



2016 Flash Sessions at the 130th NNA Convention & Trade Show

Today's Mobile Landscape: Learn about the latest trends in mobile, why mobile is more important than ever and how is the best way to enter this space successfully and profitably. *Facilitated by Lee Little, BarZ Mobile Development.*

SVP Publisher Relations: What's Old is New Again: Newspapers, small and large, are getting back to their roots with traditional publishing ideas. They are focusing on content their readers want: more photography, more local news, more school news, more coverage of community events, and more robust TV listings. Share in this discussion on how to join the growing number of newspapers that are all about content and see examples of how they're doing it. *Facilitated by Jerry Lyles, AMG | Parade.*

Yes you can (must) make money on social media: Spending on social media advertising is growing faster than on most types of marketing. And social media has overtaken search as the No. 1 source of referral traffic to news sites. We'll discuss best practices, products and strategies to help news organizations profit from those trends. *Facilitated by John Winn Miller, Friends 2 Follow.*

Protecting Public Notices: Make them appeal to your readers: How to use design and visual thinking to bring more interest and impact to your public notices. Hold on to your hats...there are some very different ideas here. But you can make them work at your newspaper. *Facilitated by Ed Henninger, Henninger Consulting.*

Challenges of Newspapers in the Mail: Operational changes at the Postal Service—in particular network rationalization, changes in the operating window, and the rolling out of the Flats Sequencing System—have disrupted mail service for newspapers. This session will focus on the challenges for publishers that rely on mail delivery of their newspapers. *Facilitated by Tammy L. Whitcomb, Office of Inspector General, U.S. Postal Service.*

Selling Paid New Business Packages: Tired of running a story on a new business in your town and then being told the story worked so well they don't need to advertise? We were! We created a New Business Package that combines a story and photo on the new business, print and digital advertising, with multiple price points based on the volume of advertising. *Facilitated by Matt Paxton, The News-Gazette Corp.*

How to Treat the Public Notice Advertiser Like a Customer: There was a time when many newspapers treated their public notice advertising as a kind of entitlement. But those times have passed. Given the assaults on public notice in state legislatures and the increasingly competitive landscape of newspapers, publishers and their staffs need to understand that public notice advertisers are in fact customers, who need proper attention and service. *Facilitated by Eric Barnes, The Daily News Publishing Co.*

Political Advertising/Hats in the Ring: Political advertising that works for community newspapers. Hats in the Ring is great for three to six months before elections. *Facilitated by Roy Eaton, Wise County Messenger, Decatur, TX.*

Driving website traffic: Come participate in a lively discussion on techniques to drive traffic to your website. This session will give the participant actionable suggestions for getting more page views without giving away content. Participants will hear real-world case studies and the discussion will center on digital best practices. *Facilitated by Thad Swiderski, eType Services.*

How to Make Digital Revenue with a Non Digital Sales Team: Lose the mindset that your print sales reps can't sell digital. They can do it with the right approach. This session will discuss key tactics to set up your sales team for success. We will also cover how to present your digital offerings so your sales team can easily acquire new customers with packaged bundles that meet the needs of your market. *Facilitated by Penny Merian, HubCiti.*

Attracting young stars to community newspapers: A discussion about strategies for hiring top talent for community journalism. *Facilitated by Will Norton Jr., University of Mississippi.*

Fresh Ideas - Strategies to help your media company generate new revenues, increase audience engagement and operate more efficiently: This session will cover strategies that publishers may not be taking advantage of for generating new revenues, increasing audience engagement and operating more efficiently. Topics include events and loyalty programs, video, audience analytics and personalization. Join this session to learn more about these strategies, their benefits to you and your audience, and best practices for executing them. *Facilitated by Paul Mrozinski, NEWSZYCLE Solutions.*

Special Sections/Niche Publications: Bring examples of your niche publications and be ready to share information about your sales, revenue and production time, start to finish. *Facilitated by Lou Ann Sornson, Metro Creative Graphics, New York, NY.*

Using Subscriber Benefits to Enhance Your Relationship While Creating Revenue Opportunities: Demonstrate how offering certain products and services to your subscribers can enhance your subscriber/publication relationship and create revenue opportunities for your publication. *Facilitated by Tom Wyss, Affinity Group Underwriters.*

Advertising Rating Strategy: Is your rate card easy for advertisers to understand? Do they quickly see how to find the most cost effective way to advertise with you? The Ellsworth American's rate card and rating strategy has been named best in New England five of the past six years. In this session you'll receive a copy of the rate card, the spreadsheet that created it and the philosophy behind it. *Facilitated by Terry Carlisle, The Ellsworth (ME) American.*

Covering rural issues: Many issues in rural communities are part of broader issues – state, regional or national – that often lack good local sources. This session will explore how to develop ideas, sources and approaches for stories on such issues. *Facilitated by Al Cross & Brad Martin, Institute for Rural Journalism and Community Issues / Hickman County Times.*

Using Social Media/Video in Reporting: Reporting and storytelling in the 21st century require sharp skills using both social media and video. Suggestions for using both, best apps and other tips for incorporating them into your daily routine. *Facilitated by Teresa Walker, The Associated Press.*

Helping your ad staff become marketing specialists: Tips to transform your sales staff to move from being “order takers” to being expert sales and marketing specialists. *Facilitated by Rick Rogers, TownNews.com.*

Selling Against Social Media: We’ve all had customers tell us “print is dead, everything is on-line.” Or, “I use social media to do all my marketing.” This is becoming a common objection to our newspaper products. This session will help you respond to that objection by learning more about some of the finer details, which you might not know about social media. *Facilitated by Chris Rhoades, Enterprise Publishing Co.*

Lessons Learned/Tips & Tricks for Consolidation Management: Jesse Mullen shares his experience building editorial and advertising service hubs and reviews common mistakes, opportunities and possible pitfalls of the consolidation process. *Facilitate by Jesse Mullen, Civitas Media.*

Print isn’t dead! (And what you can do to keep it that way): “Digital first” strategies have so far largely resulted in accelerated print declines and bankruptcy. Print will survive for a very long time. And there is plenty we can do to grow, save and improve print now. Newspapers would be crazy not to invest in print, the source of much of their digital content, subscriber commitments and advertising revenue. *Facilitated by Bill Ostendorf, Creative Circle Media Solutions.*

Newspaper Archiving in the 21st Century: News is the first rough draft of history, and for decades, newspapers have preserved history in bound volumes, stored in their news libraries and morgues. Many pages live on microfilm in libraries and archives all over the country, where they are available to researchers, historians, geneologists, and anyone with an interest in items of historical significance. We tell our legislators that public notices should be kept in newspapers as part of a permanent record. But in the 21st Century digital age, printed newspapers are smaller. More and more newspapers are online. The microfilm industry is also declining. How can the news industry collaborate to archive and preserve this first rough draft of history so it can be available for future generations? This flash session will explore digital realities and brainstorm solutions. *Facilitated by Teri Saylor, Open Water Communications.*

MAXIMIZING DELIVERY: Lessons from the USPS Kaizen projects with NNA papers: This session will share tips on using Flats Trays (tubs), Hubs, proper container labeling, getting best transportation trips, and other lessons from the successful NNA/USPS training session in DC. *Facilitated by Max Heath, NNA Postal Consultant.*

How to Move Things in Washington! Think you can't change Washington? Sometimes you are exactly the one who can. Being at the right place at the right time, with the excellent support of briefings from NNA may make you the game changer. Learn how the NNA Summit works and why it will be the experience of a lifetime. Join us and tell us how you want to change Washington! *Facilitated by Tonda F. Rush, NNA Director, Public Policy.*

Around the Legal World in 30 Minutes: This will be a fast-paced overview of key legal issues, including the Department of Labor's new Rule on overtime, which goes into effect on December 1, 2016; independent contractor issues involving both newspaper carriers and freelance writers and photographers; and social media issues. *Facilitated by Michael Zinser, The Zinser Law Firm, P.C.*

The Value of Full-Service Intelligent Mail Barcodes for Service Measurement, *Facilitated by Brad Hill, Interlink*

High School Journalism Mentoring: This session will focus on efforts in which Duncan and his staff have undertaken to create and interest in "community journalism" in small town America, to help draw better attention to returning home and working as a part of a community newspaper team. It will detail how the paper mentors our school districts, working with students, teachers and administration within in their respective curriculum's to make small town newspapers more attractive as a career choice. *Facilitated by Tory Duncan, Clay County News.*