

EDUCATION STARTS HERE

2017 NNA Convention & Trade Show Speakers



Thursday, October 5
12:30 pm–1:30 pm

I Can Get Sued for That?! Waltery Insurance Brokers' Libel Workshop

Speaker: Jay Ward Brown, Levine Sullivan Koch & Schulz, LLP
12:30 pm–1:30 pm, Thursday, October 5, 2017



To endure and succeed in today's increasingly global business, publishers must keep pace with evolving technology, marketplace demands, competitors, and a changing legal landscape. Complicating the picture further is an expanding litany of media liability exposures ranging from defamation, invasion of privacy, and emotional distress to copyright infringement, trademark infringement, misappropriation, and advertising errors and omissions — any of which can result in a calamitous lawsuit, from any number of sources.

Jay Ward Brown will describe your potential exposure points and how to avoid them.

Attorney Jay Ward Brown helped found LSKS in 1997 and currently serves as the firm's Managing Partner. He 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.

Sponsored by Waltery Insurance, who, for attending, will give you a 5 percent discount on The National Newspaper Association's MediaGuard Errors and Omissions Liability Insurance for Publishers by Chubb.

Thursday, October 5
3:30 pm–4:45 pm

Solutions Start Here!

Moderator: Robert Williams, The Blackshear Times
3:30 pm–4:45 pm, Thursday, October 5, 2017



To make this session even more attractive, there will be a \$100 cash drawing immediately following this session! You must be present to attend.



In just a few minutes you could find the perfect idea to increase your circulation or revenue!

Debuting this year is an exciting way to learn how NNA Exhibitors and their clients partnered to design and implement projects using products and/or services that increased circulation or revenue at a community newspaper. In short power presentations you'll see the results, hear the details, and then meet them in their booths.

Solutions Start Here! is a bonus session with potential return on investment that makes it worthwhile to arrive in Tulsa on Thursday afternoon.

Robert Williams is editor and publisher of The Blackshear Times. He has moderated NNA's popular Great Ideas Exchange many times.

Friday, October 6

Opening Breakfast: Flag Ceremony, Presidential Welcome, Keynote Presentation, and Awards

7:25 am–9:30 am, Friday, October 6, 2017

Keynote: Think BIG and Deliver Results

Speaker: Jason Taylor, GateHouse Media Western Division



Small market publications across the country are thinking big and delivering results. Yours can, too. Jason Taylor is well-known for his inspirational and motivational presentations, as well as his case studies that support his many actionable points. Taylor will share success stories you can duplicate and describe how to influence your organization's culture to make a measurable difference.

Jason Taylor is President of GateHouse Media Western U.S. Publishing Division and President of GateHouse Live and Virtual Events at GateHouse Media.

Friday, October 6
10:30 am–11:30 am

Maximizing your Video Resources and Revenue

Speaker: Mike Strain, Tulsa World

10:30 am–11:30 am, Friday, October 6, 2017



Video has become a new revenue source, but there are questions to address: What distribution platforms should I use to maximize my revenue? What equipment do I need? What type of training is necessary for staff? Strain will explore those questions and more.

Mike Strain is managing editor of the Tulsa World. He has worked closely in the development of the World's video initiative, which has grown in five years from a few videos a month to more than a thousand annually. His work has been wide ranging from decisions regarding use of resources to hands-on training of reporters using their phone to shoot, edit and upload video.

Strain will also facilitate a Video How-To hands-on training session at 11:15 am, Saturday.

The Infinity Newsroom

Speaker: Chris Day, Bartlesville Examiner-Enterprise

10:30 am–11:30 am, Friday, October 6, 2017



Chris Day says your newspaper can go to infinity and beyond. He will describe how to leverage your finite newsroom resources with school partnerships, sister newspapers, press association internships, and nonprofit public journalism projects.

Chris Day is editor of the Bartlesville (OK) Examiner-Enterprise. He has worked in small and large newsrooms in six states during a 37-year journalism career. He received his journalism degree from Oklahoma State University in 1980.

Driving Readers with Page Design

Speaker: Bill Ostendorf, Creative Circle Media Solutions

10:30 am–11:30 am, Friday, October 6, 2017



Design still drives how our readers get our content — and often whether it is seen as compelling or even understandable. Ostendorf says that design is what makes or breaks content, yet too many papers have lost the edge when it comes to design. He predicts that dull, non-visual pages will only hasten print's demise. Ostendorf will describe both basic and high-level tips that can improve design, ensuring continued sustainability for your newspaper.

Bill Ostendorf has worked with dozens of newspapers to redesign their classified sections, launch classified ad websites, and guide them on rates and strategy. He has redesigned over 600 newspapers and magazines and leads workshops around the world. Ostendorf created a web-based classified front end solution and his firm designed a full line of digital software platforms to power newspaper web sites.

Strategies to Boost Advertising Sales Via Print and Digital

Speaker: Ryan Dohrn, 360 Ad Sales Training

10:30 am–11:30 am, Friday, October 6, 2017



Now, more than ever, advertisers are fleeing from print to Google Ad Words, Facebook, and other online only digital ad opportunities. Using detailed facts and statistics Dohrn will describe how you can prove that print media is alive, well and still very much needed. He will explain why most advertisers think that digital is the cheaper alternative when it really is not, how to enhance your conversations about your digital products, and how to create a multi-media, or bundled, opportunity that advertisers will respond to.

Ryan Dohrn is the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System. His 25-year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Newspapers, Disney/ABC TV, and The NY Times Company. He is an Emmy Award winner, business book author, and has been featured in USA Today and on Forbes.com. Dohrn currently works with over 75 media companies and their related sales and management teams.

Hot Topics: Roundtable Discussion with Answers

10:30 am–11:30 am, Friday, October 6, 2017

Leverage the expertise and experience of your peers during a hot topic discussion. When you arrive in Tulsa we will collect a list of your most pressing concerns, choose the most mentioned, and open tables for interested participants to talk it through.

Friday, October 6

1:45 pm–2:30 pm

In Pursuit of a Sustainable Business Model: 2017 Audience Strategies

Speaker: John Murray, News Media Alliance

1:45 pm–2:30 pm, Friday, October 6, 2017



While economics of the news media industry continue to evolve, success in audience development remains foundational. Murray will explore changes in consumer's media choices, the relative strength of the news media, possible paths to long term financial viability, and the strategies and tactics necessary to position your businesses successfully.

John Murray is an expert on newspaper circulation and readership. At News Media Alliance he is responsible for the marketing support for audience and circulation executives and facilitating discussions around key issues facing the industry. He follows industry trends and collects examples of today's best practices in newspaper readership, audience and circulation marketing, subscriber retention and acquisition, and telemarketing compliance. He is an author and researcher, most recently looking at newspapers that have experienced success in changing times.

Top Do's (and Don'ts) for Buying & Selling Community Newspapers

Speakers: Julie Bergman, senior associate, W.B. Grimes and Company | Gary Borders, senior associate, W.B. Grimes & Company

1:45 pm–2:30 pm, Friday, October 6, 2017



Session description TBA.

Julie Bergman heads up the Midwest Region for W.B. Grimes & Company. Julie has been a newspaper publisher for 30+ years and is co-owner of Page 1 Publications, a group of four community newspapers in Northwestern Minnesota with her husband.

Julie is a Past President of the Minnesota Newspaper Association as well as the Minnesota Newspaper Foundation. She is also Minnesota State Chair for the National Newspaper Association and serves on the Publisher's Auxiliary Committee. In 2016 Julie and her husband, Rollin, were awarded the Al McIntosh Distinguished Service to Journalism award, the highest honor given by the Minnesota Newspaper Association.

Julie has been a consultant and trainer in technology issues for newspapers of all sizes in the Upper Midwest and Canada. She is also a frequent lecturer for the Community Newspaper Editors and Publishers Leadership program in Minnesota and at the national level. Throughout her career, Julie has been honored with state and national awards in all aspects of the newspaper business. In 2013 she received Emma C. McKinney Award, the highest honor given to a woman publisher by the National Newspaper Association. She was also named Outstanding Alumni of her high school in Minnesota in 2013. She resides in East Grand Forks, Minnesota, with her husband Rollin.

Borders' bio TBA.

How to Choose Profitable Digital Products

Speaker: Patrick Bingle, SPARK Digital Sales Group

1:45 pm–2:30 pm, Friday, October 6, 2017



Bingle will describe digital products and which have the highest potential profit margins.

Patrick Bingle has over 30 years of sales and leadership experience in the digital media and newspaper industry. He was the Interactive Media Director at a daily newspaper in western Pennsylvania prior to starting the first newspaper website, www.timesonline.com, in 1995. He played a key role in the development and implementation of the Calkins Media corporate interactive media strategic plan which grew from a one-person operation to a fully staffed digital media company. Bingle was an internet consultant for TownNews.com where he was named Internet Consultant of the Year four times and ultimately promoted to a sales director position. He is a founding member of SPARK Digital Sales Group.

Successful Strategies to Turn Smartphone Use into Revenue

Speaker: Rick Rogers, TownNews.com

1:45 pm–2:30 pm, Friday, October 6, 2017



With 81 percent of Americans now owning a smartphone, and spending an average of five hours a day using it, incorporating new mobile initiatives into your product strategy is more important than ever. Rogers will focus on the changing mobile landscape and opportunities for publishers to generate new digital revenue. He will describe new mobile trends, changes in technology such as ad-blocking software, features designed to increase audience engagement, and opportunities for creating synergy with your print and digital initiatives. Rogers will present examples and case studies from publishers across the U.S. who have launched successful mobile projects, and discuss their respective markets and monetization strategies.

Rick Rogers is vice-president of TownNews.com, a content management system software and digital services for the newspaper industry. Prior to joining TownNews.com, Rogers served in a variety of roles within several newspapers companies, including GateHouse Media, American Consolidated Media, and Liberty Group Publishing.

This session is presented at 1:45 and at 3:30, Friday.

Why Classifieds Could be the Next Big Thing in Revenue

Speaker: Bill Ostendorf, Creative Circle Media Solutions

1:45 pm–2:30 pm, Friday, October 6, 2017

Classifieds are a great ad form. In fact, they may be the best ad form and, surprisingly, a key to renewed revenue growth. Ostendorf will share best practices, innovative ideas, and proprietary national research that has helped newspapers salvage their classified ad franchises.

See Ostendorf bio above.

Friday, October 6

3:30 pm–4:30 pm

Social Media's Impact on the Future of Newspapers

Speaker: John Winn Miller, Friends2Follow

3:30 pm–4:30 pm, Friday, October 6, 2017



Social media is taking a larger share of advertising revenue from newspapers every year. Miller will discuss strategies for how media companies can adapt to the constantly changing landscape with new products and ideas.

John Winn Miller is chief strategy officer of Friends2Follow, which helps more than 350 media companies earn new revenue by streaming their advertisers' social media. Previously he was an award-winning investigative reporter, foreign correspondent, editor and publisher. He has worked for The Associated Press, the Wall Street Journal/Europe, and several large-market daily newspapers. He served on The Associated Press board of directors and has twice been a

Pulitzer Prize juror.

USPS: Newspaper Forward Thinking

Speaker: Robert Cintron, United States Postal Service

3:30 pm–4:30 pm, Friday, October 6, 2017



Mr. Cintron will discuss key issues for our newspapers, including unlidDED flat trays, newspaper visibility and manual vs. automation.

Robert Cintron is vice president of Network Operations for the United States Postal Service. He began his postal career 31 years ago as a clerk in Rochester, New York and has held many positions from senior plant manager to VP of Enterprise Analytics, where he was responsible for innovations in technologies and tracking systems. Today he oversees the Postal Service's distribution network, including overall network design; policies and programs for processing sites; logistics required to move the mail; and maintenance policies and programs that support the network.

Writing amazing sales emails. 10 Tips to get an open ended reply

Speaker: Ryan Dohrn, 360 Ad Sales Training
3:30 pm–4:30 pm, Friday, October 6, 2017

Selling via email has become part of our daily sales lives. While we would all prefer face-to-face selling, like it or not, email is how business is now done every day. Sales expert Ryan Dohrn will share 10 sales email tips to increase opens, reads and replies. From prospecting, to re-engaging silent clients, to increasing internal communications, this is tactical and practical advice you can use in your sales life, or in your sales team, right away. Ryan will share tested and proven email techniques like subject lines, email structure, and wording, to drive an emotional response. Come ready to learn, grow, and then go to your in-box with new sales strategies for success.

See Dorhn bio above.

Successful Strategies to Turn Smartphone Use into Revenue

Speaker: Rick Rogers, TownNews.com
3:30 pm–4:30 pm, Friday, October 6, 2017

With 81 percent of Americans now owning a smartphone, and spending an average of five hours a day using it, incorporating new mobile initiatives into your product strategy is more important than ever. Rogers will focus on the changing mobile landscape and opportunities for publishers to generate new digital revenue. He will describe new mobile trends, changes in technology such as ad-blocking software, features designed to increase audience engagement, and opportunities for creating synergy with your print and digital initiatives. Rogers will present examples and case studies from publishers across the U.S. who have launched successful mobile projects and discuss their respective markets and monetization strategies.

This session is presented at 1:45 and at 3:30, Friday. See Rogers bio above.

Mind your Niches!

Speaker: Bill Ostendorf, Creative Circle Media Solutions
3:30 pm–4:30 pm, Friday, October 6, 2017

Bill Ostendorf has helped launch dozens of niche products for newspapers - from websites to newspaper sections to magazines. He will offer key ingredients for successful niche products and some hot prospects he thinks newspapers should be going after. Pay attention; if you don't mind your niches, someone else will!

See Ostendorf bio above.

Saturday, October 7
9:55 am–11:15 am

Great Ideas Exchange

Moderator: Robert Williams, The Blackshear Times
9:55 am–11:15 am, Saturday, October 7, 2017

Bring a great idea. Take a great idea. In either case, you're likely to leave with more than one way to increase your circulation, your revenue, and/or your community goodwill.

See Williams bio above.

Saturday, October 7
11:15 am–Noon

Video Use How-To: an Experiential Session

Speaker: Mike Strain, Tulsa World
11:15 am–Noon, Saturday, October 7, 2017

Bring your smart phone and Mike Strain will give you tips on shooting and editing video, and then offer support as you take a turn at it.

Mike Strain will present Maximizing your Video Resources and Revenue at 10:30, Friday. See Strain bio above.



Circulation Great Idea Workshop

Speaker: TBA

11:15 am–Noon, Saturday, October 7, 2017

TBA

Community Event Great Idea Workshop: Senior Expo

Speaker: Peggy Scott, Leader Publications

11:15 am–Noon, Saturday, October 7, 2017



Our newspaper holds four Senior Expos each year. Each event is supported/promoted with an edition of our senior magazine, Grand Times, which is inserted in the newspaper. All exhibitors MUST purchase an ad in the magazine and also pay for a booth at the event. We provide a fun morning of activities, free coffee and doughnuts, speakers, free bingo, a live band and a door-busting crowd. It's fun and many of our vendors return for all four events each year. Also, the Senior Expos bring in an extra \$60,000 to \$70,000 in added revenue each year.