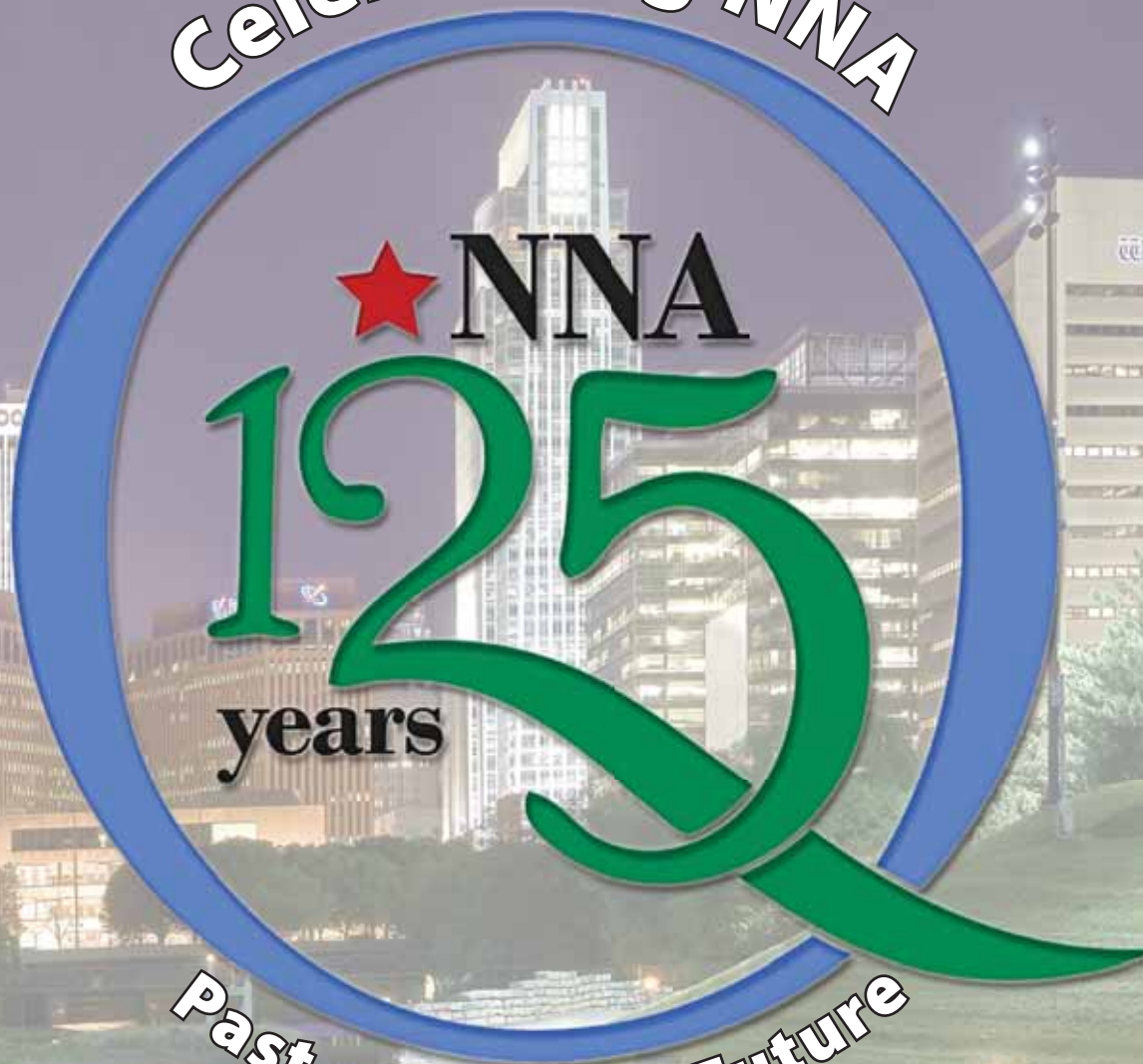


Celebrating NNA



Past • Present • Future

2010 Annual Convention & Trade Show • Sept. 30–Oct. 3, 2010
Omaha Hilton and Qwest Center • Omaha, NE

Sessions

Two Pre-Convention Workshops
Great Idea Exchange
Five Roundtable Topics; repeated
Opening Breakfast/Keynote Speaker
Eight Informative Sessions with Experts
Twelve Community Building Symposium research papers

Networking and Social Events

Opening Reception in Exhibit Hall
Extravaganza, Henry Doorly Zoo
Trade Show with the latest and greatest
Amos, McKinney and Phillips Awards Luncheon
Toast to the Winners

**For more information or program updates
visit www.nnaweb.org or call 800-829-4662**



NNA's 124th Annual Convention and Trade Show

Sept. 30–Oct. 3, 2010 | Omaha, NE | Omaha Hilton and Qwest Center

Wednesday, Sept. 29, 2010

8:00 a.m.—Noon **NNA Executive Committee and NNAF Foundation**

1:00 p.m.—5:00 p.m. **NNA Board of Directors**

Thursday, Sept. 30, 2010

8:00 a.m.—Noon **NNA Board of Directors**

9:30 a.m.—Noon **NNAF Board of Directors**

1:00 p.m.—5:00 p.m. **Pre-Convention Workshops**

Additional fees apply to pre-convention workshops: \$20 full convention registrant, \$55 daily/workshop only

• **Be the Mobile Leader in Your Community**

As your readers spend more of their time and attention on iPhones, Blackberries, Droids, iPads and other mobile devices, even the community news organization needs to start planning its mobile future. This informative workshop will discuss how a community news organization can develop a “mobile-first strategy” that will help your organization be as indispensable to mobile consumers as to faithful print readers. It will also help you to develop a healthy mobile business. Workshop hosted by the American Press Institute.

Trainer: Steve Buttry, Allbritton Communications, Arlington, VA

• **New Technology with Kevin Slimp**

Need we say more? Join Kevin for 90 minutes on New Technology for Newspapers. Then catch your breath as he continues with 10 Quick Ideas to Make Money on your Newspaper Web Site, and then hold on to your hats as he closes with the fastest 30 minutes of your life on important info and tips using Photo-shop, InDesign, Bridge, Flash and more! (This session ends at 4:00 p.m.)

Trainer: Kevin Slimp, Institute of Newspaper Technology, Knoxville, TN

5:30 p.m.—8:00 p.m. **Welcome Reception in the Exhibit Hall** (*ticketed event*)

Join us in the exhibit hall for an evening of cocktails and light fare. Arriving late? No problem. The Qwest Center is connected to the hotel by covered walkway, so join us when you arrive. Meet up with old friends, and visit with the many companies showcasing products and services that will help you operate a more efficient newspaper. There will be some great prizes and the return of the NNA Cash Vault.

Friday, Oct. 1, 2010

8:00 a.m.—10:00 a.m. **Opening Breakfast and Flag Ceremony** (*ticketed event*)

Keynote: Clayton C. Anderson, NASA Astronaut

Special Welcomes: Gov. Dave Heineman and Omaha Mayor Jim Suttle

Join us for the opening breakfast and flag ceremony as we kick off the convention educational programs. The flag ceremony was initiated at NNA's 100th anniversary celebration. Breakfast sponsored by Publishing Group of America.

10:00 a.m.—11:00 a.m. **Exhibit Hall Coffee Break**

10:15 a.m.—11:15 a.m. **GAC Committee**

11:15 a.m.—12:15 p.m. **Concurrent Sessions**

• **Soundslides**

Nebraska publishers Kurt and Russ will demonstrate Soundslide technology, which combines digital images your staff is already taking with audio captured on an inexpensive digital recorder. The end result is a dynamic presentation that will

draw viewers to your site without overwhelming resources.

Kurt Johnson, Aurora News-Register, Aurora, NE, Russ Pankonin, Imperial Republican, Imperial, NE.

• **Best Ideas that Work in Tough Times**

Join us for more than 75 ideas that you can quickly take back to your newspaper and implement. Jason is a frequent presenter at industry conferences on this subject and for those that have seen his act before — no worries — this session will feature MANY new ideas never shared before.

Jason Taylor, Chattanooga Times Free Press, Chattanooga, TN

• **Community Building Symposium — Home-grown community-building**

— Survival and growth strategies when merging non-daily newspapers

Rudy Taylor, Taylor Newspapers of Southeast Kansas, Caney, KS

— Changing the journalism paradigm: how active communities have helped newspapers

Manuel Chavez, Michigan State University, East Lansing, MI

— Buried in the back yard: a study of locally-generated content in small American newspapers

Marcus Funk, The University of Texas at Austin, Austin, TX

12:15 p.m.—2:30 p.m. **Lunch with the Exhibitors** (*ticketed event*)

Join us in the exhibit hall for your last opportunity to visit with the companies showcasing their products and services. A light lunch will be available (ticket required). Visit with each and every booth because you never know what products or services could take your newspaper to the next level. Lunch sponsored by Waltery Insurance Brokers.

2:15 p.m.—3:15 p.m. **Concurrent Sessions**

• **Let's Eat Grandma: Why the Art of Editing Matters**

Charlyne Berens, University of Nebraska, Lincoln, NE

• **Kindling the Flame: Leading Your Staff in Challenging Times**

You'll learn motivation and leadership techniques to stoke the creative and competitive fires of your staff. Discuss how to make work fun, even when news about the industry is discouraging.

Steve Buttry, Allbritton Communications, Arlington, VA

• **Community Building Symposium—Social aspects of community building**

— Enhancing digital content with a graphically-enhanced, multimedia mobile news and advertising application: a case study

Christopher Flook, Ball State University, Muncie, IN

— AnnArbor.com: providing a community hub?

Lori F. Brost, Central Michigan University, Mt. Pleasant, MI

— Without shield laws, who would be willing to speak up?

Les Anderson, Wichita State University, Wichita, KS

3:30 p.m.—4:30 p.m. **Concurrent Sessions**

• **New Rules for Community Newspapers: How the Internet Has Changed the Law**

Have you kept up with how the law has changed as newspapers go online? This fast-moving program will survey the year's most important developments affecting libel, privacy, copyright, and access law. You will learn about the new

legal dangers for community journalists—but also the “safe harbors” that can keep your newspaper out of court.

Robert A. Bertsche, Prince, Lobel, Glovsky & Tye, LLP, Boston, MA. *Attendees will receive a 5 percent discount on their NNA libel insurance policy for attending this session. Hosted by Waltery Insurance Brokers.*

• **Successful Selling in Hard Times**

This session will focus on important best ideas and essential tactics newspaper ad reps need to effectively sell and serve smaller, local advertisers in a tough economy. You will also learn some specifics on how to identify new sales opportunities. According to the NNA/SNA survey, advertising works in community newspapers. This presentation is designed to help support you with that message and to increase your revenue. (This session ends at 5:00 p.m.)

Jeffrey L. Greene, The Greene Group, Meridian, ID

• **Community Building Symposium—Community-building in a mobile world**

— Surviving the next wave: community newspapers and the mobile phone

Clyde Bentley, University of Missouri School of Journalism, Columbia, MO

— Bringing digitally-naïve rural newspapers into the race to mobile

Dana Coester, West Virginia University, Morgantown, WV

— Discerning a train coming down the track: three weekly newspapers and the Internet

Al Cross, University of Kentucky, Lexington, KY and Elizabeth K. Hansen, Eastern Kentucky University, Richmond, KY

2:30 p.m.—4:30 p.m. **Government Relations and Postal Committees**

4:30 p.m.—5:30 p.m. **Membership Committee and State Chair Meeting**

6:30 p.m.—9:30 p.m. **Extravaganza, Henry Doorly Zoo** (ticketed event)

Be ready to be amazed at this event. Attendees will enjoy dinner in Durham's Tree Tops Restaurant overlooking the world's largest indoor rainforest. Following dinner, you can stroll through the Lied Jungle and get lost behind waterfalls swing with the monkeys and immerse yourself into the foliage that makes up the jungle floor—and be sure to keep your eyes open so as not to miss a thing! The Scott Kingdom of the Seas Aquarium will also be open for attendees where you will find sharks, rays, penguins and other sea creatures. A guaranteed great time. Transportation provided.

Saturday, Oct., 2, 2010

8:00 a.m.—10:00 a.m. **Great Idea Exchange**

We will kick off NNA's Great Idea Exchange with self promotion campaigns developed by the Nebraska Press and Missouri Press Associations. A light breakfast buffet will be available, but requires a ticket which is part of your full registration. Following breakfast, Robert M. Williams Jr. takes over and will moderate the sharing of great ideas. Be sure to bring your best idea along with a sample to share.

Mark Rhoades, Enterprise Publishing Co., Blair, NE; Kevin Jones, The St. Louis American, St. Louis, MO; and Robert M. Williams Jr., Southfire Newspaper Group, Blackshear, GA

10:15 a.m.—11:15 a.m. **Concurrent Sessions**

• **Breaking News: Postal Update**

The “Breaking News” postal update will explain how newspapers can prepare for the latest issues including the possible end of six-day delivery, threats to the basic carrier route rate, mandatory address locations, and Intelligent Mail Barcodes. Heath will also decipher the strange acronyms FSS, SOX and PBV, and

explain how they may affect you. Reference handouts will be provided.

Max Heath, Postal Consultant, Shelbyville, KY

• **Digital deliverance? What works (and what doesn't) for community newspapers**

While the big boys have invested big bucks exploring the how, where and why of digital communication, the rest of us have come to realize that the digital opportunities (and threats) for community newspapers can be much different. In this session you will learn from someone who has been there, done that, and continues to explore and develop new opportunities.

Jon Rust, Rust Communications, Cape Girardeau, MO

• **Community Building Symposium—New ways to build community**

— New ways of connecting with readers: How community newspapers are using Facebook, Twitter and other tools to deliver the news

Jennifer Greer and Yan Yan, University of Alabama, Tuscaloosa, AL

— Obituaries online: new connections with the living — and the dead

Bonnie Bressers, Kansas State University, Manhattan, KS

— Job satisfaction among community journalists

Timothy Boudreau, Central Michigan University, Mt. Pleasant, MI

11:30 a.m.—1:45 p.m. **Business Meeting and Amos and Phillips Awards Luncheon** (ticketed event)

Join us for the annual NNA Business meeting followed by a ticketed lunch. During lunch, we will honor the best of the best in community newspaper people with the Amos Award and the Daniel M. Phillips Leadership Award. At the conclusion of the luncheon, Cheryl Kaechele will pass the presidential gavel to Elizabeth “Liz” Parker.

2:00 p.m.—3:30 p.m. **Roundtables** (You will be able to attend two 45-minute sessions)

• **Circulation Building.** Max Heath, NNA Postal Committee chair and consultant, Shelbyville, KY

• **Getting the Most of Your Digital Camera.** Jeff Bundy, Omaha World Herald, Omaha, NE

• **Healthcare Reform: What you need to know.** Stephen Wyss, Affinity Group Underwriters Inc. Richmond, VA

• **Special Sections that Work.** David McCollum, The Las Cruces Bulletin, Las Cruces, NM

• **Valuing Your Paper.** Gregg K. Knowles, Knowles Media Brokerage Services, Bakersfield, CA

4:00 p.m.—6:00 p.m. **Putt'n on the Ritz—A Toast to the Winners Awards Ceremony** (ticketed event)

Toast your newspaper's achievements and join in the celebration as we present the awards in all of NNA's newspaper contests. Enjoy a complimentary glass of bubbly and light munchies. Cash bar available.

6:00 p.m.—? **Saturday Evening Excursions**

Immediately following the awards toast, two excursions are planned, courtesy of the Nebraska Press Association. Space may be limited. Priority given to RSVPs. See registration form.

• **Chip Davis Studio.** Mannheim Steamroller

• **Old Market.** Great arts, entertainment and dining. *One Fine Sunday in the Funny Pages* exhibit (reception 5:00 p.m.—7:00 p.m. at Berris Center)



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Omaha skyline



Henry Doorly Zoo



Old Market

Omaha Skyline: Photo courtesy of the Omaha Convention & Visitors Bureau

Who

Owners, publishers, and senior management dedicated to improving their newspapers' value to the community.

What

NNA's 124th Annual Convention and Trade Show. It is the only national convention and trade show devoted to the challenges, opportunities and shared experiences of community newspaper management.

When

Pre-convention workshops begin on Thursday, Sept. 30 followed by the Welcome Reception in the Exhibit Hall. The educational sessions are all day on Friday and Saturday with departure on Sunday, Oct. 3, 2010.

Where

Omaha, NE, or the Big O, as Omahans like to call it. Its highlights include a local airport within minutes of downtown and its plentiful theaters, museums and restaurants. Besides being a fine place to live, Omaha enjoys being a good host. As you tour the city, you will be greeted by the most courteous, friendly people at every turn. Some say, "We're not a megalopolis, we're a middle-sized city in the middle of the country."

How

Register by mail: P.O. Box 7540, Columbia, MO 65205-7540

Register by fax: 573-884-5490

Register online: www.nnaweb.org/acts/2010

Hotel

Your headquarters hotel is the Omaha Hilton, 1001 Cass Street, Omaha, NE 68102. The Hilton is connected by covered walkway to the Qwest Center where most of the meeting sessions will be held. Call 1-800-445-8667 or 402-998-3400 and ask for the NNA special rate of \$146 no later than Sept. 3 or visit www.nnaweb.org/acts/2010, and choose the travel and hotel links.

Air and car

When making your airline and car reservations for Omaha, be sure to use NNA's online travel program. This is a full-featured travel web site, private labeled with the National Newspaper Association's name and logo. Check it out at www.ytbtravel.com/nna. Please do not make your hotel reservations through this site as it will not count towards our block of rooms. See above for details.

Trade Show

Cutting-edge technology at your fingertips. This is your opportunity to visit with companies in one room demonstrating the latest and greatest the industry has to offer.

Sponsors

Gold

Nebraska Press Association • Publishing Group of America

Silver

Athlon Sports • iNK Barrel Video Networks • NebraskaLand Foundation • Omaha World-Herald • Prince Lobel Sapp Brothers • Waltery Insurance Brokers

Bronze

Audit Bureau of Circulation • C-SPAN • Union Pacific

Friends

Cargill

as of Aug. 26, 2010

16th Annual Community Building Symposium

Co-sponsored by the Huck Boyd National Center for Community Media and the National Newspaper Association Foundation