

Charleston home to NNA's convention and trade show

The cobblestone streets of Charleston, SC, wear the polish of more than 330 years of history, an enchanting chronology that is evident at every turn. Earthquake bolts and ornate ironwork adorn handsome antebellum dwellings, while copper lanterns and hitching posts hint at a bygone era. The delicate aroma of Carolina Jasmine dances amid the sea breezes. Church bells resonate with the hum of the city. The details of this architecturally rich city reveal themselves when the peninsula's sidewalks and seawalls are explored on foot. Charleston is walkable, the east-west grid of streets stretches from shore to shore bookended by two rivers. It is said they converge to form the Atlantic Ocean. The downtown peninsula is hemmed in by water and sky.

The National Newspaper Association is excited to bring its 126th Annual Convention & Trade Show to Charleston, SC, Oct.

'WE LOVE TO SHARE our extensive heritage and tradition of hospitality.'

Joseph P. Riley Jr.
Charleston Mayor

4-7. Condé Nast Traveler named Charleston the Top U.S. City last November at its 2011 Readers' Choice Awards.

Charleston Mayor Joseph P. Riley Jr. said, "We love to share our extensive heritage and tradition of hospitality. It is thrilling to see that the visitors who come here not only enjoy what they see and experience, they also find an open welcome from the city. Great food and lovely hotels add much to the enjoyment of our guests who come either for a day or a week. We look forward to the opportunity to show visitors what makes Charleston a great place to visit."

NNA wants you to come and take advantage of the outstanding educational sessions the 2012 Convention Planning Committee has assembled. Judy Muller, an American journalist, will be the keynote speaker during the opening breakfast and flag ceremony. She has been a correspondent for ABC News since 1990, contributing reports to such programs as "Night-



PHOTO COURTESY CHARLESTON CONVENTION BUREAU

A carriage rolls through the Battery area of North Charleston, SC.

line" and "World News Tonight." She is a regular contributor to National Public Radio's "Morning Edition" program. Before her employment with ABC, she worked for CBS News, contributing to "CBS News Sunday Morning" and the "CBS Weekend News." She joined the faculty of the Annenberg School for Communication at the University of Southern California in 2003, and now serves as an associate professor of journalism.

The planning committee is co-chaired by NNA Treasurer Robert M. Williams Jr., publisher of Southfire Newspaper Group in Blackshear, GA, and Ellen Priest, publisher of the Summerville (SC) Journal Scene. NNA meetings planner, Cindy Joy-Rodgers, said "The committee, comprised of local publishers, is committed to making this a memorable experience for NNA attendees. Rather than the usual workshops on Thursday afternoon, the committee has planned an optional tour of the city, which includes a guided carriage ride through the streets of historic Charleston."

Attendees will find the Charleston of the 21st century still offers that idyllic old world atmosphere. It is a place of historical ambiance and cosmopolitan flair. The cuisine alone is reason to visit. You'll delight in Southern barbeque, Charleston's world-famous she crab soup, fried green tomatoes, oyster roasts, low country boils, and don't miss the shrimp and grits. One would not be able to pick just one best restaurant because there are so many.

There is more than enough to do in and around Charleston. You will enjoy visit-

ing the centuries-old plantations. NNA's annual Friday night Extravaganza will be held at Boone Hall Plantation. Purchased in 1955 by the McRae family, Mrs. McRae furnished the house with antiques and began giving tours. They continue to make improvements so that you, the visitor, can experience what plantation life was like in the 1800s at one of America's oldest working plantations. The Extravaganza will be a night to remember with a traditional low country boil. You will get a look into the lifestyle of The Gullah, who are known for preserving more of their African linguistic and cultural heritage than any other African-American community in the U.S.

If that is not enough to make you want to join NNA in October, Charleston is the epicenter of activity. You can visit Fort Sumter, the South Carolina Aquarium, the Aircraft carrier Yorktown, and the Confederate submarine Hunley. The area is also known for its beaches and golf courses. You will find luxurious spas, art galleries, fashion boutiques, antique shops and upscale brand stores and a new outlet center located across the street from our headquarters hotel the Embassy Suites Airport and Convention Center.

The 126th Annual Convention & Trade Show web page is now live, visit www.nnaweb.org where you will find information on the educational program, our sponsors and exhibitors. You can also make your hotel and airline reservations. Registration materials will be available in late May and will be included in issues of Publishers' Auxiliary, starting with the June issue.

Muller tapped as keynote speaker

Award-winning broadcast journalist Judy Muller will be the keynote speaker at the National Newspaper Association's 126th Annual Convention & Trade Show in Charleston, SC. She will speak at the opening breakfast and flag ceremony Oct. 5, 2012.

Muller is a professor at the University of Southern California's Annenberg School for Communication and Journalism.

Her latest book, "Emus Loose in Egnar: Big Stories from Small Towns"



Judy Muller

(July, 2011, Univ. of Nebraska Press) is about weekly newspapers in America. She is also the author of "Now This—Radio, Television and the Real World" (Putnam).

At a time when mainstream news media are hemorrhaging and doom-sayers are predicting the death of journalism, take heart: the First Amendment is alive and well in small towns all across America. Muller will share what she discovered when she visited with small-town newspaper editors all across the country, a heartening journey down the blue highways of journalism in her address "Weekly Newspapers: Hyper-Local before Hyper-Local was Cool."

Muller had been a correspondent for ABC News, reporting for such broad-

casts as "World News with Peter Jennings," "Nightline" and "20/20." During her 15 years at ABC, she covered such stories as the Rodney King beating trial, the presidential campaigns of Paul Tsongas and Bob Kerrey, the Los Angeles earthquake in 1994, the O.J. Simpson case, and numerous environmental stories throughout the West. She received the Emmy award for coverage of the O.J. Simpson case and an Edward R. Murrow award for coverage of the impeachment of President Clinton.

She has also been a commentator for National Public Radio's "Morning Edition" and host of a topical radio program called "Town Hall Journal." For the last five years, she has been a contributing correspondent to KCET TV's "SoCal Connected," where her reporting has won numerous honors, including a George Foster Peabody award, a Columbia DuPont, an Emmy and two Golden MICs.

There will be a Welcome Reception in the exhibit hall Thursday evening from 5-7:30. The exhibit hall is in the convention center, which is attached to the Embassy Suites in North Charleston. This is your opportunity to see what our exhibiting companies have to offer your newspaper. There will be light reception fare and cocktails. You

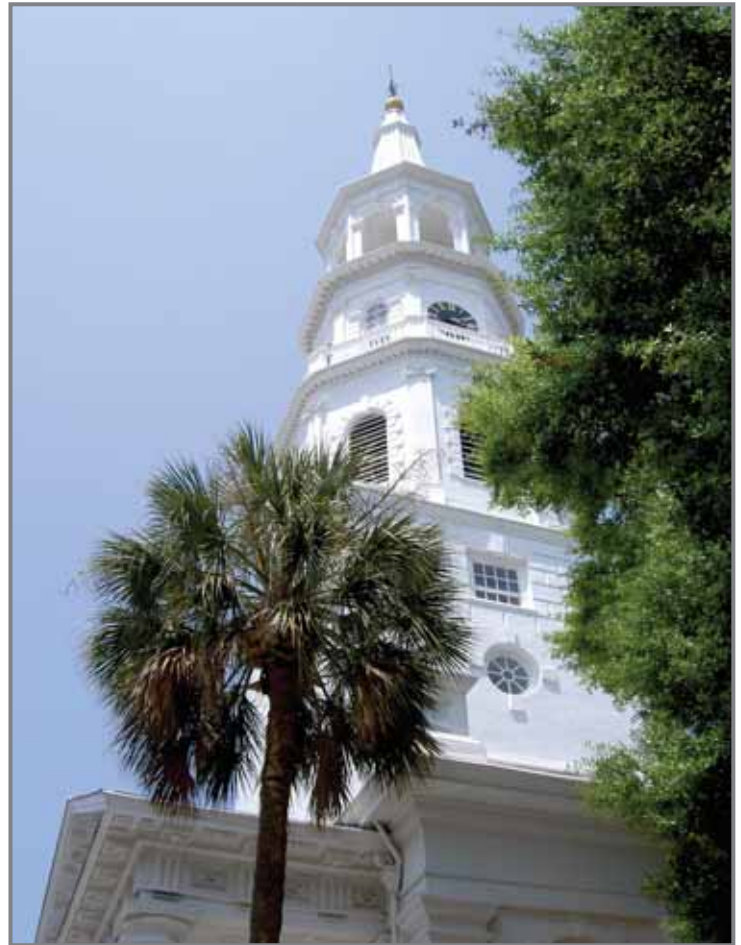


PHOTO COURTESY CHARLESTON CONVENTION BUREAU

St. Michael's Steeple in downtown Charleston, SC.

can enjoy dinner on your own at one of the many fine restaurants Charleston has to offer.

The April issue of Publishers' Auxiliary has a great article on all there is to do in Charleston. Visit www.charlestoncvb.com/Visitors to request a free visitor's guide. Watch this page in future issues for more in-depth details on the convention program. Registration information will be available in your June Publishers' Auxiliary and available online at www.nnaweb.org. Hotel registration is now open by calling 843-747-1882 and requesting the NNA rate of \$150 or you can also make reservations at NNA's website. Make the investment to join us in Charleston, SC. Reserve Oct. 3-7 on your calendar today.

Plantation is site for extravaganza

The 126th National Newspaper Association Annual Convention & Trade Show educational sessions will kick off on Friday morning, Oct. 5, with the Opening Breakfast and Flag Ceremony. We are excited to have Judy Muller author of “Emus Loose in Egnar: Big Stories from Small Towns” as our keynote speaker during the opening session. Check out the convention article in the May issue for more on Judy. Following the opening program, you will enjoy a coffee break in the exhibit hall and we will meet again in the exhibit hall for a light lunch. This dedicated time during lunch will be your last opportunity to visit with the companies exhibiting on the trade show floor.

The educational sessions planned by your 126th Annual Convention & Trade Show Committee are sure to kick your creative mind into action. Jay Bender has represented the South Carolina Press Association and most South Carolina newspapers since 1980. He will give you a lesson in how to avoid libel claims. Advertising sales’ sessions are popular; we are pleased to have Rick Farrell of Tangent Knowledge Systems tell you why the tried and true sales strategies of the past no longer work in the information era.

Monetizing Digital will be a lively panel discussion moderated by Alisa Cromer, chief executive officer of LocalMediaInsider.com, a members-only site

for working local media executives growing digital business models.

Our panel will enlighten you on ways to use your digital platforms and social media as “tools” to enhance advertising sales and news presentations.

Always welcome is an update from Max Heath, NNA’s postal guru, with all the latest issues affecting your newspaper related to the U.S. Postal Service. We are thrilled to have Steve Wagendler, well known for his circulation ideas and strategies present 10 Must

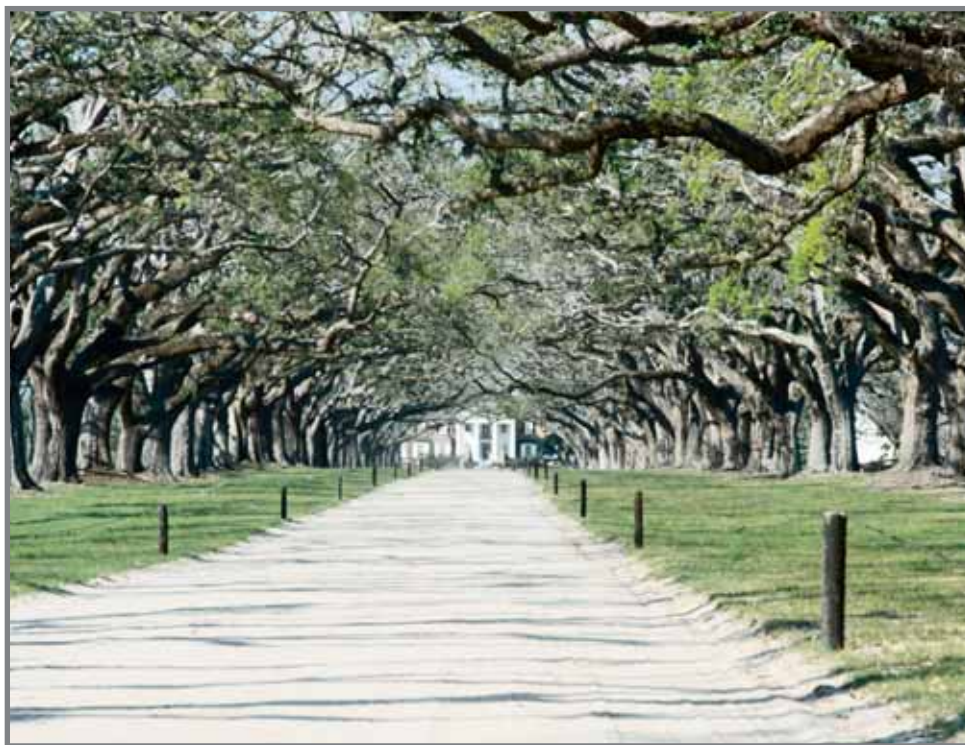


PHOTO COURTESY CHARLESTON CONVENTION BUREAU

Boone Hall Plantation

Track Circulation Metrics for Every Newspaper:

Despite the general assumption that charging for digital content will cause a drop in traffic and advertising revenue, it is not always the case. Benjy Hamm of Landmark Community Newspapers and David Puddu with Number Nine Media will share with you their success using the metered approach to content on their websites.

We have an enchanted evening planned for the Extravaganza in Charleston, SC. You will be transported from the Embassy Suites by motor

coach to a place where the world stands still—Boone Hall Plantation. It will make a lasting impression. A three-quarter mile lane lined by 268-year-old giant live oaks draped with Spanish moss leads the way to more than 300 years of history and beauty, creating a setting that is absolutely breathtaking and incomparable.

The evening will include a lemonade and tea reception in front of the An-

tebellum-style Mansion. Then explore the gardens and eight original brick cabins, each with a different exhibit that details black history in America and life on a plantation. Enjoy as a sweetgrass basket weaver showcases this 300-year-old art form (bring your pocketbook). Following the grounds tour you will be guided through the first floor of the mansion. You will also be treated to signature cocktails as you take a leisurely stroll along the water to the creek-side venue for a live Gullah Culture presentation. We will top the evening off with a delicious Lowcountry buffet and barbeque dinner under a high peak white tent with Jazz music in the background.

We promise a captivating experience with Charleston as your destination for the 126th Annual Convention & Trade Show. Whether it is your first visit or your 10th you can’t get enough of the Southern charm, savory cuisine, historical and colorful history and beauty. October offers the perfect weather with daytime highs of 77 degrees and evenings in the mid-60s. You will find a complete program and registration information on pages 13-14 of this issue.

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