

## Arkansas Press Women Fall Conference Lineup

**Location:** Shewmaker Center for Workforce Technologies  
NorthWest Arkansas Community College, Bentonville, AR  
(Interstate 540, Exit 86)

**Cost:** \$35  
\$20 for teachers and their students

**Conference theme:** Media Literacy

**Registration:** 8:30 to 9 a.m.

- **Opening session** (9:15 to 10 a.m.)  
**Preview of Crystal Bridges Museum of American Art**  
**Presenter:** Sandra Edwards, deputy director of Crystal Bridges
  
- **Breakout sessions, Group A** (10:15 to 11 a.m.)
  - ◆ **All Atwitter: Using Social Media as a Reporting Tool**  
**Presenters:** Kim Souza, business writer, Larry Henry, enterprise ed.  
NWA Newspapers
  - ◆ **Web Savvy Branding & Updating: Two Nonprofits' Experiences**  
**Presenters:** Jody Dilday, Single Parent Scholarship Fund of NWA  
Angie Albright, Northwest Arkansas Women's Shelter
  
- **Breakout sessions, Group B** (11 a.m. to noon)
  - ◆ **Striking the Mother Lode: Look at Mommy Blog nwamotherlode**  
**Presenters:** Gwen Rockwood & Shannon Magsam
  - ◆ **Scoping Out The Story: Adding Impact, Scope, Edge to Reporting**  
**Presenter:** Lisa Thompson, managing editor, NWA Newspapers

**Luncheon:** Walmart Auditorium, Shewmaker Center for Workforce Technologies  
**Speaker:** John Brummett, award-winning columnist, Arkansas News Bureau

**Afternoon presentations:**

- **Christopher Spencer**, founder, Ozarks Unbound, an online magazine that chronicles life in the Ozarks, focusing on local politics, culture and the arts.
  
- **Angela Belford**, owner, The Belford Group. Join Angela Belford for a humorous look at how the four generations interact with technology and social media, and how their overall approaches to new ideas differ.