

New Media Women MAME Entrepreneurs

September 12, 2013

The National Press Club

A summit funded by the Gannett Foundation and the Ethics and Excellence in Journalism Foundation

8:30 - Continental Breakfast

9 - Welcome, Introductions

Angela Greiling Keane, The National Press Club President, Bloomberg News
Jan Schaffer, J-Lab Executive Director

9:15 - Give Me the Money

Advertising - Diane Alverio, Founder, Latino News Network
Grants - Nicole Hollway, General Manager, St. Louis Beacon
Venture Capital - Melinda Wittstock, Founder & CEO, Verifeed

10:30 - Break

10:45 - Making Your Startup Work

Strategic Partnering - Michele Kayal, Co-Founder, American Food Roots
Bringing in Revenue - Jeanne Pinder, Founder & CEO, ClearHealthCosts.com
E-Products - Laura Fraser, Rachel Greenfield, Co-Founders, Shebooks

NOON - Lunch

Want to Truly Understand and Engage Your Audience? Tips and Tricks for Today's Online World
Vanessa Fox, Author, "Marketing in the Age of Google," Creator, Google Webmaster Central, Founder/CEO, Nine by Blue

1:30 - Digital Tools for the Media Entrepreneur

Moderator: Amy Eisman, Director, Media Entrepreneurship AU School of Communication
Using and Tracking Social Media for the Media Entrepreneur
Mandy Jenkins, Interactives Editor, Digital First Media

10 Tools for any Digital Entrepreneur's Toolkit
Jody Brannon, Editor, Next America on National Journal at Atlantic Media

Moderator: Kathy Kiely, Managing Editor, Sunlight Foundation
5 Things to Do and 5 Things to Avoid: Takeaways from Working on Two Startups
Ju-Don Roberts, former GM & Senior VP Everyday Health, Entrepreneur

2:45 - Open Dialogue with Participants