

Below are some of the handouts and papers distributed during the 127th National Newspaper Association Convention and Trade Show in San Antonio, TX, Oct. 2-5.

Why Community Newspapers are Burgeoning in China And What We Can Learn from That Explosive Growth

By Jock Lauterer, Senior Lecturer and Director The Carolina Community Media Project ,The School of Journalism and Mass Communication The University of North Carolina at Chapel Hill Chapel Hill, NC. To download this paper, click [here](#).

Students and the Local Library Partner to Revive Local News

By Meg McGuire, Executive Director of the Community Reporting Alliance

Founded three years ago by two women with deep backgrounds in local news, the Community Reporting Alliance seeks to preserve, support and advance local news reporting to promote strong communities, informed discourse and vibrant democracies. To download this paper, click [here](#).

New Laws Protecting Texas Newsrooms

By Laura Lee Prather, a Partner in the Austin, TX, office of Haynes and Boone LLP

Over the last three legislative sessions, newsrooms have gained significantly greater protections under Texas law.2 On May 13, 2009, Texas became the 37th state to enact a reporter's privilege protecting sources and information gathered during the newsgathering process. During the next session (2011), the Texas legislature joined 27 other states in adopting an Anti-SLAPP statute aimed at providing a mechanism for early dismissal of meritless lawsuits brought against those who exercise their free speech rights. To download this paper, click [here](#). To get a copy of her slideshow, click [here](#).

Farming Out the News: An Analysis of Agriculture Coverage in Rural Newspapers

By Sandra Robinson, Ph.D., California State University – Monterey Bay
Both the newspaper and agriculture industries have undergone substantial changes since the 1970s. The U.S. farm crisis of the 1980s, the corporatization of both media and agriculture, the introduction of digital technology, and urban sprawl are just a few of the factors that have led to changes. National media coverage of structural changes in agribusiness has increased in recent years. To download this paper, click [here](#).

Down-Home Democracy: Measuring Citizens' Response to Small Newspapers' Coverage of Local Elections

By Scott Swafford, Esther Thorson, Eunjin (Anna) Kim and Landon Woodroof, Missouri School of Journalism, Donald W. Reynolds Journalism Institute, University of Missouri-Columbia.

This two-tiered survey research explores whether changes in the quantity and quality of local election coverage at small community newspapers coincides with any change in the behaviors and attitudes of readers/residents toward that coverage. To download this paper, click [here](#).

Native Advertising: The Evolving Landscape

By Lindsay Jacaman, Speakeasy

Last year, eMarketer predicted that the native niche would hit \$2.85 billion by 2014. There is clearly a lot of interest and opportunity in this arena. In this session, Lindsay Jacaman, general manager of digital marketing services for The Dallas Morning News, will provide an overview of native advertising, the latest trends and research in this area. To download this paper, click [here](#).

Digital Delivery: How the way newspapers are reaching young readers is changing

By Jennifer D. Greer, University of Alabama; and Yan Yang, High Point University

This study aims to help community newspapers make decisions about alternate delivery methods by examining how younger readers (18 to 24) connect with local newspapers. To download this paper, click [here](#).