Adjourn