



**ONLINE MEDIA CAMP**

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# Engaging the Community through your Blog

## Make your blog distinctive!

Get helpful advice, whether you are a full-time blogger or need to juggle blogging with your other duties. We'll discuss important aspects of blogging, including:

- Developing your voice
- Growing connections
- Moderating comments
- Promotion, and
- Providing meaningful content

Presented by

**NJPA**

and other press associations



Presenter  
**Steve Buttry**

(@stevebuttry on Twitter) is Director of Community Engagement for a new online 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 workshops, Steve has taught the value of Twitter for journalists.

**Wednesday, August 18 • 2–3 pm**

**Only \$35** for an unlimited number of people at your site using one Internet connection and one phone.

Register by Thursday, August 12 (Registrations made after this date will be charged a \$10 late fee.)



**NJPA**

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**The registered participant will receive webinar log-in information via e-mail and will be listed as your representative during the session.**

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E-MAIL this information to Peggy Stephan, NJPA member services manager, [pastephan@njpa.org](mailto:pastephan@njpa.org)

MAIL this form to New Jersey Press Association, 840 Bear Tavern Road, West Trenton, NJ 08628-1019

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