

**Proposed Program Schedule**  
**As of 5/15/2024; might be subject to change**  
**National Federation of Press Women Annual Conference in St. Louis,**  
**hosted by Missouri Professional Communicators**

**Tuesday & Wednesday, June 18 & 19**

**Pre-Conference Tours:**

- STL History (Tuesday)
- STL Culture (Wednesday)

**Thursday, June 20**

All Day, Silent Auction Set-up

9 a.m.–12 p.m., **NFPW Board Meeting**

Executive Lounge

**REGISTRATION OPEN 1-6pm**

Clayton Foyer North

1–4 p.m., **NFPW Membership Meeting:** Milestones and Memorials

Clayton C

4–5 p.m., Contest Directors Meeting

POPPS Meeting

Executive Lounge

6–8 p.m., **Welcome Reception**, St. Louis Artists' Guild (transportation available): Greetings from NFPW leadership and Missouri Senator **Tracy McCreery** and Clayton Mayor **Michelle Harris** (possibly others).

**Friday, June 21**

All Day, **Silent Auction** — Check out the offerings and make your bids!

Clayton A

**REGISTRATION OPEN 8-pm**

Clayton Foyer North

8–9 a.m., **Welcome and Breakfast**

Clayton BD

9:15–11 a.m., **Keynote Session: “History in the Headlines,” Lynne Jackson**, great-great-granddaughter of Dred and Harriet Scott, and Dr. **Jody Sowell**, president of Missouri Historical Society and former assistant professor of journalism, University of Missouri-Columbia School of Journalism.

Clayton BD

11:30 a.m.–1 p.m., **Lunch and Program, “AI: Partner or Pestilence?”**

**Mary Ann L. Wymore**, partner at UB Greensfelder law firm, adjunct professor of media law at Saint Louis University and former journalism professor at University of California Los Angeles;  
**John Stamm**, CEO & founder, Hello Citizen.

Clayton BD

1:15 p.m.–2:15 p.m.

**Workshop #1: “Effective Storytelling through Photography”**

**Rosalind Guy**, freelance photographer.

Clayton BD

**\*Workshop #2: “Covering and Promoting Diversity in Publishing”**

**Ellen Futterman**, editor, *Jewish Light*; **Bonita Tillman**, Purina (retired); Richard Weiss, River City Journalism Fund/*Equity Matters* newsletter (invited).

Learn how publications can enhance the diversity of whom they hire and what they cover, and how businesses can encourage diversity through in-house communications.

Clayton C

2:30–3:30 p.m.

**Workshop #3: “The Vital Importance of Media Literacy”**

**Jessica Z. Brown-Billhmer**, founder and president, Gateway Media Literacy Partners; **Art Silverblatt**, Professor Emeritus of Media Communications, Webster University, and founding member, Digital International Media Literacy Education

Clayton BD

**\*Workshop #4: “Thriving in Nonprofit PR, Professionally and Personally”**

**Anne Shaw Heinrich**

Journalism skills are highly valuable in the nonprofit sector, which often relies on the press to get the message out about vital community programs and services ...

Clayton C

3:30–5 p.m., **Author’s Alley**: Speakers and attendees present and sell their books (all payments responsibility of authors).

Clayton Foyer North

**Headshots, \* Silent Auction and networking/time on your own**

*\*There will be a signup sheet at the registration desk. Headshots will be \$10/person.*

3:30–4:30 p.m.

NFPW Education Fund Board Meeting

Executive Lounge

NFPW Affiliate Membership Chair Meeting

Anatole

4:30–5 p.m., COA Rehearsal

Clayton BD

5:30 p.m., **Communicator of Achievement Banquet**  
Clayton BD

**Saturday, June 22**

8 a.m.–12 p.m., **Silent Auction** — *Last chance to bid!*  
Clayton A

8–9 a.m., **Breakfast, Invitation to Conference 2025.**  
Clayton BD

9:15–10:15 a.m., **NFPW President’s Roundtable**, led by **Julie Campbell**: **“The Challenges of Local Journalism”**

**Jacqueline Duty**, publisher, [\*Collinsville \(Illinois\) Daily News\*](#); **Nancy Krier**, former attorney and open government ombudsperson, now freelance reporter, [\*ThurstonTalk\*](#), Thurston County, Washington; **Peggy Scott**, publisher, [\*Leader Publications\*](#), Festus, Missouri  
Clayton BD

10:30–11:30 a.m.

**\*Program: “Liar, Liar: Jailbreak Your Life”**

**Rita Ernst**, psychologist, author

Enhance your personal development by getting rid of that inner critic or imposter syndrome that might be holding you back from professional success.

Clayton BD

11:45 a.m.–12:45 p.m., **Lunch and National High School Contest Awards**, **Teri Ehresman**.

Join us in cheering for winners of the 2024 NFPW announcements of High School Communications Contest.

Clayton BD

12:45–1:45 p.m., **Panel Discussion: “Trends in Journalism Education”**

**Eric Rothenbuhler**, dean, Webster University School of Journalism (moderator); **Mitch Eden**, 2015 National High School Journalism Teacher of the Year; **Gary Ford**, professor, Webster University School of Journalism; **Amelia Hurley**, graduate candidate at the University of Missouri School of Journalism; reporter for Mizzou Football and editor of the city/county government beat, *Columbia Missourian*

Clayton BD

2–3 p.m.

**\*Workshop #2: “Getting the Most from Social Media,”** speaker(s) to be announced

Clayton BD

**\*Workshop #3: “Launching a Freelance Communications Business”**

**Ruth E. Thaler-Carter**, Freelance Writer/Editor; owner, “I can write about anything!”® and Communication Central/Be a Better Freelancer conference

With newspapers and other communications outlets constricting and disappearing, traditional jobs are harder and harder to find, and freelancing is a more and more attractive career path. Learn what it takes to launch a communications consulting business: personality aspects, experience, promotions and finding work, dealing with clients, balancing work and a personal life, potential pitfalls, and more. A handout will include extensive resources.

Clayton C

2:30 p.m., Silent Auction pick-up time for item winners.

Clayton A

3:15–4:15 p.m.

**Workshop #5: “Alternative Journalism”**

**Tim Rowden**, editor-in-chief, *St. Louis Labor Tribune*; **Meera Nagarajan**, executive editor, *Sauce* magazine; **Alvin Reid**, city editor, *St. Louis American* (to be confirmed)

As big journalism experiences constriction and loss of outlets, alternative publications continue to fill the gap and maintain historic perspectives in providing information that isn’t available elsewhere. Learn how these niche publications are serving targeted audiences in today’s challenging publishing environment.

Clayton BD

**Workshop #6: “Adventures and Options in Book Publishing”**

Fiction and nonfiction authors **Elizabeth Donald**, freelance journalist and educator; **Nicole Evelina/Niki Burgdorf**, corporate communicator for healthcare system

Many journalists and corporate communicators have found that writing books is a great way to expand their careers and generate more income, especially when they have interests and expertise beyond their day jobs. Learn what goes into publishing a book, whether through traditional or independent pathways. Between them, the speakers are authors of traditionally and self-published books in multiple genres: women’s issues and history, sci-fi, romance, historical fiction, dark fantasy, and more.

Clayton C

4:15–5:15 p.m.

**Author’s Alley:** Attendees and speakers sell their books (all payments responsibility of authors).

Clayton Foyer North

5:30 p.m., **Communications Contest Awards Banquet**

Clayton BD

**Sunday, June 23**

- Post-Conference Tour: St. Charles for History on Main Street/Augusta for Wine Country.