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March 7th, 2009

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Reynolds School of Journalism
University of Nevada, Reno

diigo

*This summit is made possible with the support of the Donald W.
Reynolds Foundation, Las Vegas, Nevada.*



Welcome

Welcome to the first annual Nevada Interactive Media Summit.

We are excited that over one hundred of Nevada's media professionals have gathered at the Reynolds School of Journalism to learn about the rapidly expanding field of interactive media.

Today's summit brings together bloggers, podcasters, filmmakers, Tweeters, and PR and advertising professionals from every corner of Nevada.

We hope that you meet some great new friends and learn to use some new tools.

And right after the conference, be sure go to Reno Ignite. It starts at 6:00 PM at Se7en, 148 West St. It's just a short ride from the Journalism School.

Edward Michael Lenert

Professor, Univ. of Nevada, Reno
solutionjournalism.com

Tracy Viselli

Owner, Reno Fabulous Media
renofabulousmedia.com

Join a Birds of a Feather Session

Brainstorm with others during these impromptu birds of a feather sessions. Rooms available after lunch. Speak to a staffer to schedule time.

Advisory Board Members

Tim Casey - Co-Founder and Partner at Silversky Group LLC

Berly Love - Executive Editor of the Reno Gazette-Journal

Donica Mensing - Associate Professor at the Reynolds School of Journalism, University of Nevada, Reno.

Les Smith - Director of Sierra Nevada Community Access Television (SNCAT)

Larry Dailey - Chair of Media Technology, Reynold's School of Journalism, University of Nevada, Reno

Bryan Landaburu - President/Evangelist, FUZE

Tom Fitzgerald - CEO Nevada Works

Colin Lortez - Developer and programmer for Twelve Horses Media

Aisha O'Brien - Conference Coordinator

Presenters

Charlotte-Anne Lucas is a Pulitzer Prize nominated journalist and most recently taught online journalism at the University of Nevada, Las Vegas.

Michael McDowell is the Director of New Media at KPS|3 which assists clients with the latest new media strategies.

Donica Mensing is an associate professor at the Reynolds School of Journalism. She teaches online journalism and researches the changing purpose and function of journalism.

Michelle Montoya teaches English at Truckee Meadows Community College and is an internet marketing consultant, specializing in social media.

Jon Pincus is a strategist, writer, and activist living in the Seattle area, currently working on Tales from the Net.

Andrew Pridgen is co-founder and CEO of Ticker Media LLC, parent company of tahoeticker.com.

Jesse Stay is a well-reputed speaker, author, blogger, and entrepreneur, who writes and consults on the topics of social media and new media.

Maggie Tsai co-founded Diigo.com. Diigo marries an innovative online research tool with a knowledge-sharing community and transforms the web into a writable, interactive and participatory media.

Presenters

Colin Loretz is the Salesforce.com developer and project manager at Twelve Horses and the cofounder of both Reno Collective and Ignite Reno.

David Bobzien represents District 24 in the Nevada Assembly. Formerly the Campus Webmaster for the University of Nevada, Reno, David works as the User Experience Director for Fuze.

Francine Burge has been the Reno Philharmonic's Marketing Director for seven years.

Bob Conrad is the communications officer for the Department of Conservation and Natural Resources.

Jamie Fields is an Outdoor Recreation Planner for the Rivers, Trails and Conservation Assistance program of the National Park Service.

Mike Henderson directs, shoots, edits, copywrites and distributes podcasts for Alpine Meadows Ski Resort, Homewood Mountain Ski Resort and the Nevada Museum of Art.

Guy Johnson works as a full-time real estate agent for Chase International. He is also a contributor for the Reno Realty Blog.

Ronele Klingensmith started RKPR Inc, a full service communications agency, in 2002.

Marcel Levy works as a bioinformatics specialist and data plumber at the Center for Bioinformatics at the University of Nevada, Reno.

Keynote - 9:30 a.m. : Jesse Stay, CEO of SocialToo, discusses the importance of social media today.

Sessions and Workshops

10:30 - 11:15 : 50 Terrific Twitter Tools and Tips in 50 Minutes with Guy Johnson (*Cool Tools in Room 101*); Unconventional PR Strategies: How Social Media Has Changed Communications with Ronele Klingensmith and Bob Conrad (*Best Practices in Room 202*); Small Change: Opening the Nevada Legislative Process through Technology with David Bobzien (*Innovation and the Future in Room 304*).

11:30 - 12:15 : New Media 101: What is it, Why use it with Mike McDowell (*Cool Tools in Room 101*); Introduction to Social Bookmarking and Annotation with Maggie Tsai (*Best Practices in Room 202*); Twitter: Building Engaged Communities that ACT (and how to deal with bad behavior) with Tracy Viselli and Jon Pincus (*Innovation and the Future in Room 304*).

12:30 - 1:45 Lunch

2:00 - 2:45 : Create your own widgets in Adobe Flex with Colin Loretz (*Cool Tools in Room 101*); A journalists' toolbox of essential social media applications and attitudes with Charlotte-Anne Lucas (*Best Practices in Room 202*); Mobilize GenWise: New Communication for Conservation and Outdoor Recreation with Jamie Fields (*Innovation and the Future in Room 304*).

2:45 - 3:10 Coffee Break

3:15 - 4:00 : Data-driven web publishing without a programmer with Marcel Levy (*Cool Tools in Room 101*); Last Conductor Standing: Engaging an Audience in the Search with Francine Burge (*Best Practices in Room 202*); Lessons Learned: A State Government Agency Using New Media with Bob Conrad (*Innovation and the Future in Room 304*).

4:15 - 5:00 : Intro to Podcasting with Mike Henderson (*Cool tools in Room 101*); How to Engage Your Classroom Community Using Interactive Media with Michelle Montoya (*Best Practices in Room 202*); The Future of Local News: Community Brainstorm with Donica Mensing and Andrew Pridgen (*Innovation and the Future in Room 304*).

5:00 - 5:50 Nevada IM Membership Meeting

Nevada Interactive Media Summit Schedule March 7, 2009

9:00 - 9:30 AM

Registration

9:30 - 10:15

Keynote with Jesse Stay

Sessions and Workshops (by track)

Cool Tools - Rm 101

Best Practices - Rm 202

Innovation - Rm 304

10:30 - 11:15

50 Twitter Tools

Unconventional PR Strategies

Nevada Legislature and
Technology

11:30 - 12:15 PM

New Media 101

Journalist's Toolbox for Social Media

Twitter Groups That Act

12:30 - 1:45

Lunch

2:00 - 2:45

Making Widgets with Adobe Flex

Guide to Social Bookmarking

Mobilize GenWise

2:45 - 3:10

Coffee Break

3:15 - 4:00

Data Driven Web

Last Conductor Standing

Social Media and State
Government

4:15 - 5:00

Introduction to Podcasting

Engaging Your Classroom

Future of Local News

5:00 - 5:50

Nevada IM Membership Meeting

6:00 - ?

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