

AJPA 2024: Amplifying Jewish Voices Agenda [DRAFT]

- Breakout Session:** Speakers or panelists talking at audience with room for Q&A/discussion at end
- Hot Topic Session:** Topic to be discussed among small groups (4-5 people); Key thought provoking questions to be created by sub-committees prior to conference; All things you want to talk about but can't

Sunday, June 2, 2024		
3:00-3:15 PM	Conference Welcome Ellen Futterman, <i>AJPA President</i>	
3:15-4:15 PM	Opening General Session: Revolution, Rights and Rock: What You May Not Know About the First Amendment An eye-opening and highly interactive experience exploring America's most fundamental freedoms. Speaker: Ken Paulson, Director and Professor, <i>Free Speech Center at Middle Tennessee State University</i>	
4:15-4:20 PM	5-Minute Movement Break	
4:20-5:20 PM	General Session: Antisemitism Panel Since October 7th college campuses around the country have been racked by protests and antisemitism. The result has left some Jewish students feeling uncomfortable, unsafe, and alone. Other students feel unheard and disenfranchised. These unprecedented times have highlighted a growing divide among Jews and non-Jews, and among Jews of varied viewpoints. Some have equated the recent protests with those of the 1960s, but is it the same? Or has the long tradition of campus rallies and sit-ins crossed a dangerous line? We will hear from Rich Leib, Chair of the Board of Regents of the University of California, and from Ari Dubin, Executive Director of Vanderbilt University Hillel, who will address these and other important issues facing students, parents, and indeed, all of us. Moderator: Barbara Dab, Director of Communications & Editor, <i>Jewish Federation of Greater Nashville</i> Panelists: Richard Leib, Chair of the Board of Regents, <i>University of California</i> , Ari Dubin, Executive Director, <i>Vanderbilt University - Hillel</i>	
5:20-5:45 PM	Newsmaker Moment	
5:45-6:30 PM	Hot Topic Session: How has the last 8 months affected your Paper/Publication?	
6:30-8:00 PM	Welcome Reception at DoubleTree by Hilton Nashville Downtown	
Monday, June 3, 2024		
7:30-8:30 AM	Board Meeting (by invitation only)	
8:00-9:00 AM	Breakfast & JNS User Session (8:35-9:00 AM)	
9:00-11:15 AM	General Session: Strategic Planning/Future of AJPA Moderator: Jo Ellen Kaiser, <i>J. The Jewish News of Northern California</i>	
11:15-12:30 PM	Lunch & Newsmaker Moment (11:15 - 11:40 AM)	
12:30 PM-1:15 PM	Hot Topic Breakout Session (Editorial)	Hot Topic Breakout Session (Business)
1:15-2:15 PM	Editorial Breakout Session	Business Breakout Session
	Show & Tell	Show & Tell Moderator: Kevin Adelstein, President, Publisher & CEO, <i>Cleveland Jewish News</i>
2:15-2:20 PM	Break	
2:20-3:20 PM	Editorial Breakout Session	Business Breakout Session
	How Can We Cover the 2024 Election? The 2024 election will be the most important in decades. Will it be Biden or Trump? Trump or Biden? How do you plan to cover the run-up to Nov. 5 and the aftermath? Will you be producing a special section? What will you include? Will you do it alone? Do you have the resources? Will you be partnering with another news organization to provide in-depth coverage? Where do the wire services fit into your coverage? We have lots of questions and all the answers in what promises to be an exciting and engaging session.	Strategies, Best Practices, and Challenges in Maintaining and Growing Print Subscribers Local Jewish journalism publishers share their own models, strategies and new ideas for tackling the circulation dilemma in 2024 and beyond. Moderator: Kevin Adelstein, President, Publisher & CEO, <i>Cleveland Jewish News</i>
3:20-3:35 PM	Refreshment Break	
3:35-4:10 PM	Hot Topic Breakout Session (Editorial)	Hot Topic Breakout Session (Business)
4:10 - 5:10PM	Editorial Breakout Session	Business Breakout Session

	<p>The Joys and Oy's of Jewish Journalism From coming up with fresh ideas each year to mark the same Jewish holidays to trying to keep readers engaged in “tough subjects” (like antisemitism, Israel, the war and the Holocaust), Jewish journalism presents its share of challenges. This session allows us to “unpack” the good, the bad and the ugly of the jobs we do and exchange success stories and failures.</p> <p>Moderator: Ellen Futterman, Editor-in-Chief, <i>The Jewish Light</i> Speakers: Bob Jacob, Editor, <i>Cleveland Jewish News</i>, Carin M. Smilk, Managing Editor, U.S., <i>Jewish News Syndicate</i></p>	<p>Leveraging the Digital Market Hear from publishers who have successfully mastered the digital market using newsletters, podcasts, digital inventory on websites and social media to increase revenue and audience engagement.</p>
6:30-9:30 PM	43rd Annual Simon Rockower Awards Ceremony	
Tuesday, June 4, 2024		
8:00-9:00 AM	Breakfast & General Membership Meeting	
9:00-9:25 AM	Newsmaker Moment: Jewish National Fund	
9:25-10:25 AM	<p>General Session: Best of the Best Of's Panel Does it make sense to do a “Best of” special section in your publication? If you have your readers choose, what happens if they don't select your advertisers? We will hear from our own “experts” about how to launch a successful “Best of” that you can not only monetize but also have a lot of fun with, be it a general “best of” or listings of the “best” Jewish professionals in your area.</p> <p>Moderator: Craig Burke, CEO & Publisher, Mid-Atlantic Media Panelists: Kevin S. Adelstein, President, Publisher & CEO, <i>Cleveland Jewish News</i>, Kaylene Ladinsky, Editor and Managing Publisher, <i>Atlanta Jewish Times</i></p>	
10:25-10:30 AM	5-Minute Movement Break	
10:30- 11:15 AM	Hot Topic Breakout Session (Editorial)	Hot Topic Breakout Session (Business)
11:15-11:25 AM	Refreshment Break	
11:25 AM-12:25 PM	Closing General Session: TBD	
12:25-12:30 PM	Closing Remarks	