



**Welcome to Food Media South**, a Southern Foodways Alliance symposium, February 27-28 in Birmingham, Alabama. This **SOLD OUT** event explores storytelling in the digital era.

The rise of digital media has created new publication opportunities. And new challenges. Web and mobile platforms debut each week. And old platforms, like journals and zines, are dynamic again. Podcasts, once the sleepy stepchild of radio, are now the most dynamic audio distribution medium. The field of food journalism is exploding. SFA aims to help you find your footing.

If you blog about food and want to thread more narrative into your work, this conference is for you. If you produce a podcast and want to build your personal brand, this one-and-one-half-day intensive is what you need. If you edit a digital magazine and want to move from short reportage to long form journalism, head this way. If you write short newspaper blurbs and want to graduate to discursive magazine articles, you're in the right place.

Birmingham, Alabama, the Deep South media hub, serves as the home of Food Media South. Rosewood Hall, in walkable downtown Homewood, is our weekend headquarters.

A Friday night cocktail party, with bites from chef Frank Stitt of Highlands Bar and Grill, kicks off the symposium. Saturday begins with concurrent sessions before branching into afternoon tracks. A Saturday night dinner -- One Pig, Two Pies, One Pint -- staged at Good People Brewing, alongside Railroad Park, closes the weekend.

In 2010, Shaun Chavis and Jason Horn staged the first Food Blog South. For four subsequent years, they catalyzed important conversations about technology potential and creative enterprise. The Southern Foodways Alliance, which thanks Jason and Shaun for their leadership, now serves as the host of the re-branded Food Media South.

**SFA partners with underwriters who respect the autonomy of working journalists and encourage you to explore the city and state that Food Media South calls home:**

**Alabama Tourism Department**

**Greater Birmingham Convention and Visitors Bureau**

**FRIDAY**

7:00

**Welcome**

**Bites and Drinks (Aloft Hotel, Homewood)**

1903 29<sup>th</sup> Ave. South  
Frank Stitt, Highlands Bar & Grill

8:00

**Dine Birmingham** (Roster curated by Jennifer Cole)

**SATURDAY**

*With the exception of Saturday night supper, all events are at Rosewood Hall, first floor of City Hall in Homewood. Address: 2850 19<sup>th</sup> St. South*

8:00

**Registration, Breakfast & Coffee**

Little Donkey  
Royal Cup

9:00

**The State of Food Media: A Conversation with Dorothy Kalins and John Kessler**

Dorothy Kalins, *Saveur* founding editor  
John Kessler, *Atlanta Journal-Constitution*  
John T Edge, SFA (moderator)

10:00

**Sounds: Return of the Podcast**

Tina Antolini, *Gravy Podcast*  
Cynthia Joyce, Assistant Professor of Journalism & New Media (moderator)

11:00

**Images: From Blogs to Books**

Angie Mosier, Placemat Productions  
Erika Council, *Southern Soufflé*  
Sara Camp Milam, SFA (moderator)

12:00

**WORDS**

**Writing Short: In Defense of the List and the Blurb**

Jed Portman, *Garden & Gun*  
Jennifer V. Cole, *Southern Living*  
Bill Addison, *Eater National* (moderator)

**Writing Long: 5,000 is the new 500 (words)**

Allison Glock, Journalist & Novelist  
Chuck Reece, *Bitter Southerner* (moderator)

1:00

**Meat & Three in Black & White**

Eagles Soul Food

Johnny's Homewood

1:30

**Film Interlude**

**“Q: Alabama’s Barbecue Legends”**

Van Sykes, Bob Sykes BarB-Q

Roscoe Hall II, grandson of Dreamland Bar-B-Que founder

2:00

**PLATFORMS**

**Journals: Back to the Page**

Andrew Thomas Lee, *Brother*

Katie Culbert, *Runaway Dish*

Sara Camp Milam, SFA (moderator)

**Social Media: Handles & Hashtags**

Kyle Tibbs Jones, *Bitter Southerner*

Ashley Zink, Polished Pig Media, (moderator)

3:00

**Building a Brand: From Platforms to Personas**

Roscoe Hall III, Knife Party & *Punk as Food*

Libby Romano, Big Communications

Mary Beth Lasseter, SFA (moderator)

4:00

**The Restaurant Review: Southern Perspective on National Trends**

Bill Addison, *Eater National*

John Kessler, *Atlanta Journal-Constitution* (moderator)

**Recipe Writing: Narratives & Techniques**

Cynthia Graubart, *Mastering the Art of Southern Cooking*

Tamie Cook, Mindful Eating

Melissa Hall, SFA (moderator)

5:00

**Keynote: Hey, You, Pitch Me Something**

Chuck Reece, *Bitter Southerner*

John T Edge, SFA (inquisitor)

7:00

**One Pig, Two Pies, One Pint (Good People Brewing Company, Birmingham)**

114 14<sup>th</sup> St. South

Woodrow Washington, Archibald's Bar-B-Que

Van Sykes, Bob Sykes BarB-Q

John Hall, Post Office Pies

Michael Sellers, Good People Brewing

## FOOD MEDIA SOUTH PRESENTERS

**Bill Addison** of Atlanta is the national restaurant critic for *Eater*. He travels the United States and Canada in search of America's essential restaurants.

**Tina Antolini** is the host and producer of the SFA's *Gravy* podcast. Previously she was a reporter and producer for *State of the Re:Union* on National Public Radio.

**Jennifer V. Cole** is the deputy editor for *Southern Living* magazine. Her list of 100 Best Restaurants in the South is both inspiring and envy-inducing.

**Tamie Cook** is a chef, food stylist, video production consultant, writer, recipe developer, and caterer. Before launching her own business, she was Alton Brown's culinary director for eleven years.

**Erika Council** is the writer and photographer of the blog *Southern Soufflé*. She credits her love of food to her grandmother Mildred Council of Chapel Hill, North Carolina, better known as Mama Dip.

**Katie Culbert** is the founder, along with her husband, Denny, of *Runaway Dish*, a quarterly magazine and dinner series based in Lafayette, Louisiana.

**John T. Edge** is the director of the Southern Foodways Alliance. He is at work on *The Potlikker Papers*, a personal history of Southern Food.

**Allison Glock** is a senior staff writer for *ESPN* and a contributing editor for *Garden & Gun*. Previously published in *The New Yorker* and *The New York Times Magazine*, she is the author of the memoir, *Beauty Before Comfort*.

**Cynthia Graubart** is the author of six books, including the James Beard Award winning *Mastering the Art of Southern Cooking*. She produced Georgia Public Television's first nationally syndicated television series, "New Southern Cooking with Nathalie Dupree." Her new book, *Southern Vegetables*, debuts in March 2015.

**Roscoe Hall II** is a Birmingham-based artist and chef whose grandfather, John "Big Daddy" Bishop, was the founder of Dreamland Bar-B-Que. Hall holds an MFA from the Savannah College of Art and Design and maintains Punk as Food, a playful food-styling parody site.

**Cynthia Joyce**, a native of Charlotte, North Carolina, is an assistant professor of journalism and new media. Her career has included editorial work at *MSNBC*, *Salon*, and *NOLA.com*. She is the editor of an anthology of bloggers' responses to Hurricane Katrina, which is forthcoming from University of New Orleans Press.

**Dorothy Kalins** was the founding editor of *Saveur* magazine in 1994. Following a tenure as the executive editor of *Newsweek*, she now works as a magazine consultant and a producer of cookbooks. She also serves as chair of the James Beard Journalism Awards committee.

**John Kessler** is the lead restaurant critic for the *Atlanta Journal-Constitution*. He is as prolific a Tweeter as he is an eater.

**Andrew Thomas Lee** is an Atlanta-based photographer published in *Garden & Gun*, among other magazines. He collaborates on *Brother*, a food-and-agriculture 'zine.

**Sara Camp Milam**, a former associate editor at the *Oxford American*, is the SFA's editor and content manager. The SFA's *Gravy* quarterly is her baby.

**Angie Mosier** is a writer, photographer, cook, and food stylist. She has collaborated on cookbooks with a variety of chefs, including John Currence, Kevin Gillespie, and Eric Ripert.

**Jed Portman** is the assistant editor for *Garden & Gun* magazine. He contributes to the magazine's print edition as well as its website, often bringing his interests in canning, foraging, and Appalachian foodways to the Daily Shot blog.

**Chuck Reece** is a co-founder and the editor of *The Bitter Southerner*. His career in writing and editing includes a three-year stint as the press secretary for Governor Zell Miller of Georgia.

**Libby Romano** is the director of digital strategy for BIG communications in Birmingham, AL.

**Van Sykes** is a 2nd generation owner of Bob Sykes BarB-Q in Bessemer, AL is one of 50 founders of the SFA.

**Kyle Tibbs Jones** is a co-founder and the social media director of *The Bitter Southerner*. In her previous position as social media director for Atlanta's ABC affiliate, WSB-TV, she built the country's most-followed weekly live-tweet for *Scandal*.

**Ashley Zink** is an account director for the food-focused PR firm Polished Pig. Before joining Polished Pig, she was the director of communications for the Charleston Wine + Food Festival.