

Panelists further focus on digital media at NNPA Mid-Winter Conference

Written by Kyle Yeldell - Program Activities Coordinator - NNPA Foundation
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The National Newspaper Publishers Association held yet another successful Mid-Winter Conference this past week in New Orleans, LA, offering several workshops on digital media for the member papers.

Francis Page, Jr., the chair of the Digital and Social Media Committee for the NNPA, spearheaded a day of panels to further educate publishers on the advantages of a strong digital and social media presence.

Page, along with Kyle Yeldell, the Program Activities Coordinator for the NNPA Foundation, took charge of the workshop for publishers who are in the beginning stages of their digital offerings.

The tandem detailed the best practices to selecting a website name and format for them to use to maintain their site. Yeldell, who helped to launch the NNPA's new website (NNPA.org), spoke about the advances of WordPress and gave important terms regarding online offerings.

Page connected with the audience by speaking from a publisher's perspective. He is the publisher of Houston Style Magazine and understood the mindset and language to truly reach the audience. To add to the presentation, Page developed great handouts for the publishers to take home with them.

Jacqueline Lawson, the Creative Director for the Houston Forward Times, championed the panel for publishers who were more advanced in Internet marketing. She offered a high level of expertise to member papers about the advances in social media to add the organization.

Lawson detailed the important of search engine optimization for websites and how to develop a strong social media program utilizing Facebook, Twitter, YouTube and LinkedIn. She discussed the offerings of Google Analytics for analyzing website activity and maintaining reports on page view activities.

Lawson also discussed the use of viral videos to broadening the scope of the newspaper's

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reach and branding.

The keynote speaker for the digital media workshops was Crystal Washington, the nationally recognized social media expert and co-owner of Socialtunities.

During the panel entitled "Monetizing Your Social Media," Washington described the paradigm shift in society to social media. She discussed various revenue generating ideas that can be spawned through an online presence.

Washington explained how social media is the future of media and the importance to embrace it, while maintaining a core brand.

The Mid-Winter Conference added on to the push the NNPA has put forth in the past year to a strong focus in digital media. Page embraces the future and wants to help the member papers increase their overall profiles. With the help of Yeldell, Lawson and Washington, the conference made a strong showing for the importance and creativity of the digital landscape.