

National Academy of Television Arts and Sciences Heartland Chapter & UNO School of Communication present

The New News: Social Media & Backpack Journalism

Emmy Road Show - Omaha

Saturday, October 9th, 8:30 AM - 12:30 PM (check in at 8:00 AM)

Thompson Alumni Center - Univ. of Nebraska at Omaha, 6705 Dodge St.

- ▶ Backpack Journalism - One-Man-Band doing the work of an orchestra.
- ▶ What news journalists need to know about social media.
- ▶ News now--and we mean it.
- ▶ Building a new, loyal audience.
- ▶ What a news director wants veterans and rookies to know before they are hired

The Panel

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HEARTLAND CHAPTER

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Misty Montano

Assignment Editor KCNC TV CBS4,
Denver CO

Misty Montano is an Emmy award winning Assignment Editor at KCNC TV, Denver. She'll tell everyone who'll listen, "News is not dying!" In addition to gathering information, assisting news crews, and arranging news coverage, she connects with the community through social media. Since 2009 she has successfully integrated her position on the news desk with social networks and is always looking for that next Internet tool to keep relevant as a journalist. Misty gives a behind the scenes look into the operations of a television newsroom through her use of Twitter, Facebook, blog and more. She speaks nationally on the use of social media for journalists and businesses. Misty is a native of Nebraska whose blood still runs Husker Red even though she's been in Colorado for over 10 years.



Kevin Torres

Backpack Journalist, KUSA TV 9News,
Denver, CO

Kevin Torres is a Backpack Journalist at KUSA-TV 9NEWS in Denver, Colorado. Prior to Denver, Kevin was a BP Journalist at WSYR-TV, Syracuse, NY and a Weekend Anchor at WWNY-TV in Watertown, NY. He has received more than two dozen awards from the Associated Press and the Syracuse Press Club for reporting and photography. He was "Photographer of the Year" in New York state four times and received the AP's highest individual honor for television news reporting. At KUSA-TV, he specializes in one-man-band reporting--- working from the field, shooting, writing, editing and sending his stories via FTP to the station for air.



Amy Adams

News Director, WOWT, Omaha

Amy has been ND for three years, though with WOWT for 19 years. Amy started as a reporter for the station before moving into management as Assignment Editor in 2000.

As News Director, Amy has brought social media platforms into the newsroom's everyday work flow. In addition to daily scheduled newscasts, WOWT delivers news via its webchannel (wowt.com), i-Phone live streams, Twitter and Facebook, 24 hours a day, 7 days a week.

Amy also led the newsroom in its transition to High Definition. WOWT is the only station in its market delivering an HD signal to viewers

Free to NATAS Heartland members
& area university students

\$10 for non-students and
non-NATAS members

Includes complimentary continental
breakfast

Space is limited. RSVP by Sept. 27
RSVP: office@emmyawards.tv