



NEWSPAPERS

Leading the Way **IN OUR COMMUNITIES**

Annual Convention & Trade Show | MKE | Oct 3-5, 2019

Agenda

Wednesday, Oct. 2

Time: 1–4 p.m.

Event: *NNA Board of Directors Meeting*

Room: Louis/Henry

Thursday, Oct. 3

Time: 10 a.m.–NOON

Event: *Wisconsin Newspaper Association Board of Director's Meeting*

Room: Empire/Richard/Charles

Time: 1–4 p.m.

Event: *WNA/NNA Leadership Summit*

Room: Imperial Ballroom

Industry leaders will explore what it takes for a community newspaper to succeed — financially and as a public asset.

Facilitators:

Marty Kaiser, University of Maryland Capital News Service at the Philip Merrill College of Journalism, College Park, Maryland, and **Cheryl Carpenter**, The Poynter Institute, St. Petersburg, Florida

Panelists:

- **Jay Dickerson**, The Galena (Illinois) Gazette
- **Jeff Patterson**, Adams Publishing Group Media, Central Division, Minneapolis, Minnesota
- **Scott Stanford**, Fort Wayne (Indiana) Newspapers
- **Jeanne Straus**, Pike County Courier, Chester, New York

Sponsored by the Wisconsin Newspaper Association

Time: 2–4 p.m.

Event: *Ice Cream Social in the Exhibit Hall*

Room: Grand Ballroom

Ice cream. Toppings. Friends. Exhibitors. Enjoy it all!

Time: 2:30–3:30 p.m.

Event: *NNAF Board of Directors Meeting*

Room: Richard/Charles

Time: 4:15–5:30 p.m.

Event: *Solutions Start Here!*

Room: Imperial Ballroom

Moderator: Jody Hanson, Forum Communications, Alexandria, Minnesota NNA Exhibitors return again to describe the projects they designed and implemented 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.

Sponsored by: Maps.com

Time: 5:30 – 7:30 p.m. (Ticketed Event)

Event: *Opening Reception & Trade Show Ribbon-Cutting Ceremony*

Room: Imperial Ballroom

Visit with our exhibitors and learn what they are showcasing at this year's trade show, while earning chances to win great prizes.

Sponsored by: Editor & Publisher

"Have a Drink on Us" sponsored by: Modulist



Friday, Oct. 4

Time: 7:45 a.m.

Event: *Flag Carrier Staging*

Room: Taft

Time: 8–9:30 a.m. (Ticketed Event)

Event: *Opening Breakfast: Flag Ceremony, Presidential Welcome, & Keynote*

Room: Imperial Ballroom

Color Guard: Girl Scouts of Wisconsin Southeast

Presiding: National Newspaper Association President Andrew Johnson, Dodge County Pioneer, Mayville, Wisconsin

Keynote: Cue the bugles

Speaker: Jackie Spinner, Associate Professor, Columbia College Chicago

U.S. Fulbright Scholar Jackie Spinner will describe ways to make community newspapers relevant and issue a call for collaboration to fight the disruption in our industry. Spinner is a photojournalist, a journalism professor and a former Washington Post correspondent. She is currently editor of Gateway Journalism Review and a Publisher's Auxiliary columnist.

Opening Breakfast sponsored by Interlink



Time: 9:45–10:30 a.m.

Event: *Walterry Insurance Brokers' Libel Workshop: The libel perils of publishing a print and/or online newspaper*
Imperial Ballroom

Room: Thomas G. Cronin, Gordon Rees Scully Mansukhani, Chicago, Illinois

Speaker: *Sponsored by: Walterry Insurance Brokers, who, for attending, will give you a 5% discount on The National Newspaper Association's MediaGuard Errors and Omissions Liability Insurance for Publishers by Chubb.*

Time: 10:30–11 a.m.

Event: *Coffee Break in the Trade Show*

Location: Grand Ballroom

Exhibitors are waiting for you. Grab a drink and visit a few more booths.

Sponsored by: Guarantee Digital

Events **Flash Sessions** are 30 minutes each. This year's topics focus on four areas identified by NNA members: circulation, sales, design and editorial. There are also sessions on legal, digital, administration, postal and outreach topics.

Flash sessions sponsored by the Southwest Ledger, Elgin, OK

Breakout Sessions are one hour and take a more in-depth look at each topic.

Time: 11–11:30 a.m.

Event: Breakout Session

Room: Louis/Richard/Charles

How to grow circulation with minimal expense, part 1

(Part 2 is 11:35 a.m.–12:05 p.m.)

Facilitated by JJ Francais, Southwest Ledger, Elgin, OK

Time: 11–11:30 a.m.

Event: Flash Sessions

Room: Kennedy/Roosevelt

■ **Table 1: *Driving website traffic*** (not repeated)

Facilitated by Thad Swiderski, eType, Austin, Texas

■ **Table 2: *USPS online: save time, money and subscribers*** (not repeated)

Facilitated by Brad Hill, Interlink, Berrien Springs, Michigan

■ **Table 3: *Increasing audience engagement*** (Repeated at 3:05-3:35)

Facilitated by TBD

Time: 11–11:30 a.m.

Event: Flash Sessions

Room: Taft/McKinley

■ **Table 1: *Reduce expenses without losing staff*** (not repeated)

Facilitated by Tony Smithson, The Janesville (Wisconsin) Gazette

■ **Table 2: *Selling against social*** (not repeated)

Facilitated by Robb Hicks, Buffalo (Wyoming) Bulletin

■ **Table 3: *Best practices for better photos*** (not repeated)

Facilitated by Jackie Spinner, Columbia College Chicago (Illinois)

Time: 11:35 a.m.–12:05 p.m.

Event: Breakout Session

Room: Louis/Richard/Charles

How to grow circulation with minimal expense, part 2

(Part 1 is 11–11:30 a.m.)

Facilitated by JJ Francais, Southwest Ledger, Elgin, OK

Time: 11:35 a.m.–12:05 p.m.

Event: Flash Sessions

Room: Kennedy/Roosevelt

■ **Table 1: *Community newspapers as the watchdog*** (not repeated)

Facilitated by Susan Robinson, UWM School of Journalism and Mass Communications, Madison, Wisconsin

■ **Table 2: *Better reporting, writing, and content for readers*** (Repeated at 2:05–2:35 p.m.)

Facilitated by Jim Angell, Ace Copy Editing, Cheyenne, WY

■ **Table 3: *Attracting Young Stars to Community Newspapers*** (not repeated)

Facilitated by Joe Coughlin, 22nd Century Media, Orland Park, Illinois

Time: 11:35 a.m.–12:05 p.m.

Event: Flash Sessions

Room: Taft/McKinley

■ **Table 1: *New ways to engage high school students in local news and civic responsibility*** (not repeated)

Facilitated by Florian Feucht, Thinking of Habits, Detroit, Michigan

■ **Table 2: *Selling print/digital packages that work in rural markets and how to get your sales team on board*** (Repeated at 1:30–2 p.m.)

Facilitated by TBD

■ **Table 3: *Made you look! How news layout can make a difference*** (not repeated)

Facilitated by Bill Ostendorf, Creative Circle Media Solutions, East Providence, Rhode Island

Time: Noon–1:30 p.m. (Ticketed Event)

Event: Lunch with Exhibitors

Room: Grand Ballroom



Full registrants and those with a ticket may enjoy lunch with the exhibitors in the Grand Ballroom.

Sponsored by: Waltery Insurance Brokers

Time: 1:30–2 p.m.

Event: Breakout Session

Room: Louis/Richard/Charles

Don't become a news desert, part 1 (Part 2 is 2:05–2:35 p.m.)

Facilitated by Nicholas Miller, Neal, Gerber & Eisenberg LLP, Chicago, Illinois

Time: 1:30–2 p.m.

Event: Flash Sessions

Room: Kennedy/Roosevelt

■ **Table 1: Maximizing & monetizing Facebook** (Repeated at 2:05–2:35 p.m.)

Facilitated by JJ Francais, Southwest Ledger, Elgin, Oklahoma

■ **Table 2: ADA Compliance: could you be sued for a website that visually-impaired people cannot read?** (Repeated at 3:05–3:35)

Facilitated by Matt Paxton, The News-Gazette, Lexington, Virginia; Tonda Rush, NNA, Falls Church, Virginia; and Thad Swiderski, eType, Austin, Texas

■ **Table 3: Success with community engagement projects** (Repeated at 2:05–2:35 p.m.)

Facilitated by Joe Coughlin, 22nd Century Media, Orland Park, Illinois

Time: 1:30–2 p.m.

Event: Flash Sessions

Room: Taft/McKinley

■ **Table 1: Editorial pages: connecting and engaging with readers** (not repeated)

Facilitated by Susan Robinson, UWM School of Journalism and Mass Communications, Madison, Wisconsin

■ **Table 2: Selling print/digital packages that work in rural markets and how to get your sales team on board** (Repeated at 11:35 a.m.–12:05 p.m.)

Facilitated by TBD

■ **Table 3: Choosing the right profitable products** (not repeated)

Facilitated by Tony Smithson, The Janesville (Wisconsin) Gazette

Time: 2–3 p.m.

Event: Postal Committee & Government Relations Committee with Legislative Update

Room: Imperial Ballroom

Join NNA's elite Congressional Action Team and be part of the action. All members welcome.

Time: 2–4 p.m.

Event: Newspaper Association Managers Meeting (NAM)

Room: Henry

Time: 2:05–2:35 p.m.

Event: Breakout Session

Room: Louis/Richard/Charles

Don't become a news desert, part 2 (Part 1 is 1:30–2 p.m.)

Facilitated by Nicholas Miller, Neal, Gerber & Eisenberg LLP, Chicago, Illinois

Time: 2:05–2:35 p.m.

Event: Flash Sessions

Room: Kennedy/Roosevelt

■ **Table 1: Maximizing & monetizing Facebook** (Repeated at 1:30–2 p.m.)

Facilitated by JJ Francais, Southwest Ledger, Elgin, OK

■ **Table 2: Better reporting, writing, and content for readers** (Repeated at 11:35 a.m.–12:05 p.m.)

Facilitated by Jim Angell, Ace Copy Editing, Cheyenne, WY

■ **Table 3: What do auto dealers want, and how to give them that with print** (not repeated)

Facilitated by Matt Paxton, The News-Gazette, Lexington, Virginia

Time: 2:05–2:35 p.m.

Event: *Breakout Session*

Room: Taft/McKinley

Earning audience loyalty through design, engagement, and reader experiences, part 1 (Part 2 is 3:05–3:35 p.m.)

Facilitated by John Newby, 360 Media Alliance, Muskogee, Oklahoma

Time: 2:35–3:05 p.m.

Event: *Trade Show Refreshment Break*

Room: Grand Ballroom

This is your last chance to visit exhibitors at their booths. Go for it!

Time: 3:05–3:35 p.m.

Event: *Flash Sessions*

Room: Louis/Richard/Charles

■ **Table 1: *Increasing audience engagement (Repeated at 11-11:30)***

Facilitated by TBD

■ **Table 2: *Discussions with other family-owned newspapers***

Facilitated by Kevin Olson, Jackson Hole (Wyoming) News & Guide

■ **Table 3: *Successes in special sections (not repeated)***

Facilitated by Jay Dickerson, Galena (Illinois) Gazette

Time: 3:05–3:35 p.m.

Event: *Flash Sessions*

Room: Kennedy/Roosevelt

■ **Table 1: *Protecting public notices (not repeated)***

Facilitated by Jim Angell, Ace Copy Editing, Cheyenne, Wyoming

■ **Table 2: *ADA Compliance: could you be sued for a website that visually-impaired people cannot read? (Repeated at 1:30 – 2)***

Facilitated by Matt Paxton, The News-Gazette, Lexington, Virginia; Tonda Rush, NNA, Falls Church, Virginia; and Thad Swiderski, eType, Austin, Texas

■ **Table 3: *Success with community engagement projects (Repeated at 1:30–2 p.m.)***

Facilitated by Joe Coughlin, 22nd Century Media, Orland Park, Illinois

Time: 3:05–3:35 p.m.

Event: *Breakout Session*

Room: Taft/McKinley

Earning audience loyalty through design, engagement, and reader experiences, part 2 (Part 1 is 2:05–2:35 p.m.)

Facilitated by John Newby, 360 Media Alliance, Muskogee, Oklahoma

Time: 3:45–5 p.m.

Event: *Great Ideas Exchange*

Room: Imperial Ballroom

Moderator: Jody Hanson, Forum Communications, Alexandria, Minnesota

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.

Sponsored by: *Metro Creative Graphics*

Time: 6–9 p.m. (Ticketed Event)

Event: *Extravaganza*

Location: The Harley-Davidson Museum, 400 W Canal St



The Harley-Davidson Museum offers a glimpse of American history and culture through the successes and trials of an iconic American company.

You'll enjoy a great meal, have full access to the museum and maybe even get a tattoo!

Walking to H-D: the museum is 1.3 miles from the hotel; maps are available at the NNA registration desk

Bus to H-D: a shuttle will depart from the hotel (Jefferson Street entrance) at approximately 5:45 and 6:15 p.m.

Bus from H-D: a shuttle will depart from the museum at approximately 8:15 and 8:55 p.m.

Sponsored by: *The Newspaper Manager*

Saturday, Oct. 5

Time: 8–11 a.m. (Ticketed Event)

Event: *Closing Breakfast: Better Newspaper Awards; Amos & McKinney Award & NNA Annual Meeting & Gavel Pass*

Room: Imperial Ballroom

Presiding: NNA President Andrew Johnson, Dodge County Pionier, Mayville, Wisconsin

Join us for the annual NNA business meeting followed by a plated breakfast. First, we will honor the best of the best in community newspaper people with the Amos & McKinney Awards. We will then celebrate the winners of the Better Newspaper Editorial Contest and the Better Newspaper Advertising Contest.

Gavel Passing Ceremony sponsored by the Wyoming Press Association

Awards Ceremony sponsored by Leelanau Enterprise, Legacy.com, Oklahoma Press Association



Anfinson

2019 Honorees

Reed Anfinson, Swift County Monitor-News, Benson, Minnesota, will receive the 2019 James O. Amos Award.



Rowell

Susan Rowell, The Lancaster (South Carolina) News/Carolina Gateway, will receive the 2019 Emma C. McKinney Award.

Time: 10:45 a.m.

Event: *Meet & Greet the Winners, Photo Op*

Room: Imperial Ballroom

Your chance to congratulate those honored this year with BNC Awards and the Amos Award/McKinney Award.

Time: 11 a.m.

Event: *Adjourn — Thank you for participating! We're already planning your 2020 Annual Convention & Trade Show that will be in Jacksonville, Florida. We look forward to seeing you there.*