

**SAN FRANCISCO BAY REGION CHAPTER SLA
AND
BAYNET
INVITE YOU TO AN EVENING RECEPTION AND PRESENTATION**

**Teaching Old Media Some New Media Tricks:
How Newspapers Are Adapting to the Digital Age**

Tuesday, February 7, 2006, 5:30-7:30 p.m.

The San Francisco Chronicle Building, San Francisco

As The San Francisco Chronicle approaches its 150-year anniversary, it has seen the news and advertising business change radically. In addition, the news reading habits of Bay Area residents have also changed in major ways.

How will an organization whose history spans three centuries face these new challenges?

Hear **Peter Negulescu**, The San Francisco Chronicle's VP of Digital Media, discuss the new media landscape and strategies on how to succeed in the news business. He will talk about shifts in reader habits as well as offer ideas on how print and online mediums can effectively complement each other.

Negulescu is now in his second year as the VP of Digital Media, overseeing the Chronicle's website, SFGate.com. Previously he held key positions at Excite @ Home and AOL.

Our second speaker, **Marcus Chan**, will describe his recent journey from the print side to the Web. Last year, he co-founded the newspaper's podcast program, believed to be the first among major U.S. newspapers. He has helped produce more than 300 podcasts, with content ranging from wine and movies to technology and politics. He has also produced "enhanced podcasts" that display rotating digital photos as the audio plays.

Chan has been a journalist for over a decade, and was The Chronicle's technology editor for the last five years. He also was a personal technology columnist and won the 2004 Society of Professional Journalists Unsung Hero award. He is now helping lead The Chronicle's broader multimedia efforts.

Location: San Francisco Chronicle, 100 5th Street, (at Mission) San Francisco CA 94103
The Chronicle is one block south of Market near the Powell Street BART station.

Agenda (Please note the earlier program start time)

5:30-6:30 p.m. Social Hour/Non-alcoholic drinks & appetizers

6:30-7:30 p.m. Program

COST: Members \$25; Guests/non-members \$30; Students, retirees, unemployed \$15; program only \$5

Sponsors: Advanced Information Management (AIM), Certified Employment Group, Taylor & Associates

DEADLINE: February 1, 2006

Send registration and check to:

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Name: _____

Telephone: _____ Email: _____

Employer/Affiliation: _____

SLA Member: Yes No

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