



126th Annual Convention & Trade Show



October 4-7, 2012

Embassy Suites
North Charleston, South Carolina
Airport/Hotel & Convention Center

*Newspapers...
Preserving Democracy*





NNA's 126th Annual Convention and Trade Show

Oct. 4 – 7, 2012 | North Charleston, SC | Embassy Suites Airport Convention Center

Wednesday, Oct. 3, 2012

8 a.m. – Noon NNA Executive Committee

1 p.m. – 5 p.m. NNA Board of Directors

Thursday, Oct. 4, 2012

9 a.m. – Noon NNA Board of Directors

1 p.m. – 4 p.m. **Optional Tour: Discover the Charm of Historic Charleston**

Additional fees apply \$55, First come first served, tour limited to 55 guests

You will board a bus at the Embassy Suites. A licensed guide will enlighten you on your ride to historic Charleston. You will be met by private horse drawn carriages and be transported through the streets and alleys as your drivers share the history and stories that make Charleston "America's best-kept secret." The carriage tour will conclude with a visit to one of Charleston's famed house museums, the Nathaniel Russell House where you can explore an antebellum house first-hand.

5 p.m. – 7:30 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 event will be held in the exhibit hall at Embassy Suites Convention Center. Meet up with old friends, and visit with the companies showcasing products and services that will help you operate a more efficient newspaper. There will be some great prizes and fun.

Friday, Oct. 5, 2012

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

Keynote: Weekly Newspapers: Hyper-Local before Hyper-Local was Cool

At a time when mainstream news media are hemorrhaging and doomsayers are predicting the death of journalism, take heart; the First Amendment is alive and well in small towns all across America. Emmy award-winning reporter Judy Muller, author of *Emus Loose in Egnar: Big Stories from Small Towns* 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.

Breakfast sponsored by **Publishing Group of America**.

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

10:15 a.m. – 11:15 a.m. **Postal Committee Meeting**

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

• **Avoiding Libel Claims**

Get your roadmap to avoid libel claims. Newsrooms are smaller with too few reporters to cover too many topics, and copyeditors are endangered species. And,

who has time for training anymore? In this hour you will learn some strategies and techniques to avoid libel claims. If you don't have enough time to do the job newspapers have always done better than anyone else in our society, just think what your schedule might look like if you, your paper and your staff are called on to defend a libel claim. Jay Bender, Baker, Ravenel & Bender, LLP, Columbia, SC. Attendees will receive a 5 percent discount on their NNA libel insurance policy for attending this session. Hosted by Waltery Insurance

• **Selling has Nothing to do with Selling**

Learn why the tried and true sales strategies of the past no longer work in the information era, because customers control it and when you can get hold of them, and they also have unlimited access to information, making it difficult for newspaper sales people to remain relevant. Today it is not enough to have the right solution. What carries the day is being at the right place, at the right time, with the right person, who has the right problem to be fixed. The sales equation today is all about the customer so newspapers have to transition from being company-centric to being problem-centric. Rick Farrell, Tangent Knowledge Systems, Chicago, IL

• **Community Building Symposium — Local newspaper coverage of important community issues**

—*The effect of community structure on newspapers' coverage of issues involving conflict vs. consensus in the community* — Marshal D. Rossow, Minnesota State University-Mankato

—*The next President is at the front door again: an analysis of local media coverage of the 2012 Republican Iowa Caucus, New Hampshire Primary and South Carolina Primary* — Marcus Funk, The University of Texas at Austin

—*Reporting health: rural newspaper coverage of health in Kentucky* — Al Cross, University of Kentucky

12:15 p.m. – 2:15 p.m. **Lunch with the Exhibitors** (lunch ticketed)

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**.

1 p.m. – 2 p.m. **Government Relations Committee**

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

• **Where's the Most Money?**

As a community newspaper publisher you wear many hats and can't always do everything you would like to. Monetizing digital is a hot topic but if you had to pick just four initiatives what are your options. This panel

discussion will look at the basics and the best choices to make your website work for you and grow revenue, readers and reader engagement.

Panelists: Zach Payer, Evening Post Publishing Company, Charleston, SC, Chris Zoeller, Summerville Communications, Inc., Summerville, SC, Mike Albin, Evening Post & Courier, Charleston, SC Moderator: Alisa Cromer, LocalMediaInsider.com, San Jose, CA

• **Concrete Steps to Saving Legals in your Paper**

Newspapers across America face an ongoing fight to keep public notices in their pages. Other than lobbying, what can you do? One thing is to show the effectiveness of published legals. Hear how one weekly publisher got outstanding results in a head to head test he organized with his local Sheriff . . . which showed newspaper notices outperforming internet notices by a 7 - 1 margin. You will also learn steps you can take to display and promote your public notices better in your newspapers. Morrey Thomas, News and Press, Darlington, SC and Ed Henninger, Design Consultant, Rock Hill, SC

• **Community Building Symposium — Social media and reader-submitted content**

—*Using social media to report the news: the good, the bad and the ugly* — Maria Raicheva-Stover and Robert Burkett, Washburn University

—*Before bloggers there were ploggers (print loggers): community journalism correspondents* — Beth Garfrerick, University of North Alabama

—*Mr. and Mrs. John Doe announce the engagement of . . .: a study of the decline in reader-submitted content in four eastern Kentucky community newspapers* — Deborah Givens, Eastern Kentucky University

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

• **“Breaking News” Postal Update** This session concludes at 4:15

• **“Breaking News”** postal update for newspapers shares the latest issues, such as rules change allowing electronic subscriptions to be counted on postal circulation statement, Intelligent Mail barcode requirement, what to do about post office and plant closings to protect service, rules change allowing simplified address mail on city routes, possible end of 6-day delivery, mandatory address locations, FSS, SOX, DUOs and PBV (attend to understand these strange acronyms and how they may affect you) Handout package to keep for reference. Max Heath, postal consultant, Shelbyville, KY

• **10 Must-Track Circulation Metrics for Every Newspaper** This session starts at 4:15 and concludes at 5:30

During this highly interactive session, attendees will learn details on ten of the most important things to track in circulation. These calculations are crucial to the audience growth of all newspapers, regardless of size

of circulation. Topics to be addressed during the session include subscriber acquisition and retention, single copy sales and returns, and circulation department profitability. Steve Wagenlander, Evening Post and Courier, Charleston, SC

- **Paywalls**

Despite the general assumption that charging for digital content will cause a drop in traffic and advertising revenues, it is not always the case. Many newspapers are actually increasing their subscriber base and bottom line. Learn the differences between the various paid and metered models so you can make the best decision for your newspaper. Benji Hamm, Landmark Community Newspapers, Shelbyville, KY, David Puddu, Number Nine Media, Albuquerque, NM.

- **Community Building Symposium—Case studies and community engagement**

—*Community crisis and community newspapers: a case study of the Licking Valley Courier* — Elizabeth Hansen, Eastern Kentucky University, and Gary Hansen, University of Kentucky

—*Toto, I have a feeling we're not (just) in Kansas anymore* — Jock Lauterer, University of North Carolina at Chapel Hill

—*Developing a community-wide open-source multimedia hub in Greensburg, KS: An exploratory study of challenges ahead* — Sam Mwangi, Bonnie Bressers and J. Steven Smethers, Kansas State University

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

6:30 p.m.—9:30 p.m. **Extravaganza, Boone Hall Plantation** (ticketed event)

Experience what plantation life was like in the 1800s at one of America's oldest working, living plantations. This night to remember will include a lowcountry boil and a special presentation by Gullah who are known for preserving more of their African linguistic and cultural heritage than any other African-American community in the United States. Transportation provided.

Saturday, Oct. 6, 2012

Please enjoy the complimentary breakfast offered by the Embassy Suites

9–10 a.m. **Community Newspapers Done Right**

Col. Harlan Sanders proclaimed, "We do chicken right!" Long before hyper-local was hyped as a special ingredient, that's been their approach. Bring the news home, make it local and connect to the community in a compelling, must-read way. When an editor or publisher takes the helm, we say, "This is as close as you will ever come to owning your own newspaper without signing a note at the bank." We provide the infrastructure and support that empowers our people to "do their newspaper right." We believe that strong newspapers build strong communities. The foundation upon which to build is readership. Readership attracts advertisers. Advertisers build readership and financial strength. Dink NeSmith, Community Newspapers, Inc. Athens, GA.

10:15 a.m.—11:45 a.m. **Great Idea Exchange**

Join us for the most popular program on convention where you and your peers can share your great ideas. This session will pay for your registration! If you have a great idea to

share, be sure to bring along a copy to leave behind for NNA's Great Idea Database. Moderated by Robert M. Williams Jr., Southfire Newspaper Group, Blackshear, GA

Noon–2:15 p.m. —**Noon Business Meeting & Amos, McKinney and Phillips Awards Luncheon**— (Lunch ticketed)

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 & McKinney awards and the Daniel M. Phillips Leadership Award. At the conclusion of the luncheon, Reed Anfinson will pass the presidential gavel to Merle Baranczyk.

2:15 p.m.—3:15 p.m. **Public Notice: Meeting the Challenges**

Public notice legislation has bedeviled the newspaper industry for more than a decade. Newspapers remain the primary vehicle for public notice, but the legislative battles have not abated. Some press associations, like Illinois and Florida, have taken a new tack. Their states are mandating Internet posting as well as publication. Hear how the "publish and post" requirements work and join in the discussions from the battlefield with experienced newspaper legislative experts. Panelists TBA

3:45 p.m.—5 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.

6 p.m.—10 **Explore Charleston** The Embassy Suites will be providing four hours of free shuttle service to Historic Charleston.