

## Sunday, June 26, 2022

6:00 pm to 8:00 pm	Executive Committee Dinner Meeting (by invitation only)
8:00 pm to 10:00 pm	<p><b>Meet &amp; Greet Reception - Jews &amp; Booze</b></p> <p>Celebrate Atlanta in the '20s! Our hosts at the Atlanta Jewish Times have pulled the corks out and popped the tops on kosher, regionally-produced artisanal alcoholic beverages for our enjoyment, along with heavy hors d'oeuvres. We'll hear from Marni Davis, author of the landmark book <i>Jews and Booze: Becoming American In The Age Of Prohibition</i>, who will share colorful anecdotes about Jewish involvement in the liquor trade and how Jews navigated Prohibition. A Georgia State University historian of ethnicity and immigration in the United States, Marni is the expert who can help us target and localize Jews &amp; Booze stories for our own media outlets.</p>

## Monday, June 27, 2022

8:00 am to 8:30 am	Registration & Continental Breakfast	
8:30 am to 10:00 am	<p><b>Conference Welcome &amp; Keynote Speaker</b></p> <p>Bret Stephens, Pulitzer Prize-winning journalist, editor and columnist, <i>New York Times</i></p>	
10:00 am to 10:20 am	Networking Break	
10:20 am to 10:45 am	AEPi Newsmaker Moment	
	<b>BUSINESS BREAKOUT SESSION</b>	<b>EDITORIAL BREAKOUT SESSION</b>
10:45 am to 11:45 am	<p><b>Business Breakout Session: Local community newspapers (Part I): Looking back at how we survived</b></p> <p>This session will take a look at what we have learned over the last two years during COVID about publishing content and our print production; while identifying with those lessons that we will embrace and even continue to grow as part of our current day-to-day as we continue to put COVID behind us.</p> <p><b>Moderator:</b> Kaylene Ladinsky, Editor and Managing Publisher, <i>Atlanta Jewish Times</i></p> <p><b>Speakers:</b> Craig Burke, CEO &amp; Publisher, <i>Mid-Atlantic Media</i>, Keith Pepper, Owner &amp; Publisher, <i>Atlanta Intown &amp; The Reporter Newspapers</i>, Janis Ware, Publisher, <i>The Atlanta Voice</i></p>	<p><b>Editorial Breakout Session: Five takeaways for dwindling resources</b></p> <p>Every newsroom faces the challenge of declining resources. Reporters who once only had to worry about writing now have to manage social media accounts, build personal brands, maintain the website, take photographs to accompany stories -- the list goes on. Editors no longer have full-time copy-editors and fact-checkers to rely on for help. The freelance budgets are minuscule. This solutions-oriented session, which provides an opportunity for audience members to give ideas as well as get them, will examine the strategies we can employ to deal with increased demands on our time/budgets and community resources that will help. Let's come up with best practices, tools that everyone needs to have these days to make this work. Free photo services, sharing hacks that we've learned. Highlighting apps.</p> <p><b>Moderator:</b> Marshall Weiss, Editor and Publisher, <i>The Dayton Jewish Observer</i></p> <p><b>Speakers:</b> Ellen Futterman, Editor-in-Chief, <i>St. Louis Jewish Light</i>, Joanne Palmer, Editor, <i>Jewish Standard</i></p>
11:45 am to 12:15 pm	JTA User Session	
12:15 pm to 1:15 pm	Lunch and Jewish Future Pledge Newsmaker Moment	
	<b>BUSINESS BREAKOUT SESSION</b>	<b>EDITORIAL BREAKOUT SESSION</b>

1:15 pm to 2:15 pm	<p><b>Business Breakout Session: Investing in your paper...investing in your organization</b> A roundtable discussion with local Jewish media operators who will share what tools, resources, partnerships &amp; investments they've made in their respective organization to position them for success in 2022 and beyond.</p> <p><b>Moderator:</b> Kevin S. Adelstein, President, Publisher &amp; CEO, <i>Cleveland Jewish Publication Company (Cleveland Jewish News, Columbus Jewish News, Akron Jewish News)</i></p> <p><b>Speakers:</b> Shana Goldberg, Assistant Publisher, <i>Intermountain Jewish News</i>, Kaylene Ladinsky, Editor and Managing Publisher, <i>Atlanta Jewish Times</i>, Betsy Schmidt, CEO, <i>St. Louis Jewish Light</i></p>	<p><b>Editorial Breakout Session: Unfit to Print: What is within and what is beyond the bounds of legitimate news reporting in Jewish journalism?</b> This session will explore the many bedeviling editorial concerns that arise when covering antisemitic incidents and white supremacy. We will first examine a case study in which a newspaper had to decide whether to interview a member of a hate group, raising the question of whether doing so provides a platform for hate or is just good journalism. We will also consider other tricky issues (for which we will also have case studies) such as how Jewish newspapers decide when to call an incident antisemitic (i.e., only if it's charged as a hate crime? Or only if the perpetrator's motives are clear?) or whether to run photos of, say, a swastika on a synagogue. Also a question for panelists: How has our coverage of this subject changed, or should it change in some way? What is an antisemitic incident? What is a hate crime? When does anti-Zionism become antisemitism?</p> <p><b>Moderator:</b> Bret Stephens, Pulitzer Prize-winning journalist, editor and columnist, <i>New York Times</i></p> <p><b>Panelist:</b> Rabbi Joshua Heller, Senior Rabbi, <i>Bnai Torah</i></p>
2:15 pm to 2:35 pm	Networking Break	
2:35 pm to 4:00 pm	<p><b>General Session: Show &amp; Tell</b> This Show &amp; Tell sharing session will showcase our publications' best and most creative work. Fresh ideas, best practices and tips on how to create excellent stories. Pieces from the following categories will be showcased: Holidays (Passover, Hanukkah, Jewish New Year etc.), covers, website, webpages that are particularly innovative, special sections/magazines, features, advertisements, enterprise journalism and short 3- minute videos.</p> <p><b>Moderator:</b> Ellen Futterman, Editor-in-Chief, <i>St. Louis Jewish Light</i></p>	
<b>Rockower Awards &amp; Reception - Georgia Aquarium</b>		
6:00 pm to 9:00 pm	41st Annual Simon Rockower Awards Reception & Dinner Gala	
9:00 PM	Rockower Awards After Party	
<b>Tuesday, June 28, 2022</b>		
8:00 am to 8:30 am	Continental Breakfast & JNS User Session	
8:30 am to 9:30 am	<p><b>General Session: How do we define antisemitism today?</b> It was once easy to define antisemitism. Carrying swastikas, displaying other regalia like white robes or going online to issue tropes against Jews, they were easy to spot. Today, however, there are many other threats that are not nearly as clearly defined. Under the heading of anti-Zionism, many purport to protest Israel's policies, some of whom are themselves Jewish. Still others have agendas that view Jews as their enemies. How should the Jewish media navigate these difficult straits as antisemitic attacks today come from both the right and the left?</p> <p><b>Moderator:</b> Alan Smason, Editor, <i>Crescent City Jewish News</i></p> <p><b>Speakers:</b> Chris Macrae, Assistant Special Agent in Charge, <i>Criminal Branch of FBI Atlanta</i>, Allison Padilla-Goodman, VP Southern Division, <i>ADL</i>, Alison Pure-Slovin, Director, Midwest Region, <i>Simon Wiesenthal Center</i></p>	
9:30 am to 9:55 am	IDI Newsmaker Moment	
9:55 am to 10:15 am	Networking Break	
	<b>BUSINESS BREAKOUT SESSION</b>	<b>EDITORIAL BREAKOUT SESSION</b>

10:15 am - 11:15 am	<p><b>Business Breakout Session: Local community newspapers (Part II): Print: How the landscape is changing?</b></p> <p>This session will take a look at the current media industry and discuss how the changes that have been trending over the recent 5-years (or so). We talk about ways that we can overcome the challenges, as well as ways to grow and even expand from our current day-to-day tasks of publishing and operating our media outlets.</p> <p><b>Moderator:</b> Kaylene Ladinsky, Editor and Managing Publisher, <i>Atlanta Jewish Times</i></p> <p><b>Speakers:</b> Steve Levene, Founder, <i>Springs Publishing LLC</i>, David Rubinger, Market President and Publisher, <i>Atlanta Business Chronicle</i></p>	<p><b>Editorial Breakout Session: Talk is not cheap: Let's brainstorm story ideas</b></p> <p>This session will provide an opportunity for attendees to talk to each other about the work they've done or want to do. Questions: What was the best idea you had in the last year? What did you try that didn't work? What would you like to try but are nervous about? What was your biggest surprise hit with readers?</p> <p><b>Moderator:</b> Faygie Holt, Freelance Writer</p>
11:15 am to 12:45 pm	Lunch Chabad Newsmaker Moment	
	<b>BUSINESS BREAKOUT SESSION</b>	<b>EDITORIAL BREAKOUT SESSION</b>
12:45 pm to 1:45 pm	<p><b>Business Breakout Session: Growing and monetizing your digital audience</b></p> <p>Every AJPA member has its own set of circumstances, but we all share the need to address our digital model. Our panel will share their model and expertise with digital media. Increasing website statistics, growing email databases, unique strategies in using digital platforms to bring important revenue streams. The session will encourage audience feedback and participation.</p> <p><b>Moderator:</b> Craig Burke, CEO &amp; Publisher, <i>Mid-Atlantic Media</i></p> <p><b>Speakers:</b> Adam Mandell, VP of Sales, <i>Cleveland Jewish Publication Company</i>, Jordan Palmer, Director of Digital Communications, <i>St. Louis Jewish Light</i></p>	<p><b>Editorial Breakout Session: Digital newsroom: Upping the online ante</b></p> <p>Many of our publications are online-only. All the print pubs at least have websites, and all of them are having to be increasingly cognizant of the online audience. This session will ask expert panelists questions like, What are the best strategies for engaging readers online? What is the difference between the print readers and the online readers, and how do we account for that? How much social media is too much? Who are the people who make up the Jewish online audience? Do online readers want to read about Israel or would they rather read about corned beef? Or both?</p> <p><b>Moderator:</b> Lonny Goldsmith, Editor/Director of Communications, <i>TC Jewfolk</i></p> <p><b>Speakers:</b> Motti Seligson, Media Relations, <i>Chabad.org</i>, David Wilensky, Digital Editor, <i>J. The Jewish News of Northern California</i>, Laura E. Adkins, Opinion Editor, <i>The Forward</i></p>
	<b>BUSINESS BREAKOUT SESSION</b>	<b>EDITORIAL BREAKOUT SESSION</b>
1:45 pm - 3:15 pm	<p><b>Business Breakout Session: Business round table</b></p> <p>This breakout session will give conference attendees the chance to dive deeper into the business side of journalism. This open discussion will give attendees the chance to share ideas, ask questions of their peers and learn from each other.</p> <p><b>Moderator:</b> Michael Morris, Owner and Publisher, <i>Atlanta Jewish Times</i></p>	<p><b>Editorial Breakout Session: Covering the Jewish vote in the midterms</b></p> <p>As the Jewish community has become quite diverse, does the "Jewish vote" still exist? How does that impact the way community newspapers cover political candidates? Is it possible to maintain neutrality when members of your community are overwhelmingly leaning one way or another? If your paper is a nonprofit, is there a way to explore political issue and present candidates and their views to your readers? Are there still Jewish issues?</p> <p><b>Moderator:</b> Faygie Holt, Freelance Writer</p> <p><b>Speakers:</b> Greg Bluestein, Politics/Government Reporter, <i>The Atlanta Journal-Constitution</i>, Bob Jacob, Managing Editor, <i>Cleveland Jewish Publication Company</i>, Jonathan S. Tobin, Editor in Chief, <i>Jewish News Syndicate</i></p>

3:15 pm to 4:15 pm	<p><b>General Session: The changing face of Judaism: Human Rights and Jewish Identity</b></p> <p>This session is about Human Rights and Jewish Identity for everyone that is Jewish, and those that identify with the Jewish people, our readers. We will identify with what Jews of America have endured for centuries and how recent events such as COVID, the election crisis, breach on the U.S. Capitol Building, up rise in antisemitism, Russian-Ukraine War affect our readers. This session will hit on the importance of documenting our news and events, as well as our responsibility as a media outlet to be a voice to our communities. Starting conversation in our media that will influence our readers' lives, and possibly even future outcomes. When the media has gone too far and when we do not go far enough.</p> <p><b>Moderator:</b> Kaylene Ladinsky, Editor and Managing Publisher, <i>Atlanta Jewish Times</i></p> <p><b>Speakers:</b> Jill Savitt, President and CEO, <i>National Center for Civil and Human Rights</i>, Paul Root Wolpe, Raymond F. Schinazi Distinguished Research Chair in Jewish Bioethics, Director, <i>Emory University Center for Ethics</i></p>
4:15 pm	Break/Dinner on your own
8:00 pm	Evening Networking Event
<b>Wednesday, June 29, 2022</b>	
8:00 am to 9:15 am	Continental Breakfast & General Membership Meeting
9:15 am to 10:15 am	<p><b>General Session: Israel Session</b></p> <p>This session we will hear from Israel's experts on the status of Israel's tourism, politics and security.</p> <p><b>Welcoming Remarks:</b> Kaylene Ladinsky or Michael Morris</p> <p><b>Speakers:</b> Jesse Ferris, Vice President, <i>Israel Democracy Institute</i>, Anat Sultan-Dadon, Consul General of Israel to the Southeastern United States</p>
10:15 am to 10:35 am	Networking Break
10:35 am to 11:35 am	<p><b>General Session: Design-do, mini-publishing, and other takeaways from the Jewish Journalism Fellowship</b></p> <p>Midway through the pandemic, Maimonides Fund convened a group of five local Jewish media outlets for a fellowship designed to help each publication find new paths to sustainability while strengthening their service to, and relationships with, their communities. Facilitated by the co-founder of the Table Stakes Local News Transformation Program and professionals at the forefront of the emerging field of sustainable journalism, the Fellowship supported each publication in tackling an organizational challenge, and fostered communication and collaboration between them. Hear from some of the participants and a facilitator about what they learned, changes they made, and how other Jewish media can replicate their successes.</p> <p><b>Moderator:</b> Rebecca Friedman, Program Officer, <i>Maimonides Fund</i></p> <p><b>Speakers:</b> Lonny Goldsmith, Editor/Director of Communications, <i>TC Jewfolk</i>, Joanne Heyman, Founder &amp; CEO, <i>Heyman Partners</i>, Betsy Schmidt, CEO, <i>St. Louis Jewish Light</i>, David Wilensky, Digital Editor, <i>J. The Jewish News of Northern California</i></p>
11:35 am to 12:05 pm	Closing Remarks
1:30 pm	Optional Civil Rights Museum Tour