

Pre-convention workshop on Wordpress

– Aaron Manfull

Aaron Manfull, journalism teacher and media adviser at Francis Howell North HS in Saint Charles, Mo. and chair of JEA digital media, will teach a pre-convention workshop Friday, March 5, 1 – 5 p.m.

The workshop is designed to help staffs learn how to use the free Web site, Wordpress. Former workshop participants tell us that by the end of Manfull's class staffs will have created a Web presence.

Manfull will also teach sessions Saturday and answer questions Sunday morning.

Session #1: Aaron Manfull

PROMOTING YOUR PUBLICATION

Interact with your publications' audience by encouraging them to go online. Come get tips from an adviser whose staffs are creating a buzz at their school by doing just that.

Session #2: Aaron Manfull

PRINT & ONLINE CAN CO-EXIST

Print publications and those online should help each other's readership. Each has its own way of covering issues and news, and each has its own faithful audiences. They need to work together and share their resources to reach a variety of audiences.

Session #3: Aaron Manfull

MOVING YOUR PUBLICATION ONLINE

You don't have to know html or be a computer geek to create an online presence, but you do need to be willing to take the first step. Come find out how to begin taking steps those steps online, from rethinking how the room runs, to building a site, to promoting it in the school and generating daily content.

Session #4: Christie Gold and Aaron Manfull

CONVERGENCE MANAGEMENT

As staffs work more with multiple media, they need to develop new ways of working together, including building a new level of trust. Come talk about the issues involved with such change and some ways to cope with those issues.