

Join NNA in San Antonio

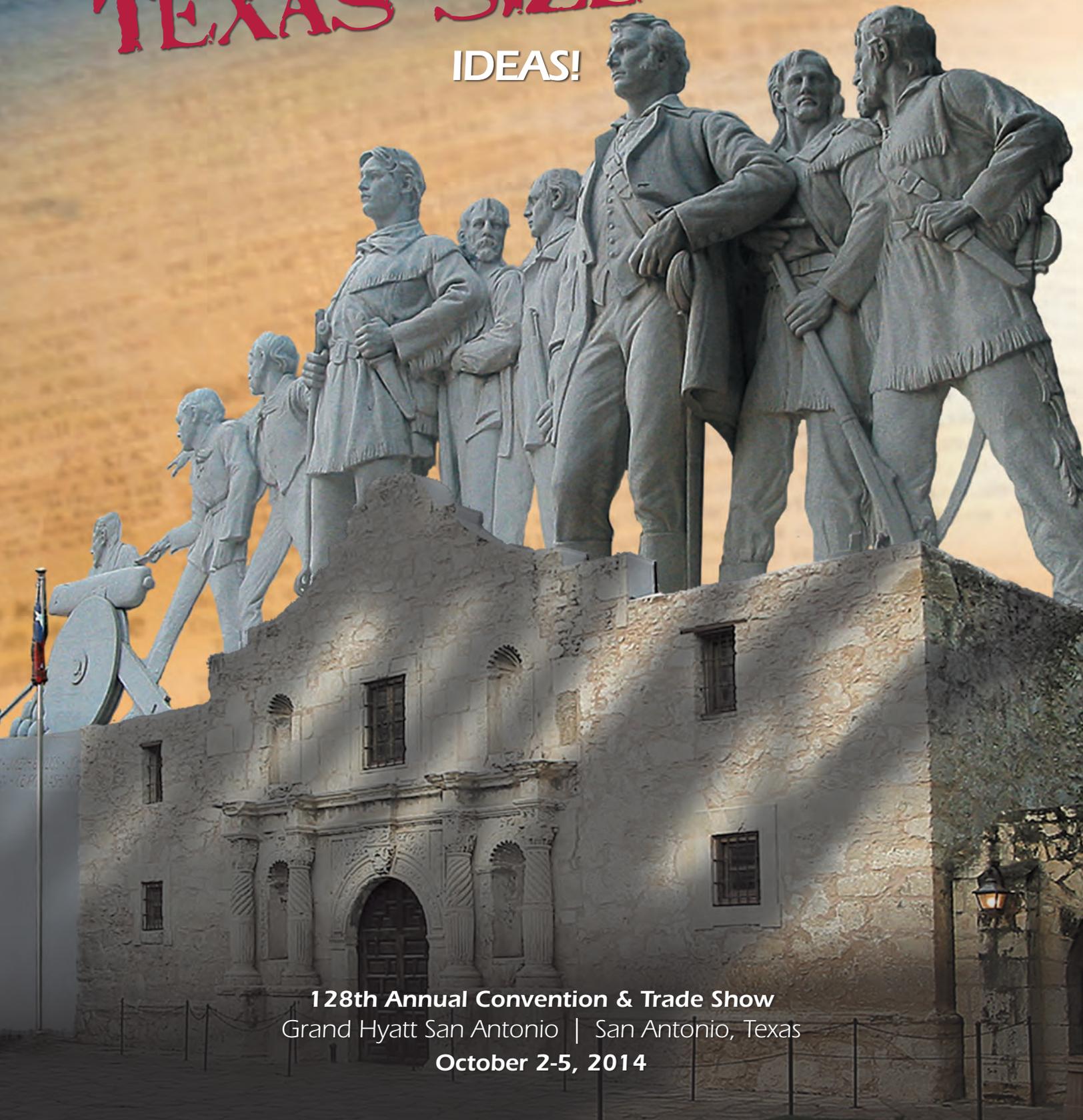
NNA's 128th Annual Convention And Trade Show

Spurring Newspapers

into the future with

TEXAS SIZE

IDEAS!



128th Annual Convention & Trade Show
Grand Hyatt San Antonio | San Antonio, Texas
October 2-5, 2014

Wednesday, Oct. 1, 2014

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

Thursday, Oct. 2, 2014

9 a.m. – Noon **NNA Board of Directors**
Noon-7 p.m. **NNA Registration Desk Open**
2 p.m.-4 p.m. **Ice Cream Social**

Once you have checked into the hotel and taken a stroll down the river walk, join the exhibitors for an ice cream break as they unveil their products and services for newspapers. You don't need a ticket or a badge the hall is open for everyone to enjoy and browse.

Sponsored by Panhandle Press Association, Texas Gulf Coast Press Association, and North & East Texas Press Association.

5 p.m. – 7:30 p.m. **Welcome Reception**
(ticketed event)

Join friends old and new in the exhibit hall for an evening of cocktails and light fare. There will be some great prizes as you visit with the companies showcasing products and services that will benefit your newspaper.

Friday, Oct. 3, 2014

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

Invited: Mayor Ivy R. Taylor

Keynote: Refined by Fire, The Honorable Brian Birdwell, Texas State Senate

Lt. Col. (Ret.) Brian Birdwell is a survivor of the terrorists' attacks on Sept. 11, 2001. After hijacked American Airlines Flight 77 crashed into the Pentagon, Birdwell was thrown to the ground and engulfed in flames. Of the burns that consumed 60 percent of his body, nearly half were third degree, resulting in the need for 30+ operations. Brian's recovery has been truly remarkable and spiritually he is stronger than ever before.

Presentation: The General Excellence Awards will be presented during this session.

Breakfast sponsored by Athlon Media Group

10 a.m. – 11 a.m. **Exhibit Hall Coffee Break**
10:15 a.m. – 11:15 a.m. **Postal and Government Relations Committee Meeting**

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

• **Defamation Law: How to Safely Publish the News**

This session will cover the basics of defamation law and newsgathering torts to help members safely publish and gather their news. We will discuss common pitfalls in dissemination of news and investigative reporting, as well as, ways to handle complaints and litigation when they ensue. Hosted by Walterry Insurance Brokers. Attendees in this session will receive a 5 percent discount on their NNA libel insurance policy. Laura Lee Prather, Haynes & Boone, Austin, TX

• **Stories from the Front: How the Public's Right to Know through Public Notice is Defended**

Hear firsthand from Utah Senator Stephen Urquhart on what persuaded

him to restore his state's public notices. The newspaper industry is now on 24/7 watch for attacks against the public's right to know through public notices. Although reports of website and digital failures abound, some legislators still believe turning over the right to know to a government agency's website is responsible governing. Newspaper notices are independent, authentic, archived and accessible. Learn how to take that message to your public policy arena. Moderated by Tonda F. Rush, American PressWorks, Falls Church, VA. Panelists Bradley L. Thompson II, Detroit (MI) Legal News, The Honorable Stephen H. Urquhart, Utah State Senate, St. George, UT, Donnis Baggett, Texas Press Association, Austin, TX

• **Community Building Symposium: Take local news coverage to the next level**

– A Scout is Frame-ful: Framing, Community Newspapers and the Boy Scouts of America, Marcus Funk, University of Texas at Austin.

– Farming out the news: an analysis of agriculture coverage in rural newspapers, Sandra Robinson, California State University, Monterey Bay

– Down-home democracy: measuring citizens' response to changes in small newspapers' coverage of local elections, Landon Woodroof, University of Missouri - Columbia

12:15 p.m. – 2:30 p.m. **Exhibit Hall Open**
Full Registrations and those with a ticket may take advantage of the light lunch that will be served in the hall.

Lunch sponsored by Walterry Insurance Brokers.

2:30 p.m. – 3:30 p.m. **Concurrent Sessions**

• **Breaking News Postal Update**

This session will share the latest postal issues for newspapers such as the exigent rate case court challenge, postal legislation and 6-day delivery status, the Intelligent Mail barcode requirement, how to cope with plant closings and service-standard changes, how to count electronic subscriptions/requests in ownership statements, rules change allowing simplified address mail on city routes. Handout package to keep for reference. Max Heath, postal consultant, Shelbyville, KY

• **Enterprise Journalism, Why is it important at the community level?**

Thanks to open record laws and available data bases, it's easier and more efficient to practice than ever before. Mike Leary, San Antonio (TX) Express News

• **Community Building Symposium: Take local readership to the next level**

– Why community newspapers are burgeoning in China, Jock Lauterer, University of North Carolina at Chapel Hill.

– Digital delivery: how the way newspapers are reaching young readers is changing, Jennifer Greer, University of Alabama at Birmingham

– Students and the local library partner to revive local news, Meg McGuire, Community Reporting Alliance, Chester, NY

3:45 p.m. – 5:15 p.m. **General Session Best Practices**

This lively discussion includes leaders from some of NNA's award winning newspapers. Learn what makes their newspaper one of the best of the best. Join us and take some insight home with you! Moderated by Roy Eaton, Wise County Messenger, Decatur, TX. Panelists: Don Dodd, The Examiner, Beaumont, TX; Lisa Morales, Sangre de Christo Chronicle, Angel Fire, NM; Jeff David, Livingston Parish News, Denham Springs, LA

Presentation: The Newspaper And Education Awards will be presented during this session.

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

6 p.m. – 9:30 p.m. **Extravaganza.**

You will be transported by bus from the Grand Hyatt to Rio Cibolo Ranch, a working Longhorn Cattle Ranch and Pecan Orchard, for the Extravaganza. Get ready for some real Western-Style Texas Hospitality. Upon your arrival enjoy an authentic Texas barbeque. After dinner, take a spin on the dance floor with a line dance instructor. Enjoy a hay wagon ride, sponsored by the South Texas Press Association, to see the longhorns—or better yet—have your photo taken with a longhorn. Challenge your peers to a game of hoops or horseshoes. The West Texas Press Association is sponsoring two caricature artists. There are a few more surprises planned for the evening. Wrap up your evening by roasting marshmallows around the campfire. Dress for the evening is casual. Evening hosted and sponsored by The Texas Press Association.

Saturday, Oct. 4, 2014

8 a.m. – 9:30 a.m. **Continental Breakfast**

8:30 a.m. -10 a.m. **General Session**

Investigative Reporting

How do you conduct investigations when you have limited funds and an already-overworked small staff of reporters? This panel will show that it can be done—and how. Some of America's best-known community journalists—one has been featured on "60 Minutes" and all have won national investigative reporting awards—will share their stories and the price they have had to pay for pursuing important investigations. Moderator Dr. Tommy Thomason, Texas Center for Community Journalism, Ft. Worth, TX; Mark Horvit, Investigative Reporters & Editors, Columbia, MO; Samantha Swindler, Forest Grove Leader, Portland OR; Kathy Cruz, Hood County News, Granbury, TX; Marshall Helmberger, The Timberjay, Towner, MN; Jonathan Austin, The Yancy

County News, Burnsville, NC
Presentation: The Better Newspaper Editorial Awards will be presented during this session.

10:15 a.m. – 11:45 a.m. **General Session**
What do we Need to do More of; What can we do Better?

Media buyers evaluate thousands of proposals and presentations vying for advertising dollars. Learn how you can get your foot in the door and what it takes to gain their confidence that your publication is a good buy. Panel of Media Buyers

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

Join us for the annual NNA Business meeting followed by a ticketed 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 Robert M. Williams Jr., Southfire Newspaper Group, Blackshear, GA pass the presidential gavel to John Edgecombe Jr., Edgecombe Publishing Inc., Geneva, NE.

2:30 p.m. – 4 p.m. **Great Idea Exchange**

Bring your Great Ideas and join your peers for the most popular session each year. An hour and a half of "new ideas" to take home and implement at your newspaper. This session will pay for your registration! Be sure to bring along a copy of your Great Idea if you plan to share with your peers.

Moderated by Robert M. Williams Jr., Southfire Newspaper Group, Blackshear, GA

Presentation: The Better Newspaper Advertising Awards will be presented during this session

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NNA's 128th
Annual
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Spurring Newspapers
into the Future With
Texas Size Ideas!



Register online at www.nnaweb.org/convention or contact Cindy Joy-Rodgers at 540-891-5171



Join NNA in San Antonio

NNA's 128th Annual Convention And Trade Show Spurring Newspapers into the Future With Texas Size Ideas!

Who

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

What

NNA's 128th Annual Convention and Trade Show. The only national meeting devoted to the challenges, opportunities and shared experiences of community newspaper management. The NNA trade show with more than 30 suppliers will be at your fingertips with cutting edge technology.

Why

This is your destination to build relationships, check out the latest goods and services and learn new ways to be successful in the community newspaper profession. Our focus for these amazing annual conferences has always been to bring together your peers with the best array of cutting edge education and tools as well as to help you to gain important insight and ideas so that you can succeed in meeting and exceeding your business goals.

Where

The Grand Hyatt San Antonio, which offers warm hospitality, bold colors and exceptional touches creating a luxury River Walk hotel that is perfect for every guest. Discover an array of attractions and things to do convenient to the hotel; in fact almost everything in the area is accessible by foot, river taxi or trolley.

How

Register online: www.nnaweb.org/convention

For more information: 573-777-4980

Hotel

Grand Hyatt San Antonio • 600 E. Market Street

San Antonio, TX 78205 • 210-224-1234 • Fax: 210-271-8019

Email: conciergedesksatgh@hyatt.com.

Call 800-233-1234 to make your hotel reservations at the single/double rate of \$159 before the **NNA block is released on Sept. 9, 2014.**

Unless you live in San Antonio, now is the time to start planning to attend the National Newspaper Association's 128th Annual Convention & Trade Show Oct. 2-5, 2014. Going to a convention is like going on vacation. If you just wing it, things may not turn out for the best. The more you plan, the better things will go and the more fun you will have.



1 ENJOY MARKET SQUARE where you can shop El Mercado's authentic Mexican wares—one of America's top-10 outdoor markets according to Frommer's.



2 VISIT SAN ANTONIO'S SMALL-TOWN NEIGHBORS to see what they have to offer—at Ruslin' Rob's in Fredericksburg you can sample sauces, salsas and butter varieties to your heart's content, or become enamored with Main Street's exotic antiques in Boerne, in Gruene dine at Gristmill next to the sun-kissed Hill Country, or take a self-guided walking tour around the historic homes of Castroville, settled by colonists from Alsace, France.



3 TOUR THE SPANISH GOVERNOR'S PALACE the most beautiful building in San Antonio, according to the National Geographic Society. The National Historic Landmark was built in the 18th century as a residence and office for the Captain of the Presidio. Tale has it the carvings on the ornate wooden doors tell the history of Spanish America.



Head to Leon Springs Dance Hall, John T. Floore Country Store or Gruene Hall **GRAB A DRINK AND TAKE YOUR DATE FOR A SPIN.** You may have two left feet but you can't call yourself a South Texan until you've hit the dance floor to attempt the two-fast, two-slow steps of the Texas Two Step.



5 Hungry at midnight? VISIT MI TIERRA'S 24-HOUR KITCHEN, at Market Square, and challenge your friends to name the most San Antonians (and honorary favorites) on the mural.



6 EXPLORE BUSSEY'S FLEA MARKET, TRADERS VILLAGE, IRONSIDE MARKET AND BACK ALLEY ANTIQUES for those one-of-a-kind treasures. You might have to search through a lot of junk to find the gems, but that's half the fun.



7 VISIT THE MENGER BAR and drink like a Rough Rider where Col. Theodore "Teddy" Roosevelt once recruited men for the 1st U.S. Volunteer Cavalry. San Antonio's continuously oldest pub was built on the site of Texas' first brewery and is an exact replica of London's House of Lords pub.



8 TAKE A GHOST TOUR of the more than 15 haunted locations downtown. That's a whole lot of spirit.



9 EAT AT ONE OF THE LOCAL'S FAVORITE INSTITUTIONS — Little Red Barn La Fogata, Earl Abel's, Barn Door, and Pig Stand.



10 ENJOY A BREAKFAST-TACO, whether it's chorizo and potatoes you crave or a bean and cheese delight, try one of these local favorites: Taco Taco or the Original Donut Shop.

Of course the real reason you are coming to San Antonio is to gather ideas to take back to enhance your newspaper. The Convention Committee has put together a dynamic program, which is on Page 13, and it is filled with panel discussions on topics of concern to most newspaper owners and publishers.

We all come from different localities but our challenges are the same and the conversations you will have with your peers will be some of the most valuable. They will allow you to interact and influence, shape reality and outcomes in a collaborative way.

Links are now live at nnaweb.org to make your hotel reservations and register for convention. NNA's block of rooms at The Grand Hyatt for \$159 are a great deal for a hotel situated on the historic River Walk and will not be available after Sept. 9. So, don't delay start planning your trip now.