



Preliminary
Program

Show Me
The Future Of
Newspapers

Join NNA For The
**129th Annual Convention
& Trade Show**
Saint Charles
Convention Center
Saint Charles, Missouri
October 1-3, 2015

Wednesday, Sept. 30, 2015

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

Thursday, Oct. 1, 2015

9 a.m. – Noon **NNA Board of Directors Meeting**

Noon – 7 p.m. **NNA Registration Desk Open**

1 p.m. – 1:30 p.m. **BENEFITS UNIVERSITY, Session 1**

Employers: Beware of potential pitfalls created by new plan document reporting requirements under the Affordable Care Act. Learn about easy ways to comply with ACA employer reporting obligations of which you may not even be aware. Non-compliance can result in big fines.

1:30 p.m. – 2 p.m. **BENEFITS UNIVERSITY, Session 2**

Employee Benefits—Beyond Health Insurance. Attract and retain the best employees with inexpensive new group life, disability and dental benefits for NNA members.

2 p.m. – 4 p.m. **Exhibit Hall Sneak Preview & Refreshments**

Join the exhibitors for refreshments and casual conversation with old friends in the exhibit hall as the exhibitors unveil their products and services for newspapers. The hall is open to all to browse and enjoy. Tickets and badges are not required.

2:30 p.m. – 3:30 p.m. **NNAF Board Meeting**

3:30 p.m. – 4:45 p.m. **Libel Insurance Workshop**

Want to save some money on your libel insurance? All who attend this workshop will receive a 5 percent discount on their NNA libel insurance policy.

Hosted by Waltery Insurance.

5 p.m. – 7:30 p.m. **Welcome Reception in the Exhibit Hall**

(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.

Members of the Missouri Press Association will greet you and invite you to “Have a Drink on Us,” which MPA is sponsoring during this fun and lively trade show event.

Friday, Oct. 2, 2015

7:30 a.m. – 9:30 a.m. **Opening Breakfast and**

Flag Ceremony (ticketed event)

Invited: Mayor Sally A. Faith

Keynote: Acclaimed writer Ron Powers shares the hometown of Samuel Clemens, otherwise known as Mark Twain, and has written about Clemens' life in a 720-page biography, “Mark Twain: A Life,” which won the 2005 National Book Critics Circle Award. Powers will offer thoughts about the American political and cultural scene from Clemens' viewpoint. His presentation will be, “Sam Clemens Got Me My Job. He Got You Yours, Too.”

Breakfast sponsored by AMG | Parade

9:30 a.m. – 2 p.m. **The Exhibit Hall will be open for 4 hours.**

Roundtable Discussion Sessions 1 and 2 will take place in the Junior Ballroom. Entry is through the Exhibit Hall.

9:30 a.m. – 11 a.m. **Exhibit Hall Coffee Break**

Flash Sessions are designed to give publishers an opportunity to share their insights and experiences on revenue, circulation, newsgathering and advertising topics. Discussions will be led by senior publishers, as well as other experts.

Flash Sessions 1 & 2 begin at 11 a.m. and 11:35 a.m.

1. Open Meetings/Open Records Law: What are the barriers to government transparency you would like to see changed, and how can you drive change?

2. Covering Tough Stories: How can you successfully cover stories that are politically delicate or difficult to document or dangerous?

3. Dissecting Effective Editorials: What are the essential elements of influential editorials, and how do you handle the conflicts that can occur?

4. Diversify Digital Revenue with Google Consumer Surveys: Since June 2014, the Columbia Missourian has been experi-

menting with Google Consumer Surveys (GCS) as a supplement to its digital pay model. This discussion will revolve around the Missourian's experience implementing GCS, as well as its effect on readership, advertising and most notably, the Missourian's bottom line.

5. Creating Inexpensive Consumer and Readership Surveys Internally

6. Motivate Your Sales Team! It's crucial that you get your compensation plan right—not only to ensure your reps are motivated, but to ensure they're motivated around the right activities that are truly going to move the right needle for your business.

7. Selling Public Notice and Getting the Public's Attention

8. Succession Planning.

9. Spurring Innovation at Community Newspapers

10. Top 12 Low-Cost Ways To Grow Paid Circulation. Learn tricks of the trade to grow paid circulation at lowest cost, including sampling, mailers to former subscribers, requested sample cards, etc., while hearing others' success stories.

11. How Can We Fight Ad Tax Legislation?

12. What's On Your Mind: Bring your own topic for an open discussion of successes and opportunities in community newspapers.

12:15 p.m. – 1:15 p.m. **Exhibit Hall Lunch**

Full registrations and those with a ticket can enjoy the light lunch that will be served in the hall.

Lunch Sponsored By Waltery Insurance Brokers

12:45 p.m. – 1:30 p.m. **Membership and State Chair Meeting**

All who are interested in NNA's contribution to the world of community newspapers are invited to this briefing.

1:15 p.m. – 2 p.m. **Postal Committee Meeting**

Interested in efforts the U.S. Postal Service is making to handle rural mail? Max Heath and Tonda Rush will provide a brief overview.

2 p.m. – 2:45 p.m. **General Session**

According to Matt Waite, drone journalism is illegal AND coming soon! He says right now, it's extremely difficult for a news organization to use a small drone to do journalism. But that's going to change in a matter of months. Waite is a professor of practice at the College of Journalism and Mass Communications, University of Nebraska, Lincoln, NE.

2 p.m. – 4 p.m. **NAM Meeting**

Flash Sessions 3 & 4 begin at 2:45 p.m. and 3:20 p.m.

1. Mining Your Newspaper Archives for Print and eBooks

2. How Can You Use Big Data To Sell More Digital Advertising?

3. Building your Facebook Audience and Monetizing Facebook

4. Whom Do You Trust? Let's explore the connection between the Three R's—readability, reliability and readership levels—and the flawless grammar that can help your newspaper thrive.

5. Have a Question About Your Drone? Let's Talk.

6. Newspaper Magazines, Specialty Publications and Content.

7. Using Niche Publications. Please bring examples of your niche publications and be ready to share information about your sales, revenue and production time, from start to finish.

8. Can Contests Increase Circulation?

9. Save Steps, Save Money in the Newsroom. How can you streamline your editorial workflow? Paul Mrozinski, Sales Director, Newscycle, Bloomington, Minnesota

10. How Can We Fight Ad Tax Legislation?

11. What's On Your Mind? Bring your own topic for an open discussion of successes and opportunities in community newspapers.

4:15 p.m. – 9 p.m. **Extravaganza**

At 4:15, the first bus will leave the Embassy Suites Hotel to transport you to Grant's Farm. You will enjoy a tram ride through the 281-acre Deer Park to the Tier Garten area, where we will have dinner, sample Anheuser-Busch products, and tour the Historic Carriage House and Stable in the Bauernhof. One of the famous Clydesdale horses will spend some time with us, so be sure to bring your camera.

Saturday, Oct. 3, 2015

8:30 a.m. – 10:45 a.m. **Awards Breakfast**

You won! Let's celebrate your outstanding work by having breakfast together and announcing the awards during this lively session. Come see the winners of the Better Newspaper Editorial Contest, the Better Newspaper Advertising Contest and the Newspaper And Education awards.

10 a.m. – 10:45 a.m. **General Session**

Michael Bush, president of Future Tense Services, Sherrills Ford, NC, will discuss the ins and outs of dealing with media buyers. And Sen. Roy Blunt will speak on postal issues.

Flash Sessions 5 & 6 will begin at 11 a.m. and 11:35 a.m.

1. Mining Your Newspaper Archives for Print and eBooks.

2. Using Facebook and Other Social Media to Build an Audience and How To Use That Audience.

3. Drawing Recent Graduates to Community Newspapers.

4. How To Cover Rural Issues That Have a Local Impact but Few Good Local Sources.

5. How to Put Your Best Foot Forward and Not Your Mouth.

6. Best Practices in Business Reporting.

7. Time Is Money. Save Time with Postal eDoc.

8. How Can We Fight Ad Tax Legislation?

9. What's On Your Mind: Bring your own topic for an open discussion of successes and opportunities in community newspapers.

12:15 – 2:30 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, John Edgecombe Jr., Edgecombe, Publishing Inc., Geneva, NE, will pass the presidential gavel to John (Chip) Hutcheson, The Times Leader, Princeton, KY.

2:45 p.m. – 4:15 p.m. **Great Idea Exchange**

Bring your great ideas along with SAMPLES to share with the crowd. 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 at least one copy of your great idea if you plan to share with your peers. Many will want samples, so please bring all you can fit into your suitcase. Moderated by Robert M. Williams Jr., Southfire Newspaper Group, Blackshear, GA

5 p.m. – 8 p.m. Arrange with the bellman to take the **hotel shuttle to the St. Charles Old Town area** for a relaxing evening on your own. Enjoy the many restaurants, and then call the hotel for a pickup later in the evening.

Join NNA
in St. Charles
NNA's 129th
Annual
Convention
And Trade
Show

Register online at www.nnaweb.org/convention or contact Carol Pierce at 703-237-9802

Preliminary Program

NNA's 129th Annual Convention And Trade Show

Show Me the Future of Newspapers!



Photo courtesy of Grant's Farm.



John and Jo Ann Edgcombe, NNA's 'First Couple,' invite you to the Embassy Suites in St. Charles, MO.

Who

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

What

NNA's 129th 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 will be filled with suppliers who are ready to demonstrate cutting-edge technology available to community newspapers.

Why

Count on building relationships with your peers and suppliers, check out the latest goods and services and learn new ways to be successful in the community newspaper profession. NNA's annual conferences bring together community newspaper publishers from across the country to share their best ideas. Publishers can count on productive conversations with their peers as they share insights and ideas to propel community newspapers to reach their business goals.

Where

The headquarters hotel is the Embassy Suites in St. Charles, MO. All meetings and the trade show events will take place at the St. Charles Convention Center that is attached to the Embassy Suites.

When

Oct. 1-3

Register before the Sept. 9 Early Bird deadline to save \$50.

How

Register online: www.nnaweb.org/convention

For more information: 703-237-9802 or send your questions to carol@nna.org.

Hotel

Embassy Suites & Convention Center
One Convention Center Plaza
St. Charles, MO 63303

Call: 636-946-5544

Or make reservations on NNA's website
www.nnaweb.org/convention

Mention the National Newspaper Association to qualify for the NNA group rate of \$139 for a single/double room.

The cutoff date for this room rate is Sept. 9, 2015.

Trade Show & Sponsorships

Contact Wendy MacDonald

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