

Cover To Cover

Contributed by Owner
Wednesday, 05 March 2003

Cover to Cover: An Inside Look @ Magazine Publishing,
9 a.m. to 5 p.m. Saturday, March 8, 2003 at Howard University, Blackburn Center, Forum.
"Cover to Cover: An Inside Look @ Magazine Publishing"

9 a.m. to 5 p.m. Saturday, March 8, 2003

Howard University, Blackburn Center, Forum

Sponsored by the Howard University Magazine Group, HU Department of Journalism, HU Association of Black Journalists, and the Magazine Publishers of America

Registration: \$35; \$20 for non-HU students with ID; free for HU students, faculty and staff with ID

Registration fees and donations can be sent payable to Howard University by March 7th to:

Howard University, Department of Journalism,

Magazine Conference,
525 Bryant St. N.W.,

Washington, DC 20059.

(202) 806-7855, 806-4499 or 612-8716

Email: jpsmith@howard.edu

9 a.m. - Bylines & Bucks: Breaking Into Freelance Writing

Jack White, Time columnist and Howard University writer-in-residence

Victoria L. Valentine, editor-in-chief, The Crisis

Alfred A. Edmond Jr., editor-in-chief/senior vice president, Black Enterprise

Yanick Rice Lamb, HU professor; former editor-in-chief, Heart & Soul and BET Weekend

David R. Squires, editor, BVQ: The Black College Quarterly, Black Voices

10 a.m. - Moving on Up: Advice From the Top

John A. Limpert, editor-in-chief, Washingtonian

Nick Wiedenfeld, editor-in-chief, While You Were Sleeping

John Papanek, editor-in-chief, ESPN The Magazine

Tara Roberts, publisher, Fierce

Vaughn P. Benjamin, vice president, Magazine Publishers of America

11 a.m. - Layouts, and Photos, and Fonts, Oh My! Art Direction for the Magazine

Dave Dawson, graphic designer, While You Were Sleeping

Arem Duplessis, graphic designer, Spin

Lance Pettiford, graphic designer

Gina Toole, graphic designer

12 p.m. - Networking Lunch, Hilltop Lounge, Blackburn Center

1:30 p.m. - A Survivor's Guide to Magazine Publishing, Keynote Session

Keith Clinkscales, Chairman and CEO, Vanguard Media Inc.

3 p.m. - Building a Brand: Marketing, Promotions, and Circulation

Gary R. Lewis, national director of marketing and events, Vanguard Media

Inc.

Robert Bruno, director of marketing, ESPN The Magazine

Kim Ford, director of promotions, Vibe

4 p.m. - A Dollar & a Dream: How to Start a Magazine

Tara Roberts, publisher, Fierce

Clarence Brown, CB and Associates; former associate publisher, BET Publishing Group

Mike Tucker, editor, YARDStyle

Rodney J. Reynolds, founder and publisher, American Legacy

David R. Squires, editor

