

Mid Missouri PRSA Fall Institute Speaker, Jim Spencer.
Friday, Oct. 16, 2:30 – 4 p.m.

“The New Faces of News”

Understanding and leveraging convergence in the very mobile, online world.

Want to know more about convergence? And what it means for you as a PR practitioner? Jim Spencer, founder of Newsy (www.newsy.com) will help you understand news convergence and how to make it work for your organization. Learn how he launched a \$8 million startup (Newsy) that provides multi-perspective news coverage delivered through mobile devices.

Newsy is a new form of news combined with an innovative business model and is partnered with the Missouri School of Journalism and the Reynolds Journalism Institute. Newsy delivers context with convenience to help keep news audiences better informed. Through short video segments available on the web and mobile devices, Newsy offers a way to accelerate your global understanding of a news story. Newsy takes a step back to show how the world's news organizations are reporting a story - providing an unprecedented global and macro point of view.

What does Newsy mean for news providers? What does it mean for news audiences? Newsy is leading that trend, and Spencer is guiding the way. Find out what it all means so you can leverage these new tools.

More about Jim Spencer:

As the president and founder of Newsy (www.newsy.com), Jim Spencer has helped lead several successful Internet start-up and established online companies. The former VP of Content and Answers at Ask Jeeves (Ask.com) was responsible for all search queries and helped lead the company to a top 15 site on the Internet and through a successful initial public offering.

Prior to Ask Jeeves, Jim was the GM of News and Information Programming at AOL (News, Sports, Health, Research and International) leading the content, business and partnership operations for one of AOL's major business units. He also served as director of strategic partnerships at NBC for MSNBC.com, leading the design and direction of the MSNBC.com web site and the coordination of the newsrooms of NBC News in New York and MSNBC's newsroom on Microsoft's campus in Redmond, WA.

Jim began his online career as GM of New Media at Multimedia, Inc. Prior to graduate school, Jim represented and distributed motion pictures including Academy Award-winning movies, foreign films and U.S. independent cinema. Jim earned his master of arts in journalism at the University of Missouri-Columbia and his BFA from New York University's Film School, graduating from both schools with honors.