

Off-site to Feature Newspaper Industry's Blueprint for Transformation
Special Event Requires Advance Registration

Results of a \$2.5 million effort to help newspapers transition from print to digital publication will be available during an off-site event at this year's convention.

Newspaper Next gives newspaper publishers management tools for responding to technologies that disrupt the newspaper business. The off-site features a 90-minute version of this workshop developed just for industry associations. The workshop will be presented without charge at the American Press Institute, which coordinates the Newspaper Next project (www.newspapernext.org/)

Newspaper Next focuses on finding new audiences and advertisers in a digital age. The workshop will interest AEJMC members who study or teach about management, newspapers, or disruptive technologies.

The off-site is scheduled Thursday, Aug. 9, from 10 a.m. to 1:30 p.m. This includes travel time to the American Press Institute in Reston, Va.

The only charge is for round-trip transportation from the convention hotel at a cost of \$18 per person. Participants must bring their own food or refreshments.

The event is co-sponsored by the Media Management & Economics and Newspaper Divisions. Space is limited, and advance payment is required.

Registration forms are due by June 27. Mail the completed form and a check to the address on the form:

Newspaper Next Registration

Name _____

Mailing Address _____

Telephone _____

e-mail _____

Amount due: \$18

Make your check to AEJMC. Put Newspaper Next in the memo line.

Mail to: **Assoc. Prof. Hugh J. Martin, University of Georgia**
Grady College of Journalism & Mass Communication
Athens, Ga. 30602-3018