



ABOUT JOHN CARREYROU

A two-time Pulitzer Prize-winning investigative reporter, John Carreyrou has been awarded the George Polk Award for Financial Reporting, the Gerald Loeb Award for Distinguished Business and Financial Journalism in the category of beat reporting, and the Barlett & Steele Silver Award for Investigative Business Journalism for his extensive coverage of Theranos. His work revealed the blood-testing company founded by Elizabeth Holmes, which amassed a valuation of \$9 billion and compiled a dream team board of directors, was a fraud. His book, *Bad Blood: Secrets & Lies in a Silicon Valley Startup*, is now being made into a movie starring Jennifer Lawrence.

National Anthem Performed by Long Island's Own Christian Guardino – A Golden Buzzer winner on America's Got Talent, Christian sings his new song, *Missing Part of Me*, which makes its worldwide debut today. Written and produced by Grammy nominee Sacha Skarbek, with 100 percent of the song's proceeds to benefit Vision of Children Foundation, find it on Spotify, Amazon Music & iTunes.

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ON DEADLINE: Folio Award Entries

Local & National News stories are eligible to enter FMC's Folio Awards, which are judged by the ultimate critic: media-savvy news consumers. Social media campaigns may also enter Folio Awards. Entries must be submitted online by Jan. 6, 2019. Details at www.fairmediacouncil.org



About Fair Media Council

FMC advocates for quality news & works to create a media-savvy society. A 501c3 nonprofit organization, FMC invites businesses and nonprofit organizations to become a member today. www.fairmediacouncil.org

Real &

POWERFUL

THE NEWS CONFERENCE

A Day of Open Dialogue with
Local, Regional & National News Media
& The People They Serve: YOU

MAJOR SPONSORS:



FEATURING:

Breakfast Speaker

PATRICK DOLAN

Owner & CEO, Newsday

Luncheon Speaker

JOHN CARREYROU

*Two-Time Pulitzer Prize-Winning Investigative Reporter,
The Wall Street Journal*

Thursday, Nov. 29, 2018

8 am – 4 pm

The Garden City Hotel

#realpowerful

Fair Media Council
Signature Event

TRACK A: **CONVERSATIONS**

Held in Societe Suite A, Second Floor

Communications Leadership Certification

› 9.30 - 10.45 am

Session 1A. **Why You Need News That’s Real & Powerful: Establishing Trust in a Republic Fed Up with ‘the Media’**

After a nationwide “Not the Enemy” campaign, the news media doubles down to establish trust and credibility in the digital age. What’s at stake is not only the survival of the media industry but that of an informed electorate and a strong foundation for democracy to flourish. It all starts with the media in your backyard.

PANELISTS:

Carolyn Levin, Media Attorney & Professor, Long Island University & Member, Advisory Board, Fair Media Council

Marcy McGinnis, Former Senior Vice President, News Coverage, CBS News

Steve Rubel, Chief Content Strategist, Edelman & Member, Advisory Board, Fair Media Council

MODERATOR:

Bruce Lambert, Reporter, The New York Times (retired) & Member, Advisory Board, Fair Media Council

› 11 am - 12:15 pm

Session 2A. **Behind the Coverage: Power, Money & Politics**

With the midterms in the rearview mirror, here’s a look at what’s next for an America mired down in politics in lieu of governing, with the added bonus of a White House providing never-before-seen challenges to media coverage and the public’s right to know.

PANELISTS:

Ben Max, Executive Editor, Gotham Gazette, & Host, Max & Murphy, WBAI

Ben Mevorach, News & Programming Director, 1010WINS

Pat Milton, Senior News Producer, Investigative Unit, CBS News

George Tsunis, CEO, Chartwell Hotels

MODERATOR:

Joe Calderone, Senior Vice President, Communications Development, South Nassau Communities Hospital & Member, Board of Directors, Fair Media Council

› 2 - 3:30 pm

Session 3A. **Behind the Coverage: Race, Religion & Politics**

Hot-button issues. A divisive nation. Here’s a look at how the state of the media industry impacts what it chooses to cover, and how to cover, issues vital to the fabric of American society.

PANELISTS:

Hugo Balta, President, National Association of Hispanic Journalists

Jay Dow, Correspondent, PIX 11 & Host, “Talk It Out With Jay Dow,” Facebook Live

Bob Keeler, Editorial Writer, Newsday & Member, Advisory Board, Fair Media Council

Jon Friedman, Media Writer, *Time*, *Esquire* & more

Brian Finnegan, Chief of Staff, Todd Shapiro Associates

MODERATOR:

Michael Dawidziak, Founder & President, Strategic Planning Systems, Inc.



TRACK B: **ISSUES**

Held in Societe Suite C, Second Floor

Communications Leadership Certification

› 9:30 - 10:45 am

Session 1B. **Roundtable Discussion: Real News, Right Now**

A session devoted to demystifying media based on current events. Gain an understanding at how what’s in today’s news got there, the stories and decisions behind the scenes that turned stories into headlines, what’s upfront and why other news didn’t see the light of day.

PANELISTS:

NJ Burkett, Reporter, WABC-TV

Carol D’Auria, Reporter, 1010WINS

David Freedlander, Contributor, New York Magazine, Politico Magazine, Daily Beast

David Winzelberg, Reporter, Long Island Business News

MODERATOR:

Katherine Heaviside, President, Epoch 5 Public Relations

› 11 am - 12:15 pm

Session 2B. **Establishing Relationships**

Becoming a trusted source with the news media takes time, effort and commitment. Find out what the media wants from you, starting from the moment you introduce yourself to when it’s time to try selling them a story.

PANELISTS:

Aisha Al-Muslim, Reporter, The Wall Street Journal

Cecilia Dowd, Reporter, FIOS1 News

Jodi Goldberg, Reporter, FOX5/WNYW

Sophia Hall, Reporter, WCBS Newsradio 880

Jamie Herzlich, Freelance Writer for Newsday

Larry Jaffee, Lecturer, Journalism & New Media Studies, St. Joseph’s College; Adjunct Professor, NYIT; freelance journalist

MODERATOR:

David North, Journalist & Broadcaster, Member, Board of Trustees, Press Club of Long Island

› 2 - 3:30 pm

Session 3B. **Your Health At Risk: Internet Addiction in the**

Digital Age Technology ensures you’re connected 24/7 but internet addiction is real and it’s proving detrimental to mental and physical health. And it’s about to get worse, as we take things to the next level with emerging forms of media – artificial intelligence, augmented reality and mixed reality – causing conflict between your brain (what you know) and your senses (what you feel). Here’s what you need to know to protect the health and well being for you and your kids, at home, school and work.

PANELISTS:

Jamie Cohen, Assistant Professor & Program Director, School of New Media, Molloy College

Dr. Adhi Sharma, Chief Medical Officer, South Nassau Communities Hospital

Donald Sturz, Ph.D., Superintendent, Valley Stream School District 24 & Member, Advisory Board, Fair Media Council

Jessy Warner-Cohen, Ph.D., MPH, Health Psychologist, Long Island Jewish Medical Center & Assistant Professor, Psychiatry and Medicine, Zucker School of Medicine at Hofstra/Northwell

MODERATOR:

Jeffrey L. Reynolds, Ph.D., CEAP, SAP, President & CEO, Family & Children’s Association

TRACK C: **REPUTATION MANAGEMENT**

Held in Cotillion A, Second Floor

Communications Strategy Certification

› 9.30 - 10.45 am

Session 1C. **From “Best-Kept Secret” to Influencer**

Building your street cred through news coverage and an online presence is essential to strengthening your brand and finding an audience, especially if you’re trying to reach Millennials and even their younger siblings. Here’s how to start from a position of strength.

PANELISTS:

Patricia Kitchen, Reporter, Newsday

Jeffrey S. Morosoff, Associate Professor, Journalism, Media Studies & Public Relations, Hofstra University

Greg Galant, Cofounder & CEO, Muck Rack

› 11 am - 12.15 pm

At Risk: Your Reputation in the Digital Age

Negative media coverage happens - for many reasons. Discover how vulnerable you and your organization may be to reputation attacks that begin as one story in the news, which then finds its way into a variety of social media sites.

PANELISTS:

John Colascione, CEO, LongIsland.com & Author, Mastering Your Website: Insider’s Guide to Fully Understanding Your Website, Search Engine Optimization & Building Your Brand

Marla Diamond, Anchor & Reporter, WCBS Newsradio 880

Jody Fisher, Vice President, Austin Williams

Steve Haweeli, President, WordHampton Public Relations, Inc.

Moderator: **Drew Scott**, Anchor, News 12 Long Island (retired)

› 2 - 3:30 pm

Session 3C. **Case Studies: Pitching Stories to Enhance & Manage Your Reputation**

Make your pitch, and let these experts help you take your pitch to the next level. Beginner mistakes can be costly and often damage your credibility to become a trusted source. The do’s, the don’ts and lessons learned the hard way will be discussed. (Our advice? Walk in prepared with a pitch of 85 words or less, and press releases to give out on the spot. You’ll impress, and maybe even land in the news. Our track record finds 3-5 organizations typically land in the news, simply for showing up to this panel and following the directions.)

PANELISTS:

John Bonomo, Senior Director, Communications, New York City Region, Charter Communications

Joe Calderone, Senior Vice President, Communications & Development, South Nassau Communities Hospital & Member, Board of Directors, Fair Media Council

Adina Genn, Reporter, Long Island Business News

Dave Gil de Rubio, Editor, Anton Media Group

Moderator: **Sammy Chu**, Chief Executive Officer, Edgewise Energy

TRACK D: **ADVOCACY**

Held in Cotillion C, Second Floor

Communications Strategy Certification

› 9.30 am - 10.45 am

Session 1D. **Getting Ready to Be Heard: Understanding the Local News Landscape & News Today**

An overview of the Long Island media scene and how to use it effectively. There’s plenty of media out there, but it’s changed far more rapidly than peoples’ news habits have, and that results in an information gap in how to get your news out effectively and to the audience you want to reach. From the basics of what “news” means today and how the local landscape has changed, to tips to becoming media savvy in today’s media environment, this panel discussion is necessary for getting news coverage on Long Island.

PANELISTS:

Alex Costello, South Shore Editor, Patch.com

Diane Masciale, General Manager, WLIW 21 Public Television

Norm Prusslin, Professor & Director of Media Arts Minor, Stony Brook University

Michael White, Editor & Publisher, GreaterLongIsland.com

MODERATOR:

Christopher Wright, Regional Managing Director & Global Leader, Protiviti & Member, Board of Directors, Fair Media Council

› 11 am - 12:15 pm

Session 2D. **Finding Your Voice: Pitching the Media**

Learn the secrets to pitching a story to the media, from the media. They’ll give you tips and guidelines you can immediately put into practice while helping you establish relationships with the people on the panel.

PANELISTS:

Richard Galant, Senior Editor, CNN Opinion

James Madore, Business Writer, Newsday

Terry Sheridan, News Director, WSHU Public Radio

Robert Sinclair, Jr., Spokesperson, AAA Northeast

MODERATOR:

James N. Kinney, Senior Advisor, Mazars USA LLP & Chair, Board of Directors, Fair Media Council

› 2 - 3:30 pm

Session 3D. **Learning to Echo: Got Some Press, Did You?**

News coverage is essential to an organization’s growth. It’s as true today as it was before social media arrived on the scene. Here’s how to leverage both to get extra mileage out of every story placement so you remain in the public eye in an efficient, streamlined manner (which is especially important for organizations with limited resources or without media relations experts on staff).

PANELISTS:

Joe Dowd, Editor & Co-Publisher, Long Island Business News

Jody Fisher, Vice President, Austin Williams

Jason Molinet, Senior Director, Online News Editor, Northwell Health

MODERATOR:

Rosalie Drago, Long Island Regional Director, Workforce Development Institute

Panel Discussions take place in the Society & Cotillion rooms on the second floor. Exhibitors on the second floor. Breakfast & Lunch take place in the Grand Ballroom, main level. Networking Break at 10:45 am on the second floor