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# Developing a Mobile-First Strategy

**Thursday, Sept. 2**

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

**Registration deadline: Monday, August 30**

(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...*

In a world where use of smart phones is growing rapidly, it's not enough for your organization to adopt a web-first strategy. You need to start thinking mobile-first, changing how your news, advertising, technology and marketing staffs operate to serve your increasingly mobile community. You need to develop new revenue streams helping businesses in your community reach the mobile audience.

*Presented in partnership with:*

## *The presenter...*

Steve Buttry (@steve-buttry 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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