



### Keynote



**ROB CURLEY** is a key leader in the Orange County Register's subscriber-focused business model, focusing his energies on what modern-day community newspapers can do exclusively (which Curley affectionately refers to as "Google-proofing content") or better than any other media. As deputy editor of local news, he led the bold expansion and re-imagining of

more than 20 community newspapers that included adding nearly four times the content as their predecessors. Curley also led the expansion of two Register community newspapers into dailies, and guided the launch of a new weekly, the Santa

Ana (CA) Register, in June 2013. Before the Register, his tenure as chief content officer at Greenspun Media Group and the Las Vegas Sun, the Sun's website was named the nation's best local news site for 2008, 2009, 2010 and 2012 by Online News Association, Editor & Publisher and other organizations. The Sun was also a 2011 DuPont award winner for broadcast journalism, becoming the first non-broadcast newsroom to win the award. To complete the multimedia sweep, the Sun received the 2009 Pulitzer Prize for Public Service and was a 2010 Pulitzer finalist in Local Reporting. Before the Las Vegas Sun, Curley was vice president of product development at Washingtonpost.com. Newsweek Interactive from 2006 to 2008.

### Concurrent Session Leaders



**DENNIS ANDERSON** has been the Antelope Valley Press editor for 14 years. During that period, the paper has received significant recognition from the National Newspaper Association, including many General Excellence award rankings, two years running as first place. The Antelope Valley Press serves the suburban communities of Lancaster and Palmdale in northern Los

Angeles County and east Kern County. The newspaper covers a Connecticut-size area of high desert in Southern California that is home to Edwards Air Force Base where the space shuttle landed. Anderson, during a 35 year news career has worked for United Press International in Washington, for the Associated Press in Los Angeles and the Antelope Valley Press, which is Southern California's remaining, independent family-owned newspaper. Anderson is an Army veteran of the Cold War who embedded as Valley Press editor with California National Guard during the first phase of the Iraq War, for which he was awarded honors by NNA and Local Media Association. He is a Knight Journalism Fellow from the University of Maryland.



**CHRIS BAKER** joined The Taos News as publisher in 2000. He oversees a staff of 40 with a paid circulation of 10,500. Before joining The Taos News, he was regional manager, World West Limited Liability Co., in 1999. His responsibilities included overseeing of daily operations for the Ruidoso News, The Socorro Defensor Chieftain, Valencia County News-Bulletin, and the Payson (AZ) Roundup. From January 1995 to June 2000, Chris served as the publisher of the Valencia County News-Bulletin. He is a graduate of New Mexico State University with a B.A. degree in Journalism. During his tenure at The Taos News, the newspaper has been named the Best Weekly in the U.S. in 2012, 2011, 2010, 2008 and 2007 by the Newspaper Association of America, and in 2012, The Taos News was named the best weekly newspaper in the United States by the Local Media Association.



**MONICA ALONZO** has been a reporter for Phoenix New Times since 2010. The Arizona native covers a variety of topics for the alternative weekly, including politics and immigration. She's written several award-winning stories since joining New Times, including features on state officials desecrating an Indian burial site, on human smugglers torturing and extorting

immigrants for money and on young undocumented students changing the face of local politics. Her breaking news story in 2012 about congressional candidate (and Pinal County Sheriff) Paul Babeu facing accusations that he threatened his former Mexican lover garnered national attention — and forced the candidate to drop of the race. Before the New Times, Monica worked at the Arizona Republic for about nine years in various roles — as a police reporter, covering Phoenix City Hall and as a member of the Editorial Board. Monica, who graduated from Arizona State University, is the president of the Arizona Press Club, serves on the First Amendment Coalition of Arizona and is a member of National Association of Hispanic Journalists.



**JAY WARD BROWN** is the managing partner of Levine Sullivan Koch & Schulz LLP, a firm specializing in media law with offices in New York, Philadelphia, Washington and Denver. Jay has been representing news and entertainment companies for more than two decades and has litigated libel, privacy, copyright, subpoena and access matters in the U.S. Supreme Court, federal and state appellate courts, and trial courts around the country. Among Jay's most recent cases, he successfully defended former New York Gov. Eliot Spitzer and Slate.com in a defamation action that arose from a column Spitzer wrote about his investigations of the insurance industry. For a number of years, Jay served as national defamation counsel to the NAACP and, with his colleagues, continues to defend the civil rights organization and its volunteers from claims arising out of their associational and advocacy activities. In July 2006, Jay was privileged to accept the NAACP's Civil Rights Champion Award, which was given to LSKS "for outstanding pro bono service and commitment to advancing civil rights and social justice."



### Concurrent Session Leaders



**BROOKE CHRISTOFFERSON** was named vice president of market and business development at Republic Media (The Arizona Republic/azcentral.com) in Phoenix, AZ, in July 2010 and West Group marketing director in January 2011. She has been with Republic Media for 15 years in various marketing and advertising roles including director of market and business development, senior marketing manager,

communications manager, and advertising account executive. Before joining Gannett, Christofferson worked in marketing and public relations for Bethphage, a non-profit organization in Des Moines, IA. Christofferson is a graduate of Simpson College (Indianola, IA) with bachelor of art degrees in communication studies and political science. She also earned her MBA from the WP Carey School of Business at Arizona State University. Christofferson was named a top 20 under 40 by Presstime magazine in 2008 and a Gannett top executive ring winner in 2011. She serves on the board of directors for Free Arts of Arizona and the Phoenix Chamber of Commerce.



**JANET DEGEORGE** has been president of Classified Executive Training & Consulting since 2001. She specializes in print/online and display classified advertising sales strategies for your newspaper and websites, aggressive sales training of inside and outside sales reps, training of new classified managers and redesigns of print and online products and rate packages to uncover new revenue sources.

DeGeorge started her newspaper career at the San Jose (CA) Mercury News more than 20 years ago. She graduated from San Jose State University with a degree in advertising and marketing and has completed all course work towards a masters of science in mass communication. She spent 13 years at the Mercury News, much of it as a manager of their inside sales team, then relocated to Southern California as Recruitment Advertising Manager before moving to Arizona where she was the classified advertising director of the Scottsdale & Mesa Tribune for seven years. She is a former vice president of the Western Classified Advertising Association.



**STEVE ELLIOTT** director of digital news, Cronkite News Service, professor of practice master's of business administration, Arizona State University. He is the founding director of Cronkite News Service's print journalism program. He joined the Cronkite School in September 2006 after a 19-year career with The Associated Press. Elliott's AP career included tours as a reporter, newsroom manager, bureau

chief and business executive. At Cronkite News Service, Elliott leads groups of advanced students in coverage of statewide stories for newspapers and news websites. Their stories appear regularly in nearly 30 publications across the state and region.



**LAUREN GILGER**, a Peabody-award winning investigative journalist, completed the master's program at Arizona State University's Walter Cronkite School of Journalism and Mass Communication in 2011. She studied broadcast and multimedia journalism and was a fellow in the national News21 program and a reporter and photographer for the Cronkite Borderlands Initiative. Her internships include CBSNews,

com, ABCNews.com and CNN. She was a Carnegie Fellow with ABC News' Investigative Unit in New York and now works as an Investigative Reporter at ABC15 News in Phoenix, AZ.



**MAX HEATH** is a semi-retired postal consultant for Publishing Group of America (American Profile/Relish/Spry), and for Landmark Community Newspapers Inc., Shelbyville, KY, a division of Landmark Communications, Norfolk, VA. For 21 years he was executive editor and for 23 years corporate circulation director as well. He writes a monthly Postal Tips column for Publishers' Auxiliary. He was

named to the Postal Service Mailer's Technical Advisory Committee, representing NNA, in 1989 and is also on the national Periodical Operations Advisory Committee, and the rule-making Periodicals Advisory Group. He received the NNA President's Award in 1989 and 1997, Ambassador Award in 1992, and coveted Amos Award for service to NNA in 1994, and President's Award in 2007. The Postal Service presented him a Special Achievement Award Sept. 2, 1998 at the National Postal Forum. He conducts seminars on "Maximizing Postal Savings and Delivery" for newspaper associations and groups as part of NNA's outreach to the industry.



**CRAIG HARRIS** is a senior reporter for The Arizona Republic in Phoenix. He has been a reporter for 22 years, and he's worked at six daily newspapers. Harris has been a business, sports, political and education reporter. He also has worked at The Olympian in Olympia, Wash.; The Oregonian in Portland, Ore.; The Statesman Journal in Salem, Ore.; The Courier-Journal in Louisville, Ky.; and The Seattle

Post-Intelligencer. In 2011-12, Harris won the Toner Prize for Excellence in Political Reporting presented by Syracuse University and first place in the Barlett and Steele Awards for Investigative Business Journalism for work he did on Arizona's pension systems. He has won top honors from the Society of American Business Editors and Writers, Associated Press Sports Editors and Best of the West. In 2012, Harris was named Arizona Reporter of the Year. Harris is a 1989 graduate of the University of Oregon, where he received a bachelor's degree in journalism.



### Concurrent Session Leaders



**ED HENNINGER** is the owner of Henninger Consulting, which has served hundreds of dailies, weeklies, business journals, church-affiliated newspapers and niche publications throughout the U.S., Canada and Europe. He founded the company in 1989. His mission is to provide high-quality newspaper design services and consultation.



**RETHA HILL** director, New Media Innovation Lab, professor of practice B.A., Wayne State University, joined the Cronkite faculty in 2007 after nearly eight years at BET, where she was vice president for content for BET Interactive, the online unit of Black Entertainment Television and the most visited site specializing in African-American content on the Internet. Before joining BET, Hill was executive producer

for special projects at washingtonpost.com. At the New Media Innovation Lab, Hill works with students from multiple disciplines, including journalism, to research and develop new media products for media companies.



**CHERYL KAECHELE** has been the owner, publisher and editor of Kaechele Publications since 1982. She directs the publication of the Allegan County News, the (Plainwell) Union Enterprise and the (Saugatuck) Commercial Record. She is involved all aspects of the — from editorial to business, production to management and even delivery to recycling. In 2005, she testified before a Congressional committee on the

reinterpretation of the junk fax bill, which helped NNA to kill a provision that would have been very costly for newspapers. Cheryl is a graduate of the University of Michigan where she earned a teaching certificate and a double major in English and social studies. She started out as a teacher at Parchment Junior High School from 1966-1967 and then at Allegan High School from 1967-1969. She also earned a master's degree in English from Western Michigan University and later taught journalism there from 1988 to 1992. In 1982, she bought the Allegan County News. Cheryl was on the board of the Michigan Press Association from 1992-2001, serving as the state president from 2000-2001, and is currently on the association's foundation board. She was a member of NNA's board as Region 5 director from 2004 up to her Presidency in 2009.



**ANDREW LONG** is a co-founder and associate director of the Arizona Center for Investigative Reporting. Andrew specializes in spatial analysis, cartography and data visualization. His work has appeared in a variety of news organizations including ProPublica and MSNBC.com. He was previously a news artist for The Arizona Republic and the East Valley Tribune. He teaches online media as

an associate faculty member at the Cronkite School. He is a graduate of the School of Geographical Sciences and Urban Planning at Arizona State University.



**TOM MULLEN** is co-owner of the Newcastle (WY) News Letter Journal and other publications. Mullen began his career as a copyeditor for the Omaha World Herald during his senior year at Creighton University. A few years later, he sold circulation door-to-door for the Arkansas Democrat. In 1986, he returned to Sioux City where he worked for the Daily Reporter as ad manager, a newspaper he and his wife, Annie

Wells, eventually bought. In 1988, He began a six-year stint as a commercial real estate broker so that he might someday have enough money to buy his own paper and within five years he opened his own commercial brokerage. In 1996, Tom and Annie moved to Newcastle, WY, to buy into the News Letter Journal.



**BRANDON QUESTER** is a co-founder and associate director of the Arizona Center for Investigative Reporting. He is a multimedia journalist and investigative reporter who recently completed a master's degree at Arizona State University. Previously, Quester spent five years working for various newspapers and journalism projects. He has focused on issues such as children living

along the U.S.-Mexico border, U.S. soldiers serving in Kuwait and Iraq and street children living in Santo Domingo, Dominican Republic. His work has appeared in news organizations such as The New York Times, The Washington Post, The Center for Public Integrity, and El Nuevo Herald.



**CHRISTIAN RAMIREZ** is the digital media manager of Wick Communications Co. He joined the company in April 2008 and is based at Territorial Newspapers offices in Tucson, AZ. Before Wick Communications, Ramirez had worked for the Nogales International as their webmaster on and off since 2001, and had worked for Wick Communications on a freelance basis. While working in Nogales,

Ramirez developed a strong passion for the newspaper industry. Ramirez holds a bachelor of arts in graphic design from the Southwest University of Visual Arts.



**HERB K. SCHULTZ** was previously serving as senior adviser to Gov. Arnold Schwarzenegger and director of the California Recovery Task Force. In this role, he was responsible for the oversight and implementation of the American Recovery and Reinvestment Act of 2009. As senior adviser to the governor from 2008-2010, he represented the governor on major domestic policy issues, which included serving as a

principal advisor on health care reform. Previously, he served as the senior health policy adviser to the governor during California's 2006-2008 state debate on comprehensive health care reform. From 2005-2006, he served as vice president of government programs for McKesson Health Solutions, where he oversaw the company's disease management and nurse advice programs for Medicaid and Medicare beneficiaries.

# National Newspaper Association 2013 Annual Convention & Trade Show

## Speaker Biographies

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### Concurrent Session Leaders



**CAROL STARK** has been the editor of The Joplin Globe since 2007, working at the daily newspaper since 1983 when she was hired as a reporter. Her career as a journalist has spanned 36 years, most of that spent covering local government or working on enterprise assignments. She is a member of the Missouri Press Association board, and a former president of The Associated Press Managing

Editor's Association for Missouri. In 2011, she received the Local Media Association's award for Editor of the Year based on the newspaper's coverage of the 2011 EF-5 tornado. Stark has served twice as a Pulitzer juror; in 2011 she sat on the commentary panel, and in 2013, she was on the breaking news panel.



**WILLIAM F. (BILL) TUBBS** started his career at the three-year-old start-up newspaper, The North Scott Press in Eldridge, IA, in 1971, and put together a team that built it into one of the nation's leading weeklies with 5,000-plus circulation. Now he is also the publisher of the Wilton-Durant Advocate News in Wilton, IA, his newspapers have been innovative and profitable, and served their communities well.

The North Scott Press has been named Iowa Newspaper of the Year, and won first place in NNA contests for Best Local News Coverage, Community Service, and more. Bill is this year's first-place winner for Best Editorial for weeklies with circulations of 3,000-5,999. He is a past president of the Iowa Freedom of Information Council and served in leadership positions with the Iowa Newspaper Association. He has been named an Iowa Master Editor-Publisher and is the recipient of INA's Distinguished Service Award. Bill and his wife, Linda, who is co-publisher, have been active in their community, including general chairs of a campaign to build

a library. Their lead gift to the project gave them naming rights to the widely used community meeting room, which they appropriately named the First Amendment Room. Their recent endowment will provide perpetual funding for the "William F. and Linda Z. Tubbs Futures Forums" for the Greenlee School of Journalism and Mass Communication at Iowa State University. The forums bring leading professional journalists to campus twice a year to interact with undergrads and assist in their transitions from academia to careers. Tubbs is a past district governor of rotary International and has traveled to six continents to provide humanitarian service, including polio eradication in India and Nigeria.



**ROBERT WILLIAMS JR.** is chair and publisher of Southfire Newspapers in Blackshear, GA. He is currently NNA vice president and had been treasurer and an at-large board member for the association.



**EVAN WYLOGE** joined the Arizona Capitol Times in the spring of 2010, shortly after finishing a master's degree in mass communication from Arizona State University, where he focused on online journalism and media innovation. Having earned a bachelor's degree in political science and French from Northern Arizona University, he reported on state politics while working for ASU's Cronkite News Service, and contributed to the 2008 presidential race coverage for Congressional Quarterly and France 24. Evan's position at the Capitol Times combines general reporting with multimedia production, data reporting, social media direction and online innovation.



## Community-Building Symposium Presenters



**AL CROSS** is director of the Institute for Rural Journalism and Community Issues, based at the University of Kentucky, and is an associate professor in UK's School of Journalism and Telecommunications. He reported for The Courier-Journal for 26 years, the last 15½ as chief political writer, and continues to write a twice-monthly political column for the Louisville newspaper. He is a member of the ethics committee and government relations committee of the Society of Professional Journalists and a director of SPJ's Sigma Delta Chi Foundation. He is a member of the Kentucky Journalism Hall of Fame.



**TERI FINNEMAN** is a second-year Ph.D. student at the University of Missouri, interested in media coverage of first ladies and the royal family. She is a North Dakota native who most recently worked as a multimedia Capitol correspondent for Forum Communications' four North Dakota daily newspapers and two TV stations. She has worked for 18 newspapers and four TV stations, as well as for ABC News and the Center for Public Integrity in Washington, during her 13-year media career. She also served on the board of directors of the North Dakota Newspaper Association. She is a co-author of "Swinging for the Fences: Black Baseball in Minnesota."



**TRACY LUCHT** is assistant professor in the Greenlee School of Journalism and Communication at Iowa State University, where she teaches courses on news reporting, editing and journalism history. She holds a Ph.D. from the Philip Merrill College of Journalism at the University of Maryland. Her research focuses on the history, experiences and representations of women in the media. Lucht has worked professionally as a copy editor for USA Today, The Washington Post and The Des Moines Register and as a freelance editor for Better Homes and Gardens Special Interest Media.



**WADE MACLAUCHLAN** is president emeritus of the University of Prince Edward Island, where he served as president from 1999 to 2011. Previous positions include Dean of Law at the University of New Brunswick, and professor of law at Dalhousie University. He lives at West Covehead PEI. He is currently writing a book on Alex Campbell's premiership of Prince Edward Island (1966-78), to be published in 2014, and is involved in several business ventures, including Anne in China Inc., which has introduced a new Mandarin translation of "Anne of Green Gables" to the Chinese market. In 2012, he was chair of the Palmer Conference on Public Sector Leadership, on Canada as a Leader in Immigration Policy and Practice, and is currently co-chair of The Georgetown Conference: Redefining Rural.



**PAUL MACNEILL** is publisher of the family-owned Island Press Limited in Montague, PEI. MacNeill is chairman of the board of directors of both the Canadian Community Newspapers Association and Newspapers Atlantic. His columns, editorials and news stories have won dozens of regional, national and international awards including: Citation of Merit from the National Newspaper Awards, Cadogan Award for Outstanding Columnist Canadian Community Newspapers Association, Outstanding Reporter Initiative Canadian Community Newspapers Association and four Silver Awards for Best Commentary presented by the Atlantic Journalism Awards. In addition, MacNeill is the most-honored editor in the 50-plus years of the International Society of Weekly Newspaper Editors, having captured the Golden Quill Award in 2002 for best non-daily editorial as well as a record nine Golden Dozen Awards.



**LESLIE-JEAN THORNTON** was a newspaper editor in New York, Connecticut and Virginia before earning her doctorate at the University of North Carolina, Chapel Hill. She focuses her research on the way journalists' jobs, tools and practices are changing in a digitally-mediated world. She's particularly interested in how information is reported and shared (and not reported and shared) through social and multimedia tools. Her fondness for community journalism has expanded into a fascination with current grassroots and experimental efforts. An associate professor at the Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Thornton helped initiate an innovative multimedia program for masters students. She heads the Newspaper and Online News Division of AEJMC, an international association of journalism educators and scholars.



**MELISSA WALL** is editor of "Citizen Journalism: Valuable, Useless or Dangerous." She was a staff writer for The Charlotte Observer and the Newport News Daily Press, and wrote for Real Change, Seattle's homeless newspaper. She has reported on the media scene in Taiwan and Mashallah News, a Beirut-based online news site, for "IndyMedia On Air," a show on KPFK, the Los Angeles Pacific outlet. Her photographs of protests and civil disobedience have been published in "Moral Panics: The Social Construction of Deviance" and "From Act Up to the WTO: Urban Protest and Community Building in the Era of Globalization," along with the Washington Post Magazine. Her photo of a Damascus newsstand is the cover for the 2013 edition of Al-Kitaab fii Tacallum al-cArabiyya, an Arabic textbook published by Georgetown University. She has taught journalism in Ethiopia and in Lebanon, where she was a Fulbright Scholar, and conducted research in Zimbabwe on township newspapers.