

2023 AJPA Annual Conference Agenda

Sunday, July 9, 2023

5:00 pm to 6:30 pm	Executive Committee Meeting (by invitation only)
8:00 pm to 10:00 pm	Welcome Meet Up at Rosie's Meet with other conference attendees before the conference begins. Food and drinks will be on your own.

Monday, July 10, 2023

8:00 am to 8:30 am	Registration & Continental Breakfast	
8:30 am to 10:00 am	<p>Conference Welcome Robert French, CEO of the Jewish Federation of Greater New Orleans will welcome AJPA to New Orleans. Then, attendees will hear from Alan Smason, AJPA President.</p> <p>Conference Welcome & Keynote Session: Troubled memory Anne Skorecki Levy became the unlikely thorn in the side of KKK Grand Wizard David Duke during his two major political campaigns for both Louisiana governor and the U.S. Senate. Levy directly challenged Duke's Holocaust denial and helped to defeat him and marginalize his antisemitism. Her entire family's daring escape from the Warsaw Ghetto and how they all survived separation during the war is legendary. How she was forced to hide during the day in specially constructed furniture built by her father is an improbable tale and recounted by her biographer Lawrence Powell in his book "Troubled Memory: Anne Levy, the Holocaust, and David Duke's Louisiana." Listen to this diminutive, soft-spoken upstart, one of the last two of the dozens of Holocaust survivors who made New Orleans their home after the war, and Powell, a retired Tulane professor, who has proudly served as her biographer for the past 23 years. Speakers: Anne Skorecki Levy and Lawrence Powell</p>	
10:00 am to 10:45 am	Networking Break	
10:45 am to 10:50 am	Move to Breakouts	
	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
10:50 am to 11:50 am	<p>Business Breakout Session: Online vs. print</p> <p>"Print is dead!" "Niche print is strong and attractive to advertisers!" "Online is the way to go!" "Online can't be monetized like print!" With all the conflicting information, how should publications react? When does it make sense to go from print to digital — or does it? How can social media and online newsletters contribute to the bottom line? Is the skyrocketing cost of paper and postage making print less viable? Does anyone even pick up print anymore? Moderator: Larry Brook, Editor, <i>Southern Jewish Life</i> Speaker: Adele M. George, Owner, <i>A.M. George Marketing</i></p>	<p>Editorial Breakout Session: You're not as small as you think you are</p> <p>Just because you're a small operation doesn't mean you can't cover the big stories. This brainstorming session will help you find ways to mine free resources, forge meaningful collaborations, think outside the box and stretch your budget while engaging more and more readers. Moderator: Bob Jacob, Editor, <i>Cleveland Jewish News</i> Speakers: Ellen Futterman, Editor-in-Chief, <i>St. Louis Jewish Light</i>, Toby Tabachnick, Editor, <i>Pittsburgh Jewish Chronicle</i></p>
11:50 am to 12:00 pm	Move to Lunch/General Session Room	
12:00 pm to 1:15 pm	Lunch & JTA User Session	
	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
1:15 pm to 2:15 pm	<p>Business Breakout Session: Learn from experience</p> <p>Everyone has successes, and everyone has areas where you wonder why things aren't great and what others are doing better... the AJPA convention is the prime time for us to learn from each other, find out what works, learn about interesting innovations and come home with some fresh ideas to try — or perhaps reassurance that it isn't just you that is dealing with a particular issue. Moderator: Kaylene Ladinsky, Editor and Managing Publisher, <i>Atlanta Jewish Times</i></p>	<p>Editorial Breakout Session: Why you need to be digital first</p> <p>As much as many of us like the rustle and read of a newspaper, journalism has been moving online at warp speed. Today, more people get their news via electronic devices rather than hard-copy publications. This presents multiple challenges: how to keep up with the rapid pace of news; how to decide the length of stories when space allocations are gone; how much copy should post on a daily or weekly basis; where to get online photos and how to design user-friendly website elements; how to accomplish this with fewer staff members (writers, editors and copy editors); and, most of all, how to make articles and columns engaging for readers of different ages. Hear from a number of journalists who are both meeting and grappling with these challenges. Moderator: Jodi Rudoren, Editor-in-Chief, <i>The Forward</i> Speakers: Lonny Goldsmith, Editor/Director of Communications, <i>TC Jewfolk</i>, Jordan Palmer, Chief Digital Content Officer, <i>St. Louis Jewish Light</i></p>
2:15 pm to 2:35 pm	Networking Break	

2:35 pm to 3:00 pm	<p>Israel and the Middle East: Entering a New Era - Newsmaker Moment Former Israeli Intelligence Official and Author Avi Melamed, Founder and Chief Education Officer of Inside the Middle East, will brief AJPA attendees on the latest current events in Jerusalem, Israel, and the region. After serving in Israeli intelligence, Melamed went on to serve as deputy and then as senior Arab Affairs advisor to Jerusalem mayors Teddy Kollek and Ehud Olmert during the political upheaval of the first and second intifadas. As the city representative tasked to advance community relations, his mission sent Melamed into the epicenter of civil unrest. His latest project, a docuseries aptly dubbed "The Seam Line," offers first-hand accounts, unique insights, and insider access to the story of the conflict over – and in – the city. This timely five-part documentary series exploring existence and coexistence, tolerance and fanaticism, politics and pragmatism, and fences and bridges, steers audiences through an unparalleled first-hand exploration into the struggle over – and inside – the world's most famous and possibly most politically charged city – Jerusalem. Melamed's understanding of the cultural and pragmatic needs of all Jerusalemites – Jews and Arabs alike – were the lynchpin of bridges he built during one of the most violent and chaotic chapters in the history of this Holy City. Melamed is a popular speaker for Jewish groups and organizations. He recently completed a five-city speaking tour, launching a new partnership between Inside The Middle East and the JCC Association of North America. Moderator: Jodi Rudoren, Editor-in-Chief, The Forward Speaker: Avi Melamed, Author, Middle East Expert</p>	
3:00 pm to 4:00 pm	<p>General Session - Show & Tell This Show & 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. Moderator: Ellen Futterman, Editor-in-Chief, <i>St. Louis Jewish Light</i></p>	
4:00 pm to 5:30 pm	<p>Museum of Southern Jewish Experience Optional Tour Conference attendees are invited to participate in the Museum of Southern Jewish Experience tour. Attendees who are working members of the press will receive complimentary entry to the museum. Please be prepared to show press credentials and/or you conference name badge as requested by the museum staff. All other conference attendees and guests are able to participate by purchasing tickets for \$13 plus tax.</p>	
<i>Explore New Orleans</i>		
Tuesday, July 11, 2023		
8:00 am to 8:30 am	Continental Breakfast & JNS User Session	
8:30 am to 9:45 am	<p>General Session: Antisemitism and safety: How does this affect business operations It seems we are spending even more time than before reporting on antisemitism. With the rise in incidents and online hate, Jewish communal operations have undergone a major shift toward more security and situational awareness. What are the implications for how Jewish publications do their job? How much reporting is too much, and does it give too much oxygen to the haters? And what are the implications for what publications used to take for granted — can there continue to be a public calendar of events? In the days of "mapping projects," are community guidebooks problematic? Where are the lines between business as usual and being prudent? Moderator: Alan Smason, Editor, <i>Crescent City Jewish News</i> Speakers: Aaron Ahlquist, Southern Division Policy Director, <i>ADL</i>, Lindsay Baach Friedmann, Regional Director, <i>ADL South Central</i>, James Stewart, Community Security Director, <i>Secure Community Network (SCN)</i></p>	
9:45 am to 10:15 am	Networking Break	
	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
10:15 am - 11:15 am	<p>Business Breakout Session: Brainpower session: How to combat rising costs and manage the budget This will be an interactive session to brainstorm the hurdles we all face and get creative on how to get around them. None of us are experts at this (yet) so let's pool our brains and experiences and come up with some innovative approaches to rising costs. Anyone who has to create budgets, raise money, or sell ads should definitely attend. Moderator: Adam Mandell, VP of Sales, <i>Cleveland Jewish News</i></p>	<p>Editorial Breakout Session: When not to respond...How to assess and address the dark side of social media According to last year's keynote speaker, Bret Stephens of the New York Times, reporters should "get off the Twitter." Which social media platforms work best for Jewish media? When is it best not to respond and when is a response absolutely necessary? How can we work toward addressing online trolling and hate comments? What moderation and reporting tools are available on the different platforms? When is the tipping point to contact law enforcement and what are the steps involved? Moderator: Jonathan S. Tobin, Editor in Chief, <i>Jewish News Syndicate</i> Speakers: Mark Schleifstein, Environment Reporter, <i>The Times-Picayune</i>, <i>The New Orleans Advocate</i> and <i>NOLA.com</i>, James Stewart, Community Security Director, <i>Secure Community Network (SCN)</i></p>
11:15 am to 11:20 am	Move to Lunch/General Session Room	
11:20 am to 12:35 pm	Lunch	
	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION

12:35 pm to 2:05 pm	<p>Business Breakout Session: Can for profits fundraise too?</p> <p>With a challenging advertising world out there, more publications are relying on some fundraising and/or grant-making components to keep the presses rolling or the writers posting. What role does fundraising and/or grant-making play in journalism as a result of the pandemic?</p> <p>Moderator: Kevin Adelstein, President, Publisher & CEO, <i>Cleveland Jewish News</i></p> <p>Speakers: Kaylene Ladinsky, Editor and Managing Publisher, <i>Atlanta Jewish Times</i></p>	<p>Editorial Breakout Session: Covering the unexpected with no playbook</p> <p>From terror attacks to natural disasters, how do you cover these incidents in your community? Where do you start? Do you have a staff meeting? Just drop and go? How do you talk to people who are experiencing the unimaginable? How do you push your emotions aside to get the work done? Should you push them aside? Come prepared to share a time you have experienced covering something unexpected with no playbook.</p> <p>Speakers: Faygie Holt, <i>Freelance Writer</i> and Toby Tabachnick, Editor, <i>Pittsburgh Jewish Chronicle</i></p>
2:05 pm - 2:20 pm	Networking Break	
	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
2:20 pm - 3:20 pm	<p>Business Breakout Roundtable: How special are your sections?</p> <p>In a challenging advertising environment, special themed sections and promotional articles are still attractive to potential advertisers. How does one maximize their effect to attract advertisers who look beyond just those one or two issues, make the sections readable and interesting, bring in new business, and in the process also grab some of their online budget? What section themes work — and which ones aren't worth the effort?</p> <p>Moderator: Adam Mandell, VP of Sales, <i>Cleveland Jewish News</i></p>	<p>Editorial Breakout Session: What are you struggling with?</p> <p>Most of us struggle with not having enough resources for all we want to accomplish. But what else is keeping you up at night? This session is an opportunity to present your struggles, talk them through with one another and problem-solve together. Chances are someone else in the group has had a similar struggle and figured out a viable solution, or tried something that didn't quite work. Hopefully, we can learn from one another's successes and mistakes to help us figure out a best-practice model that will help us going forward.</p> <p>Moderator: Faygie Holt, <i>Freelance Writer</i></p>
3:20 pm - 3:35 pm	Networking Break	
3:35 pm to 4:35 pm	<p>General Session: Envisioning a future for Jewish media</p> <p>Affiliation patterns are changing, new approaches to Jewish life from outside the institutional mainstream are proliferating, and a wider range of viewpoints is becoming acceptable in the Jewish community. And to top it all off, people can get news from just about anywhere. In this landscape, how do we attract new readers while holding onto old ones? How do we build partnerships that will ensure survival without compromising on quality? How will the changes in the Jewish community affect Jewish media, and what can we do to be part of the new landscape?</p> <p>Moderator: David Wilensky, Director of News Product, <i>J. The Jewish News of Northern California</i></p> <p>Speakers: Gila Axelrod, Editor, <i>New Voices</i>, Jo Ellen Green Kaiser, CEO, <i>J. The Jewish News of Northern California</i>, Lev Gringauz, Associate Editor, <i>Jewfolk, Inc.</i></p>	
Rockower Awards		
6:00 pm to 9:00 pm	42nd Annual Simon Rockower Awards Reception & Dinner Gala	
	Rockower Awards After Party	
Wednesday, July 12, 2023		
8:00 am to 8:45 am	Continental Breakfast	
8:45 am to 9:15 am	<p>The Power of PR</p> <p>Editors and reporters want to work with PR reps, but they also want them to cut to the chase. As for PR reps, they want news outlets to hear what they have to say, which could turn into solid stories. How do both sides get what they want out of this important relationship, especially on deadline?</p>	
9:15 am to 10:15 am	<p>General Session: Black and Jewish relations...It's complex</p> <p>Jewish commitment to social action and improving relations for and with the Black community extend back for more than 100 years. The zealous attachment to the ideals of tikkun olam ("repairing the world") bade Jews to help found organizations like the National Association for the Advancement of Colored People (NAACP) and to work to gain civil and voting rights for Blacks. However, in more recent times resentment against Jews and outright antisemitism from both Black religious figures and Black celebrities has been reported. Learn how the New Orleans Jewish community has pushed back by the creation of a new center supported by the Jewish Federation of Greater New Orleans and through other efforts promoted by Jewish members of the New Orleans City Council and the local community.</p> <p>Moderator: Karen Galatz, Journalist and Columnist, <i>The Matzo Chronicles</i></p> <p>Speakers: Arnie Fielkow, Former CEO, Jewish Federation of Greater New Orleans, Rochelle L. Ford, Ph.D., APR, President, <i>Dillard University</i>, Joseph I. Giarrusso III, New Orleans City Councilmember, District A, New Orleans City Council</p>	
10:15 am to 10:25 am	Networking Break	
10:25 am to 11:00 am	General Membership Meeting	
11:00 am to 12:00 pm	<p>General Session: Looking ahead: The future of AJPA</p> <p>Come prepared to discuss what we should focus on as an organization moving forward. How is the industry changing and how can AJPA adapt to these changes? What needs do members have that AJPA might not be addressing? This brainstorming session requires participation from everyone, so come ready to share and discuss ideas for AJPA.</p>	
12:00 pm to 12:30 pm	Closing Remarks	