



## Keynote



**Lt. Col. (Ret.) Brian Birdwell** is a native Texan, decorated military veteran, survivor of the 9/11 terrorist attack on the Pentagon, husband, father and lifelong conservative Republican representing the citizens of Texas State Senate District 22. A native of Fort Worth and a graduate of Lamar University, Command & General Staff College and the University of Missouri-Kansas City, Birdwell served in the U.S. Army for more than 20 years. He was first elected to the Texas Senate in a June

2010 special election and was re-elected in November 2010 and again in November 2012. Birdwell serves as the vice-chair of the Senate Committee on Veteran Affairs & Military Installations and is a member of the Senate Committees on Higher Education, Economic Development and Government Organization. In January 2012, he was appointed by Lt. Gov. David Dewhurst to serve a four-year term on the Sunset Advisory Commission. Birdwell and his wife, Mel, reside in Granbury, TX. They operate Face the Fire Ministries, a non-profit assisting and encouraging critical burn survivors and wounded servicemen and women.

## 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 rankings, two years running as first place. The Antelope Valley Press serves the suburban California communities of Lancaster and Palmdale in northern Los Angeles County and east Kern County. The newspaper covers a Connecticut-sized area of high desert in southern California that is home to Edwards Air Force Base, where the space shuttle landed. During Anderson's 35-year news career, he has worked for UPI in Washington for the AP in Los Angeles and the Antelope Valley Press, which is Southern California's remaining, independent family-owned newspaper. Anderson is an Army Cold War veteran who embedded as Valley Press editor with the California National Guard during the first phase of the Iraq War. He is a Knight Journalism Fellow from the University of Maryland.



**Terry Carlisle** is general manager of Ellsworth (ME) American Inc., which publishes two weeklies, the 163-year-old American and, since 2001, the Mount Desert Islander. She is a past board member of the New England News and Press Association and president of the Maine Press Association.



**David Bordewyk** has been general manager of the South Dakota Newspaper Association since 1996. Before that, he worked as a reporter, editor and advertising sales rep for various weekly and daily newspapers and was editor of a magazine serving the community banking industry. In 2011, Bordewyk became a member of the NNA board of directors, representing the Newspaper Association Managers.



**Donnis Baggett** is executive vice president of the Texas Press Association. He leads TPA's governmental affairs program, focusing on protecting open records, open meetings and public notice at all levels of government. Baggett is a native of Livingston, TX, and is a graduate of Stephen F. Austin State University in Nacogdoches. Before joining the TPA in 2012, he worked for 40 years at newspapers in Livingston, Longview, Dallas, Bryan-College Station and Waco, serving in positions ranging from reporter to editor to publisher. Baggett is a past president of the Texas Daily Newspaper Association and the Dallas Press Club and has served on the board of the Freedom of Information Foundation of Texas. He currently serves on the boards of the Washington-on-the-Brazos State Park Association and the Texas Bison Association.



**Jeff David** has been owner/publisher of the Livingston Parish News since 1977. The Livingston Parish News is an award-winning, twice-weekly newspaper in Denham Springs, LA. David has served on the boards and as president of his state press association and of NNA. He also publishes a companion weekly shopper, The Livingston Parish Dispatch, and a monthly specialty publication, The Antiques Gazette. He graduated from Louisiana State University and LSU Law School. He is a member of the Phi Kappa Phi honor society, the Louisiana Law Review and the Order of the Coif. He maintains his license to practice law in Louisiana. During his 37 years as a publisher, the News has received more than 500 awards for journalistic excellence at the state and national level, and it has been awarded the designation of best newspaper of its size in Louisiana 25 times.



### Concurrent Session Leaders



**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. In 1989, he was named to the Postal Service Mailer's Technical Advisory Committee representing NNA and is also on the national Periodical Operations Advisory Committee and the rule-making Periodicals Advisory Group. Heath received the NNA President's Award in 1989 and 1997, Ambassador Award in 1992, the 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 groups as part of NNA's outreach to the industry.



**Lindsay Jacaman** is general manager of The Dallas Morning News, where she leads a team that creates best-in-class digital marketing strategies for local, regional and enterprise level clients. In this role, she serves as chief revenue officer of Speakeasy, a social media and content marketing agency. Jacaman helped launch Speakeasy, a joint venture between The Dallas Morning News and Slingshot, one of the largest independent advertising agencies in the Southwest, in September 2012 and continues to lead their business development efforts. Jacaman also serves as group publisher of FD, the largest local luxury publication in the market. Prior to this role, Jacaman was the multimedia sales director for The Wall Street Journal in the Southwest. Jacaman is active in the advertising industry and in her community. She was president of the Dallas Ad League (now AAF Dallas) for its 2009-10 board year. In addition to the time spent in the industry, Jacaman is currently on the board of the Dallas Children's Advocacy in Dallas County.



**Mike Leary** has been editor of the San Antonio Express-News since August 2012, joining the paper shortly after a team he led as investigations editor at the Philadelphia Inquirer won the 2012 Pulitzer Prize for public service. This year, his Express-News staff has won national awards for photography in the Pictures of the Year International competition and reporting in the American Bar Association's Silver Gavel contest. Both were for work on the series, "Twice Betrayed," which described sexual

abuse in the military. Leary is a third-generation newspaperman with deep roots in community journalism. Before arriving in San Antonio, Leary spent 33 years at The Inquirer as a reporter, was a national correspondent based in Houston, a foreign correspondent based in London and worked in various editing positions. He was the paper's managing editor from 2007-2011. He also spent seven years at the Baltimore Sun, where he was the national editor and metro editor. He has reported on or directed coverage of many major stories, including the fall of communism in Eastern Europe in 1989.



**Laura Lee Prather** is a partner in the Litigation Practice Group in the Austin office of Haynes and Boone LLP. Prather focuses her practice on First Amendment, intellectual property, media and entertainment litigation and appeals. She has significant government relations experience as an advocate at the Texas Legislature on First Amendment and open government concerns. Prather advises an extensive array of content providers, including online and traditional newspapers, magazines, radio and broadcasters, cable TV stations, production companies and music and sports entities. She regularly wins early dismissal and summary judgment of cases—oftentimes without the expense of discovery. For this, she was recognized in 2011 as a BTI Client Service All-Star. Prather was the lead author and negotiator for the three most significant pieces of First Amendment legislation in recent history in Texas—the reporters' privilege, the anti-SLAPP statute and the Defamation Mitigation Act. Through her efforts, Prather formed and led the coalitions in support of all three of these measures, making Texas the 37th state to pass a reporters' privilege, the 28th state to adopt an anti-SLAPP statute and the 32nd state to enact a retraction statute. All three laws are designed to promote and protect free speech rights in Texas. In 2011, Prather was named by The American Lawyer as one of the best young female lawyers in the nation. In addition, Prather is the first woman to receive Texas Daily Newspaper Association's Legacy Award and has been named Texas Association of Broadcasters' Associate of the Year.



**Bradley L. Thompson II** is a native and current resident of Ann Arbor, MI. Thompson attended Eastern Michigan University. He is also an alumnus of the University of Michigan, having completed the executive development program at the Business School in 2002. In 1984, after working at Burroughs Corp. as a system analyst for five years, he went to work at the Detroit Legal News Co. In 1991, he was named publisher. In 1995, Thompson became president and CEO of the corporation.



## Concurrent Session Leaders

Thompson was named chairman of the company in 2004. He is the fifth generation of his family to lead the publicly traded company. The Detroit Legal News Co. publishes 10 newspapers in Michigan. Thompson is a past chair of Printing Industries of Michigan and currently serves as second vice chair of the Printing Industries of America. He currently serves as chair of the Government Affairs and Labor Policy Committees of PIA. He is a past president of the American Court and Commercial Newspaper Association and currently serves as a director of the Michigan Press Association and president of the Public Notice Resource Center in Washington. Thompson also serves as vice-chair of the Clements Library at the University of Michigan.



**Stephen Urquhart** is an American politician from Utah. A Republican, he has been a member of the Utah State Senate representing Utah's 29th Senate district in Washington County since 2009. Before that, he served in the Utah House of Representatives from 2001 to 2009. He has also served as a board member for the Dixie Regional Medical Center, St. George Art Around the Corner and St. George Community Center. He currently sits on the following committees: Appropriations Higher Education

Subcommittee (chair), Public Education Subcommittee, Senate Education Committee Senate Judiciary, Law Enforcement and Criminal Justice Committee. Urquhart received his Juris Doctorate from Brigham Young University and his bachelor's degree in Biology from Williams College. He is a lawyer by profession and lives in St. George, UT.



**Phillip Vega** is the publisher of the Sierra Vista Herald/Bisbee Daily Review, a daily newspaper serving southeastern Arizona. A native of Kansas, he's a graduate of Kansas State University with a degree in journalism and mass communications. In 1996, he came to Sierra Vista as the newspaper's general manager, and he was named publisher in 2003. Previously, he was the managing editor for the Junction City (KS) Daily Union. He then joined Wick Communications as managing editor at the Roanoke Rapids (NC) Herald. In 2011, the Herald/Review was named Newspaper of the Year in its circulation category by the Arizona Newspapers Association. The Inland Press Association honored the newspaper with its community leadership award in that same year for its coverage of a 30,000-acre fire.



## Community Building Symposium



**Marcus Funk** is an assistant professor of mass communication at Sam Houston State University in Huntsville, TX. He has been in and out of community newsrooms for years, working as a legislature correspondent, local government reporter, editor and freelancer for a variety of newspapers in north and central Texas. His research focuses on community and niche media, imagined community and sports coverage. He earned his doctorate from the University of Texas at Austin School of Journalism and a B.A. from Trinity University in San Antonio.



**Jennifer Greer** is interim dean of the College of Communication & Information Sciences at the University of Alabama. She's taught journalism courses, including writing, reporting and digital media, at Alabama, the University of Nevada and the University of Florida for more than 20 years. She also served as executive director of UA's Knight Fellowship in Community Journalism for two years, working in conjunction with The Anniston (AL) Star. Greer researches online news delivery, media effects, and sport and gender issues. She serves on the editorial boards of several of the field's leading research journals. Greer worked for The Kansas City Star as a business reporter and was managing editor of The Gainesville (FL) Sun's first online edition. She earned bachelor's degrees in journalism and political science from the University of Missouri, a master's degree in political science from the University of Kansas and a doctorate in mass communication from the University of Florida.



**Jock Lauterer** (B.A. Journalism/Geography, UNC-Chapel Hill, 1967) is a lecturer in journalism and founding director of the Carolina Community Media Project at the University of North Carolina at Chapel Hill School of Journalism and Mass Communication, where he also teaches community journalism and photojournalism. Prior to returning to his alma mater in 2001, he created and ran the photojournalism program for 10 years at Penn State, where he was an associate professor. He has 15 years journalistic experience as co-founder, publisher and editor of two newspapers, the McDowell Express in Marion, NC, and the Daily Courier in Forest City, NC. Before coming to Penn State, he taught photojournalism for three years at the University of North Carolina at Chapel Hill. Subsequently, he designed the journalism program at Brevard College (NC), where

he was also in charge of the college news bureau, publications and public relations. Lauterer is the author of six books. He writes weekly photo-commentary for the Carrboro Citizen and occasionally for Publishers' Auxiliary. Lauterer was also the 1998 winner of the National Geographic Magazine Faculty Fellowship, the 2004 winner of Ed Vick Prize for Innovation in Teaching, the 2005 winner of Bryan Prize for Public Service at the UNC-CH School of Journalism and Mass Communication, and the 2007 winner of UNC's inaugural Faculty Engaged Scholars award.



**Meg McGuire** became executive director of the Community Reporting Alliance in March 2014. She has more than 25 years experience in local news, ranging from her first job as a freelancer with a weekly paper in Westchester, NY, to her first full-time journalism job as associate editor of a weekly in Stamford, CT, to managing editor of the Times Herald-Record, a mid-size daily newspaper in Middletown, NY. McGuire has had moments of triumph with awards won and justice served, but there have been moments of despair with newsrooms downsized and good people she had to let go. McGuire was also RIF'd (Reduction in Force) about five years ago, so she knows first-hand about the cataclysmic changes that are happening in the news business.



**Sandra "Sam" Robinson, Ph.D.**, is an assistant professor of journalism and digital media at California State University at Monterey Bay. Robinson grew up on a small farm in southeast Kansas. She owned and operated a small weekly newspaper in Kansas for five years. Her academic research combines her two interests of farming and community media. She currently is conducting a study of newspaper coverage of agriculture in California and the top agriculture counties in the U.S. She is also an active journalist, frequently writing about agriculture issues for the Midwest Center for Investigative Reporting.



**Landon Woodroof** is a second-year graduate student at the University of Missouri School of Journalism in Columbia, MO. Over the past year, he has researched local coverage of municipal elections in several Missouri towns. As a reporter for the Columbia Missourian, the school's daily paper, he has covered a cornhusking competition, pipe organ repair and historical reenactments, among other events.