



ONLINE MEDIA CAMPUS

*Your source for
on-demand training*

Engaging the Community Through Your Blog

Wednesday, August 18

2:00-3:00 p.m. EDT | 1:00-2:00 p.m. CDT

Registration deadline: Friday, August 13

(Registrations submitted after this date are subject to a \$10 late fee.)

Registration fee: \$35

Group discounts are available. Visit our website for more information.



In this webinar...

We'll discuss important aspects of blogging, including developing your voice, growing connections, moderating comments, promotion and providing meaningful content. You'll get helpful advice whether you're a full-time blogger or juggle a blog with other duties.

Presented in partnership with:

The presenter...

Steve Buttry (@stevebuttry on Twitter) is Director of Community Engagement for a new online local news operation of Allbritton Communications, covering community news in the Washington metro area. He has been an editor, reporter, writing coach and innovation coach for seven community and metro news companies. Steve was named Editor of the Year in February 2010 by Editor & Publisher magazine. He spent three years doing research, teaching and writing for the American Press Institute, concentrating on the Newspaper Next innovation project. In his blog and in workshops around the world, Steve has documented and taught the value of Twitter for journalists.



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