

## *Saturday Seminar Headliner*

### **Social Media Storytelling & AI Trends**

We're excited to welcome two speakers this year! Multimedia journalist Maggie More from NBC4 Washington talks about the importance of social media storytelling as news audiences become more fractured. Ethan Holland, Vice President of Draper Digital Media, joins us with his expertise on the fast-changing landscape of AI.

Maggie More is a digital producer at WRC-TV in Washington, D.C., where she specializes in off-platform vertical video storytelling. Since joining the station in 2022, she has experimented with new formats to engage the community and helped shape the newsroom's social media and multiplatform strategies. She's previously worked for NBCLA and the Virginia Gazette, and her favorite stories involve science, community and local oddities.



---

Ethan Holland is Vice President of Draper Media, a writer, a digital strategist, and one of the most consistent chroniclers of the AI revolution. Over the past three years, working nights and weekends, Ethan has manually organized more than 50,000 artificial intelligence headlines into 60 categories. An early internet adopter, Ethan launched a blog in 1994. He has spent his career digitally transforming legacy businesses, including print catalogs, home shopping networks, major retailers, and television stations. Ethan has been featured in The New York Times and was the keynote speaker at Adobe's worldwide sales conference. He is an avid musician who loves running. You can follow him at [ethanholland.com](http://ethanholland.com).

