

Mobile, Alabama: A Historic City in Historic Times

YOUR **PORT** OF  
**CALL**



FOR GREAT IDEAS

NATIONAL NEWSPAPER ASSOCIATION  
**123<sup>RD</sup> ANNUAL CONVENTION**  
**SEPTEMBER 24-27, 2009**  
**RENAISSANCE RIVERVIEW PLAZA HOTEL**

**Sessions**

Three Pre-convention Workshops  
Great Idea Exchange  
Six 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  
USS Alabama Tours and Seafood Feast  
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.nna.org](http://www.nna.org) or call (800) 829-4662**



# NNA's 123rd Annual Convention and Trade Show

Sept. 24 – 27, 2009 | Mobile, AL | Renaissance Riverview Plaza Hotel

## Wednesday, Sept. 23, 2009

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

## Thursday, Sept. 24, 2009

8:00 a.m. – 10:00 a.m. **NNAF Board of Directors**

8:00 a.m. – 1:00 p.m. **Exhibitor Set-Up**

9:00 a.m. – Noon **NNA Board of Directors**

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

(Additional fees apply to pre-convention workshops)

### • Tap into a New Revenue Source... Newspaper in Education

Community newspapers have a better opportunity to reach young readers, their teachers and parents. In today's world you may offer the only way to put a newspaper into a student's hands. This workshop will give you the tools to start an NIE program at your newspaper while finding a rich new revenue stream. A quality educational program attracts mothers—the consumer group who make 80 percent of the spending decisions in the home.

**Trainers:** Dawn Kitchell, Missouri Press Association, Columbia, MO, and Vicki Whiting, Freedom Communications Inc. Irvine, CA

**Fee:** \$15 full registrants, \$40 daily/workshop only

### • Maximizing Revenue Across all Channels

Condensed from The American Press Institute's all-new seminar, this workshop is designed to give attendees a blueprint for transforming their departments and developing their online revenue capabilities rapidly. You'll go home with more than enough information and tools to make back your conference attendance fee!

**Trainer:** Elaine R. Clisham, The American Press Institute, Reston, VA

**Fee:** \$20 full registrants, \$60 daily/workshop only

### • A Web2Web Strategic Workshop

Your trainer will walk you through the process of assessment and strategic planning. Learn how to create a customized Web2Web business strategy and what decisions need to be made BEFORE you start the process of a Web site; including what applications, what employees and what prices to charge.

**Trainer:** Dick Ward, CentraMart, LLC, Kansas City, MO

**Fee:** \$20 full registrants, \$60 daily/workshop only

2:00 p.m. – 4:00 p.m. **Exhibit Hall**

Not going to make it to Mobile in time to attend one of the workshops? The exhibit hall and silent auction will be open until 4 p.m. Take this opportunity to enjoy an afternoon snack while you browse what all the exhibiting companies have to offer. This is a great time to receive one-on-one demonstrations of a company's products or services.

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

No need to catch a bus, because the welcome reception will be held in the exhibit hall at the headquarters hotel this year. When you arrive, join us in the exhibit hall for cocktails and light fare. Meet up with old friends, and visit with more than 40 exhibitors, showcasing products and services to help you operate a more efficient newspaper in these turbulent times. There will be some great prizes and the return of the NNA Cash Vault.

## Friday, Sept. 25, 2009

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

**Keynote:** Dr. Harvey H. (Hardy) Jackson III, Eminent Scholar in History, Jacksonville State University, Jacksonville, AL. Jackson is the author, co-author, or co-editor of 11 books on various aspects of Southern History. His most recent work, "Inside Alabama: A Personal History of My State," won the C.J. Coley Award given by the

Alabama Historical Association. He has long been a fan of community newspapers and frequently references his hometown paper and others in his columns. He is a fan of historical obits and has been the judge for NNA's Obituary Writing category in BNC for the past seven years.

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

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

### • Twelve Ways to Stay Out of Court: A Self-Help Legal Primer for Community Newspapers

If you can't afford a lawyer — but you also can't afford to get sued — then this program is for you. This fast-moving interactive workshop will provide newspaper reporters and editors with the latest information on the changing laws governing print and online publishing. Topics discussed will include: liability for online content; when photo releases are necessary; linking, excerpting, fair use, and copyright infringement; how to get access to government documents and hearings (without paying a lawyer!); and the changing rules of privacy law. 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.

### • Column Writing: It's Hard Work, But It Ain't Rocket Science

Learn about the nuts and bolts of newspaper column writing, including: finding the right topic, fleshing out the column, creating a personality readers can connect with, making the Internet work for you, using humor, when "getting personal" works and when it doesn't and staying relevant. Frances Coleman, Press Register, Mobile, AL.

### • Community Building Symposium—The College/Community Connection

—From campus to community: re-imagining news coverage.

*Jacqui Lowman, Journalism, Mass Communication, University of Maine at Presque Isle, Presque Isle, ME*

—Why wait for a disaster when your local college can arrange one?

*Dan Williams, Lyndon State College, Lyndonville, VT*

—A citizen's journalism experience: critiquing news media.

*Frank Garred, Peninsula College, Port Angeles, WA*

12:15 p.m. – 2:30 p.m. **Lunch with the Exhibitors... Your Harbor for Great Ideas** (Lunch ticketed event)

Join us for your last cruise around the exhibit hall while you enjoy a light lunch. Visit each and every booth because you never know what products or services could take your newspaper to the next level. Sponsored by Waltery Insurance Brokers.

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

### • Digital Opportunities for Community Newspapers, Part 1

Digital enterprises may not replace the printed community newspaper, but they can be a viable, vibrant and, yes, successful tool in your community news toolbox of products and services. Don't think of digital as replacing your core printed product. Think of digital as one of your niche products: as another TMC, special section or magazine—a product that adds value for your readers and your advertisers. In many instances, digital products can be created, sold and distributed faster and cheaper than creating print products and services. Hear from your peers, what works, what doesn't, what is needed and how. Learn how three community newspaper operations did it and what the results have been. This will be an eye-opening session with time for questions and answers. Marty Novak, NPG Newspapers Inc., St. Joseph, MO; Sean Polay, Ottaway Newspapers, Campbell Hall, NY; Sara Wilhelm, Mediaphormedia LLC, Lawrence, KS

### • **Hot Circulation Ideas You Can Steal**

Circulation numbers a bit stagnant? Need to breathe some new life into your circulation-building efforts? Well, this session is just for you. Taking the best circulation promotional ideas he has gathered during his long career, Robert Bobber has put them into this terrific session that is guaranteed to give your paper the tools it needs to build circulation.

Robert Bobber, SCMG Polk County Properties, Lake Wales, FL

### • **Community Building Symposium— Building Reader Connections**

—Rethinking the reader's role in community journalism.

*Susan Brockus, California State University, Chico, CA*

—Connecting with the community: hiring the right "face" for the newspaper.

*Marshel D. Rossow, Minnesota State University, Mankato, MN*

—That loathsome, little [anonymous] column: a case study.

*Carol Wilcox, Virginia State University, Petersburg, VA*

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

#### • **Digital Opportunities for Community Newspapers Part 2**

*(See session description as described in Part 1 at 2:15 – 3:15 p.m.)*

Marty Novak, NPG Newspapers Inc., St. Joseph, MO; Sean Polay, Ottaway Newspapers, Campbell Hall, NY, Sara Wilhelm, Mediaphormedia LLC, Lawrence, KS

#### • **Driving Serious Local Ad Revenue in a Recession** *(This session ends at 5 p.m.)*

How can publishers, ad directors, and salespeople significantly grow print and Web ad revenue during this recession, prevent their advertisers from cutting back, and actually get them to double or triple their budgets without going off the rate card? And how can you do this while working in your advertisers' best interests and delivering an even better response than before the meltdown, injecting new life into the community and generating fantastic PR and a new respect for your publication as a business tool? McInnis will show you how you can do exactly this with examples of newspapers doing it right now.

Bob McInnis, McInnis & Associates, Greenport, NY

#### • **Community Building Symposium—Connecting to Readers in a Digital Age**

—Connecting with readers: how newspapers in Kansas are using Web 2.0.

*Les Anderson and Amy DeValt, Elliott School of Communication, Wichita State University, Wichita, KS*

—New media options for on-line delivery: attracting the under-35 reader by examining preferences.

*Sharon Stringer, Lock Haven University, Lock Haven, PA*

—Community journalism and the community's youngest readers: a study of newspaper content directed toward readers in grades 2 through 8.

*Anne Anderson and Jennifer Greer, University of Alabama, Tuscaloosa, AL*

### 3:30 p.m.—4:30 p.m. **Government Affairs Conference Committee Meeting**

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

### 6:30 p.m.— 9:30 p.m. **Extravaganza: USS Alabama** *(ticketed event)*

This is guaranteed to be a great time. You will be transported to USS Alabama Battleship Memorial Park, where you will enjoy a local seafood feast amidst historic aircraft from WWII to Desert Storm. Following dinner, you will be led Mardi Gras style to the fantail of the USS Alabama where you can enjoy coffee and dessert, great music, and begin self guided tours of the ship.

## **Saturday, Sept. 26, 2009**

### 8:00 a.m.—10:00 a.m. **Great Idea Exchange** *(breakfast ticketed)*

#### **Jump Start Innovative Thinking to Survive the 21st Century**

We will kick off NNA's Great Idea Exchange with Jerry Bellune, whose mission is to coach, counsel and teach creative risk-takers to succeed in business and in life. Enjoy a continental breakfast while Jerry gets the creative juices flowing. Be sure to bring

a copy of your best idea to share as Robert M. Williams Jr. takes over and moderates the sharing of great ideas.

Jerry Bellune, The Bellune Co., Lexington, SC; Robert M. Williams Jr., Southfire Newspaper Group, Blackshear, GA

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

#### • **Workforce Willies**

Changes in independent contractor rules, wage and hour requirements, family and medical leave laws and other workforce issues. Are they staying constant or are they changing? A constant in the legal framework for newspapers these days. And lawmakers have more in mind. Join this session for an update and have a chance to pose the questions on your mind.

Tonda Rush, American PressWorks, Arlington, VA

#### • **Thrown Free of the Wreckage**

How community newspapers, especially enlightened independents, can position themselves for the economic recovery.

Jock Lauterer, University of North Carolina, Chapel Hill, NC

#### • **Community Building Symposium— Re-Building Community Connections**

—The cooperative membership model: could it work for community newspapers?

*Patricia Jane Berg, University of Wisconsin, River Falls, WI*

—Bringing journalism back: reviving a community newspaper in an age of retreat.

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

—City and county officials' perception of community newspapers' role in the rebuilding of the Mississippi Gulf Coast post-Hurricane Katrina.

*Lawrence Strout, Mississippi State University, Mississippi State, MS*

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

Join us for the annual NNA Business meeting followed by lunch. During lunch we will honor the best of the best in community newspapers with the Amos Award, McKinney Award and the Daniel M. Phillips Leadership Award. At the conclusion of the luncheon, John W. Stevenson will pass the presidential gavel to Cheryl Kaechele.

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

• **Selling in a Buyer's Market: How to position your community newspaper for sale to maximize value in a down market.** Jeffrey Potts, JP Media Partners, Gold River, CA

• **E-Editions.** Facilitator TBA

• **Charging for Reader Content.** Brian Steffens, Executive Director, NNA

• **Breaking News... Postal Update.** Max Heath, Consultant and NNA Postal Chair

• **Special Sections that Make Money.** Sharon DiMauro, Fort Bragg (CA) Advocate-News.

• **How to Do More With Less in This Economy.** Jerry Bellune, The Bellune Co., Lexington, SC

### 4:00 p.m.— 6:00 p.m. **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.

Enjoy the evening on your own.



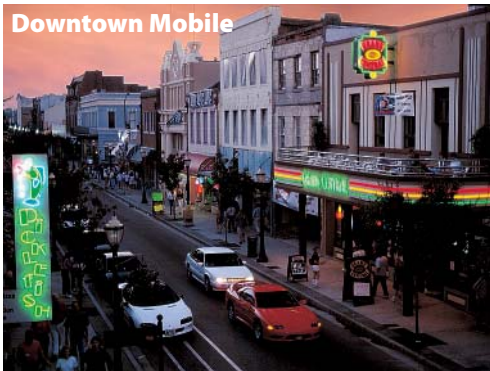
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## Mobile from the air



## Downtown Mobile



## 5 Rivers



Top: © Tad Denson - MyShotz.com. All photos courtesy of Mobile Bay Convention and Visitors Bureau.

## Who

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

## What

**NNA's 123rd Annual Convention and Trade Show**—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. 24** followed by the Welcome Reception in the Exhibit Hall. The educational sessions are all day on Friday and Saturday with departure on Sunday, Sept. 27, 2009.

## Where

**Mobile, AL**, is a great destination. In Mobile you will find a similar cultural and architectural legacy to New Orleans, right down to the ornamental iron curling into arabesques, leaf clusters and lyres. The country's first Mardi Gras celebration took place in Mobile in 1703. Today, Mobile is described as creating a waterfront rebirth while wisely keeping sight of its unique southern character.

## How

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

**Register by fax:** 573-884-5490

**Register online:** [www.nna.org](http://www.nna.org)

## Hotel

Your headquarters hotel is the **Renaissance Riverview Plaza Hotel**, 64 S. Water Street, Mobile, AL 36602, located in the heart of the Mobile downtown business/entertainment district and overlooking Mobile Bay. The hotel is connected by skywalk to the Mobile Convention Center. The opening breakfast on Friday morning will be held at the convention center with all the other programs in the hotel. Call (800) 922-3298 or (251) 438-4000 and ask for the NNA special rate of \$139 no later than Aug. 21 or visit [www.nna.org](http://www.nna.org), and click on the convention banner and choose the travel and hotel links.

## Air and car

When making your airline and car reservations for Mobile, 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](http://www.ytbtravel.com/nna). Please do not make your hotel reservations through this site. See above for details.

## Trade Show

**Cutting-edge technology** at your fingertips. This is your opportunity to visit with more than 40 vendors in one room demonstrating the latest and greatest the industry has to offer.

## Sponsors

### Gold

Publishing Group of America

### Silver

Waltery Insurance Brokers • Alabama Press Association • Southern Lithoplate LLC

### Bronze

C-SPAN • Missouri Press Association

### Friends

The Award Group

as of July 22, 2009

## 15th Annual Community Building Symposium

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