



Online News Association International Conference
Sept. 11-13, 2008 Washington, D.C.

REQUEST FOR PROPOSALS

Thank you for your interest in the 2008 ONA conference. We're looking forward to a conference program that focuses on the key issues and challenges facing our industry's practitioners.

If your knowledge, expertise and experience fit into these tracks, we encourage you to submit your ideas for consideration.

Each submission must include the completed form (below). Incomplete proposals will not be considered. **The deadline for submission is Monday, March 10 at 5 p.m. ET**

Please include all requested information below and e-mail it to conference chairs Amy Webb and Tiffany Shackelford to info@journalists.org:

1. Your name, title, email and organization
2. Name of proposed panel/class
3. Identify the appropriate track (Please check one only)
 - Multimedia Learning Lab
 - How'd They Do That?
 - Emerging Tech & the Newsroom
 - Teaching & Learning
 - My Digital Beat
 - Be an Evangelist!
4. Please describe the panel/class in detail. What's new about this idea? How will ONA conference attendees benefit from this panel/class?
5. Who should teach this class/moderate this panel? Who should the other panel participants be and why? Have you/they spoken at conferences before, and if so, which ones?
6. What kinds of handouts would be distributed to attendees? Please specify.
7. What technology/equipment will be needed for this panel/class?
8. Do you have a blog or Web site? If so, please list.
9. Are you a member of ONA? What other associations are you involved with?



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TRACKS DESCRIPTIONS:

NAME:

Multimedia Learning Lab

CAPACITY:

20 – 22 people

DESCRIPTION:

This track comprises a number of 60-minute, hands-on detailed micro training sessions. Rather than a generic “Blogging 101” panel, for example, we’d like to have each session deeply explore a specific topic. Classes can be advanced and require certain skills, or they can cover more basic topics. Sessions would be led by a single instructor.

SESSION EXAMPLE IDEAS:

- Your First Facebook API
- Widgets...
- Interactive Google Map w/ Database...
- Data...
- Make a good intro and outro for your podcast
- Make fantastic runners and graphics for your Web video

REQUIREMENTS:

Instructor must have conducted hands-on training sessions before. All participants must receive detailed instruction sheets and sample files. Specify any pre-existing skills (MySQL, PHP, Photoshop, etc.) participants would need in order to take part in the class.



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NAME:

How'd They Do That?

CAPACITY:

230 people

DESCRIPTION:

Each session is meant to be a 60-minute show and tell of an innovative project, detailing how it was created and published. If your newsroom created a map with automated, searchable data, show exactly how you built that project, from start to finish. One or two individuals, rather than a large panel, should present.

SESSION EXAMPLE IDEAS:

- Using crowdsourcing to develop stories
- Interactive databases
- Interactive, dynamically updating maps

REQUIREMENTS:

Attendees must receive tip sheets and other relevant information. Presenters should use visual examples (via the Web, Keynote, PowerPoint, etc.) to showcase their work.

NAME:

Emerging Tech & the Newsroom

CAPACITY:

100 people

DESCRIPTION:

These will be 75- or 90-minute panel discussions about specific topics: mobile, RSS, semantic Web, aggregation, Web app development, new metrics tools etc. Sessions should feature a moderator and 2-4 panelists from journalism and from the tech industry.

SESSION EXAMPLE IDEAS:

- Wild Wild Mobile Frontier
- What's Next: The Semantic Web
- Metrics 2.0
- Aggregate This!
- Ten New Tech Trends You've Never Heard Of
- Gadget Madness: What Every MoJo Needs

REQUIREMENTS:

Attendees must receive tip sheets and thorough descriptions, beta invites or samples of the tools being discussed. Presenters should use visual examples (via the Web, Keynote, PowerPoint, etc.) to showcase their work.



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NAME:

Teaching & Learning

CAPACITY:

60

DESCRIPTION:

More and more college journalism programs are attempting to weave in true computer science courses to their standard curricula. At the same time, more working journalists are serving as adjunct professors — without any real academic training. And multimedia training is in ever-increasing demand in all of our newsrooms. This track will offer sessions geared toward attendees involved in online journalism education. Panels will be a mix of individual presentations and moderated discussions. Sessions will last 75 minutes.

SESSION EXAMPLE IDEAS:

- Your First Syllabus
- Preparing Next-Gen Jurnos
- Ideas for teaching digital tools to traditional journalism students
- Innovations at programs around the world
- Students Speak: What “Adults” Are Missing

REQUIREMENTS:

Attendees must receive sample syllabi, curriculum descriptions, tip sheets, sample homework assignments, etc. Presenters should use visual examples (via the Web, Keynote, PowerPoint, etc.) to showcase their work. Hands-on sessions are preferred, however we also hope to offer several discussion-based panel sessions.

NAME:

My Digital Beat

CAPACITY:

100

DESCRIPTION:

How can you better cover a particular beat or topic area using digital tools? These 75-minute panel presentations will feature how-to's, available online tools (databases, etc.), best practices and ideas for new projects/publications.



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SESSION EXAMPLE IDEAS:

- Sports: trick out your stats, video, columns
- Environment: getting better information online; exploiting the Web to investigate
- Metro: crowdsourcing data and other information to generate story ideas and to get your community involved in your site
- International: how to get your local story noticed around the Web
- Politics: ways to represent polls, man-on-the-street interviews and other info

REQUIREMENTS:

Attendees must receive lists of best practices, case studies, tip sheets, contact lists, etc.

NAME:

Be an Evangelist!

CAPACITY:

60

DESCRIPTION:

This track will feature hands-on sessions lasting about 45 minutes and delivered by one or two presenters. They should strive to answer questions about the business of publishing, blogging and community involvement, monetizing content, driving traffic to your site and more.

SESSION EXAMPLE IDEAS:

- Get your indy site off the ground. How to attract investors, how to get noticed.
- Evangelist Training... how to empower people in your newsroom and get them motivated to do digital stuff on their own.
- Be an Innovator: how to innovate new projects and ideas at your publication/ site. Best practices of innovators.
- How to sell yourself better: Getting advertisers and sponsors excited about advertising online with you.

REQUIREMENTS:

Attendees must receive lists of best practices, case studies, tip sheets, contact lists, etc.