

SPJ Region 4 Spring Conference Details

April 9-10, 2010

How can journalists keep pace with the stormy evolution of their profession? Answers can be found during the Society of Professional Journalists' Region 4 Spring Conference, "Rise Up" in Cleveland, April 9-10. No one can predict where the internet, social media, dueling business models and citizen journalism will take us. But one thing is certain: journalists are in the rare position to take an active role in re-inventing themselves, their crafts and the outlets where they work. Join your fellow journalists for a weekend of programming designed to help you sharpen your skills, explore new journalistic avenues and boost your career – all in a fun and friendly atmosphere.

General Details

Friday, April 9

2:00 – 5:30 (For students and Generation J)

SPJ takes over the newsroom and training facilities at the Cleveland Plain Dealer, one of the nation's top daily newspapers. PD journalists, editors, training staff, along with visiting professionals and experts will offer:

- Hands-on training in investigative research, photo/video techniques, and more
- Advice to bulletproof your career
- Keys to being a successful entrepreneur
- Portfolio and resume review
- An opportunity to eavesdrop on the PD's daily editorial board meeting and fire questions at the editors
- A report on "West Virginia Uncovered," the unique state-wide program that enhances news coverage and student learning throughout the hills of West Virginia

7:00 p.m.

Opening Night Reception: Light hors d'oeuvres and cash bar. Cost of the reception is included in your registration fee.

Saturday, April 10

8:00 a.m. to 5:00 p.m.

Programs will focus on honing skills, building careers, and tackling hot issues, including:

- "Accounting Tomfoolery" – finding stories buried in public statements and financial data
- "Writing skills for Multi-media" – a two-hour workshop on steps to better on-line writing that can be applied to any form of news writing
- "Creating a Document-driven Newsroom"
- "The Entrepreneur Journalist" – successful entrepreneurs tell their stories and offer advice on finding start-up funds, developing an idea, building a business plan
- "The Growth – and Opportunities – in Citizen Journalism"
- "Bulletproof Your Resume and Career"

- “Women in the Newsroom: Confronting Burnout”
- “Finding Gems in Data Mining”
- “A Pulitzer in Detroit”

A complete schedule, program descriptions and speaker bios will soon be available at SPJ.org.

Fees Click here to register online: <http://spjclevelandregion4.eventbrite.com/>

Fee includes Friday night reception, and continental breakfast & Awards Luncheon on Saturday.

By midnight, Mar. 19

Pro Members: \$80

Student Members: \$70

Pro Non-Members: \$90

Student Non-Members: \$80

Beginning Mar. 20

Pro Members: \$90

Student Members: \$80

Pro Non-Members: \$100

Student Non-Members: \$90

On-Site

Pro Members: \$100

Student Members: \$90

Pro Non-Members: \$110

Student Non-Members: \$100

Hotel Information

A small block of rooms has been reserved at the Cleveland Marriott Hotel in downtown Cleveland. Please click here for reservations:

[Cleveland Marriott Downtown at Key Center](#)

127 Public Sq., Cleveland, OH 44114

The conference special room rate is \$89/night, plus any local taxes and fees. You can also call 216-696-9200 to book your stay and reference Society of Professional Journalists to receive the special rate. Reservations must be made by March 19 to qualify for the special conference rate.

Questions

For questions or more information about the Region 4 Spring Conference, please contact Tom

Moore at: Phone: 440-454-3282

E-mail: Cleveland@SPJ.org