

# Join NNA in Phoenix

California papers may attend at NNA member price

*Thriving in the Heat ...*

GRAND CHALLENGES

GRAND OPPORTUNITIES



**127<sup>th</sup>** Annual Convention & Trade Show  
Arizona Grand Resort, Phoenix, AZ **SEPTEMBER 12-15, 2013**

# 127<sup>th</sup> Annual Convention & Trade Show

Arizona Grand Resort, Phoenix, AZ **SEPTEMBER 12-15, 2013**

## Wednesday, Sept. 11, 2013

9 a.m.–Noon **NNA Executive Committee**

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

## Thursday, Sept. 12, 2013

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

1 p.m.–3 p.m. **ANA Board of Directors**

2:30 p.m.–5 p.m. **Newspaper Association Managers Meeting**

### Optional Tours:

1 p.m.–4:30 p.m. **Desert Botanical Gardens**

Tour limited to first 50 guests. Cost: \$50 per person.

2:00 p.m.–4:00 p.m. **Cronkite School of Journalism Tour**

Transportation fee will apply based on number of participants

5 p.m.–7:30 p.m. **Welcome Reception in the Exhibit Hall** (ticketed event)

Join us for an evening of cocktails and light fare. Arriving late? No problem—join us in the exhibit hall at the Arizona Grand Resort. Registration will remain open until 7 p.m. Browse this showcase of new and innovative resources for your newspaper. There will be some great prizes and fun.

## Friday, Sept. 13, 2013

8 a.m.–10 a.m. **Opening Breakfast and Flag Ceremony** (ticketed event)

**Invited Special Guests: Gov. Jan Brewer & Mayor Greg Stanton**

**Keynote: Growing your community newspaper by understanding how readers consume news** Community newspapers play an incredibly important role in building communities. They connect all the vibrant parts of the community to each other in meaningful ways. So why aren't more people reading your newspaper? Why are many newspapers experiencing dramatic declines in readers? What can editors and publishers do to reverse this downward trend? Rob Curley, deputy editor of local news at the Orange County Register, believes many newspapers have overlooked or abandoned what makes their paper so special—and better than any other media. Curley will offer insights from his experience completely re-imagining 20-plus community newspapers at the Register, and describe how newsrooms of any size can adapt their strategies around how people consume news to become more relevant and essential to readers. Rob Curley, The Orange County Register, Santa Ana, CA

Breakfast sponsored by **Publishing Group of America**.

10 a.m.–11 a.m. **Exhibit Hall Coffee Break**

10:15 a.m.–11:15 a.m. **Postal & Government Relations**

### Committees Meeting

11:15 a.m.–12:15 p.m. **Concurrent Sessions**

#### • Pitfalls and Pratfalls: Current Legal Problems and How to Avoid Them

From reader comments posted on the website to the sale of high school sports photographs, and from the police blotter to coverage of local development controversies, newspapers continue to confront potentially serious legal issues every week. At this interactive (bring your questions) session, we will discuss real cases that illustrate common traps for the unwary—and how to avoid these traps in the first place. Jay Ward Brown, Levine Sullivan Koch & Schulz, LLP, Washington, DC

Attendees will receive a 5 percent discount on their NNA libel insurance policy for attending this session. Hosted by Waltery Insurance Brokers

#### • Affordable Health Care Act and Your Small Business

This new act gives small businesses several options for providing health insurance benefits to their employees. In this session you will hear five ways the law may interface with your small business. Herb K. Schultz, US Department HHS, Region IX, San Francisco, CA

#### • Community Building Symposium — Local newspaper coverage of important community issues

— *The EMT of Multimedia: How to Revive Your Newspaper's Future*

— Teri Finneman, University of Missouri, Columbia, MO.

— *Shared views: Social capital, community ties and Instagram* — Leslie-Jean Thornton, Ph.D., Cronkite School of Journalism & Mass Communication, Arizona State University, Phoenix, AZ

12:15 p.m.–2:15 p.m. **Lunch with the Exhibitors** (Lunch ticketed)

Join us in the exhibit hall for your last opportunity to visit with the companies showcasing their latest and greatest products and services. A light lunch will be available (ticket required for lunch buffet). Lunch sponsored by **Waltery Insurance Brokers**.

1 p.m.–2 p.m. **NNA Foundation Board of Directors' Meeting**

2:15 p.m.–3:15 p.m. **Concurrent Sessions**

#### • Growing Classifieds in 2014, a Month by Month Strategy

Learn how to increase revenue from specific print/online programs for community newspapers. Hear how just a few simple redesigns can double your revenues, attract more real estate display, employment and service ads and the best free ways to promote your classifieds in your marketplace. Janet DeGeorge, Classified Executive Training, Phoenix, AZ

#### • Investigative Journalism Today: Doing More with Less

Shrinking newsrooms and depleted budgets are forcing investigative reporters to do more with less. The Arizona Center for Investigative Reporting leads a diverse panel of Arizona's best Investigative journalists in a discussion of techniques and tips they use to be successful in their Investigations. Moderator: Andrew Long, Arizona Center for Investigative Reporting, Phoenix, AZ. Panelists: Monica Alonzo, Phoenix (AZ) New Times, Craig Harris, Arizona Republic, Phoenix, Brandon Quester, Arizona Center for Investigative Reporting, Lauren Gilger, ABC15 News, Phoenix, AZ.

#### • Community Building Symposium — Building on community newspaper strengths to connect with your community

— *The Georgetown Conference, Rural Redefined: Leveraging the collective power of community newspapers to rethink rural Atlantic Canada* — Paul MacNeill, Island Press Limited, Montague, PE, and H. Wade MacLauchlan, University of Prince Edward Island

— *Job Satisfaction at Community Newspapers: Perceptions and Attitudes Among Women* — Tracy Lucht, Greenlee School of Journalism and Communication, Iowa State University, Ames, IA

3:30 p.m.–4:30 p.m. **Concurrent Sessions**

#### • Postal Breaking News

This session will share the latest postal issues for newspapers such as Intelligent Mail barcode requirement, how to cope with plant closings and service-standard changes, and rules change allowing electronic subscriptions to be counted on postal circulation statements, rules change allowing simplified address mail on city routes, possible end of six-day delivery, mandatory address locations, SOX, DUO (attend to understand these strange acronyms and how they may affect you. Handout package to keep for reference. Max Heath, postal consultant, Shelbyville, KY

#### • Looking to the Future of Paid Journalism

Metered subscriptions and paywalls. Brooke Christofferson, Arizona Republic, Phoenix, AZ, Christian Ramirez, Wick Communications. Additional panelists to be announced.

#### • Community Building Symposium—Tapping into a new generation of journalists to connect with your community

— *Pop-Up Newsroom: Collaborative Journalism with the Millennial Generation* — Melissa Wall, Department of Journalism, California State University, Northridge, CA

— *Extension Journalism: Teaching students the real world and bringing a new type of journalism to a small town* — Al Cross, Institute for Rural Journalism and Community Issues, University of Kentucky, Lexington

4:30 p.m.–5:30 p.m. **Membership Committee and State Chair Meeting**

4:30 p.m.–5:30 p.m. **Concurrent Sessions**

#### • I'm Okay You're Okay...But How About Your Design?

Ed takes a look at your pages and offers his comments, criticisms and witticisms—but mostly suggestions on how you can improve the look of your newspaper. It's fun, it's "fundamental," and it's a valuable

learning experience you won't forget. Ed Henninger, Henninger Consulting, Rock Hill, SC

4:30 p.m.–6 p.m. **Publishing Your Newspaper Under Difficult Situations**

The Joplin community was dealt a devastating blow when it was struck by a deadly tornado on May 22, 2011. During the entire aftermath of this catastrophe, The Joplin Globe staff continued to provide up-to-date coverage, despite the fact that half the staff suffered destruction of their homes and the loss of one co-worker. Hear how the staff carried on its work and managed to get the next day's newspaper out only an hour late. This session will begin with the showing of a documentary film. We encourage attendees who have met similar challenges to share a few minutes of their story. Carol Stark, Joplin (MO) Globe. Sponsored by the **Missouri Press Association**.

7:00 p.m.–10:00 p.m. **Extravaganza, Arizona Grand Waterpark** (ticketed event)

Let's have some fun as we gather with old friends and new for music, dinner and drinks pool side at Oasis Water Park on the Arizona Grand Resort property. The park was voted one of the top 10 water parks in the country by the Travel Channel. The wave pool will be operational if you wish to enjoy.

## Saturday, Sept. 14, 2013

8:30 a.m.–10 a.m. **800-pound Gorilla**

Some of the best community newspapermen and women working today discuss how they built and how they maintain a vital product. Join us and take some insight home with you! Moderated by Tom Mullen, The Philipsburg Mail, Philipsburg, MT. Panelists: Cheryl Kaechele, Allegan County News, Allegan, MI; Dennis Anderson, Antelope Valley Press, Palmdale, CA; William Tubbs, North Scott Press, Eldridge, IA; and Martha Aszhenazy, San Fernando Valley Sun, San Fernando, CA

10:15 a.m.–11:45 a.m. **Great Idea Exchange**

Join us for the most popular program at convention where you and your peers share your great ideas. This session will pay for your registration! If you have a great idea to share, be sure to bring along a copy to leave behind for NNA's Great Idea Database. Moderated by Robert M. Williams Jr., Southfire Newspaper Group, Blackshear, GA

Noon-2:15 p.m. — Noon **Business Meeting & Amos, McKinney and Phillips Awards Luncheon** (Lunch ticketed)

Join us for the annual NNA Business meeting followed by a ticketed lunch. During 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, Merle Baranczyk will pass the presidential gavel to Robert M. Williams Jr.

2:30 p.m.–3:30 p.m. **The Next Generation of Consumers**

A fear in the newspaper industry is that today's young people won't grow into the next generation of readers. Where do they seek news and information (if they go anywhere at all)? Newspapers need to be well positioned to offer the most comprehensive package of local news and features on whatever delivery system "end users" want it in. Moderated by: Steve Elliott, Walter Cronkite School of Journalism and Mass Communications, Phoenix, AZ; Panel: Retha Hill, Walter Cronkite School of Journalism, along with a panel of new generation consumers.

3:30 p.m.–4:45 p.m. **A Toast to the Winners Awards Ceremony** (ticketed event)

Toast your newspaper's achievements and join in the celebration as we present the awards in all of NNA's newspaper contests. Enjoy a complimentary glass of cheer and light munchies. Cash bar available.

Toast sponsored by Southern Lithoplate, NIE Contest sponsored by KidsvilleNews

5 p.m.–10 p.m. **Explore Old Town Scottsdale**

Round trip shuttle to Old Town Scottsdale to enjoy shopping and dinner. Transportation Fee \$18 per person.

5:15 p.m.–7:30 p.m. **Arizona Newspaper Association Awards Reception**

## Sunday, Sept. 15, 2013

### Optional Tour:

8 a.m.–4 p.m. **Red Rocks of Sedona**

Limited to first 50 who register. Additional Fee \$75 per person.



Photo courtesy of the Arizona Grand Resort



Mary and Merle Baranczyk, NNA's 'First Couple,' invite you to the Arizona Grand Resort

## Who

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

## What

NNA's 127th 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 with more than 25 suppliers will be at your fingertips with cutting edge technology.

## When

Enjoy one of two optional tours on Thursday, Sept. 12. The festivities start that evening at the Arizona Grand Resort with the welcome reception. Educational Sessions are all day on Friday, Sept. 13 & Saturday Sept. 14. Sunday Sept. 15 is departure day or we are offering an optional all-day tour to the Red Rocks of Sedona.

## Where

Join us in The Valley of the Sun—Phoenix, AZ. The Arizona Grand Resort is an all-suite AAA Four-Diamond property, situated on the

doorstep of 17,000 acres of South Mountain Preserve, the largest municipal park in the world and the most visited hiking destination in the state. It is conveniently located just six miles from Phoenix's Sky Harbor International Airport, and features a variety of exciting amenities that put you in a world beyond, including: a challenging 18-hole golf course, 7-acre private resort water park which will be the location of this year's Friday night Extravaganza, 20,000 square-foot athletic club, full-service spa and salon (offering attendees a 10% discount on services), and casual dining at one of six on-site restaurants.

## How

**Register online:** [www.nnaweb.org](http://www.nnaweb.org) (See NNA Events)

**For more information:** 573-777-4980

## Hotel

Arizona Grand Resort, 8000 S. Arizona Grand Parkway, Phoenix, AZ 85044.

Call 1-877-800-4888 to make your hotel reservations at the single/double rate of \$149 before the **NNA block is released on Aug. 9, 2013**. NNA's website [www.nnaweb.org](http://www.nnaweb.org)

# Optional Tours



## Walter Cronkite School of Journalism and Mass Communication Tour

Sept. 12, 2 p.m.-4 p.m.

The Cronkite School, at Arizona State University, is widely considered one of the best journalism schools in the country. Its state-of-the-art facility in the heart of downtown Phoenix opened in 2008 and is home to about 1,400 students who study broadcast, digital and print journalism and public relations. The building features the most sophisticated technology found anywhere and includes 14 digital newsrooms and computer labs, two TV studios, 280 digital student workstations, a 150-person theater and an open forum. The six-story, \$7.5 million building also houses Arizona's public television station, Eight-KAET-TV. **Cost:** Transportation based on number of participants.

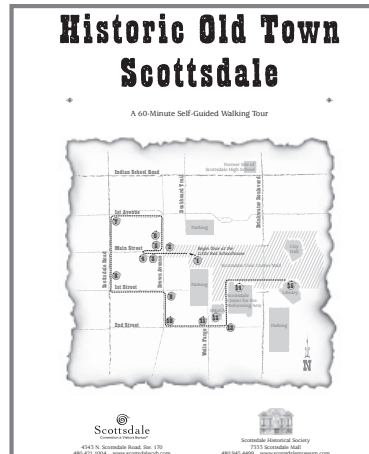


Photo courtesy of the Phoenix Convention Bureau

## Botanical Garden Tour

Sept. 12, 1 p.m.-4:30 p.m.

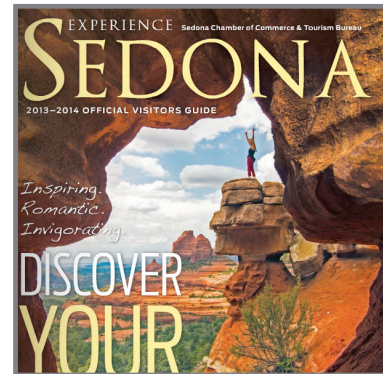
Take the Garden's main trail on this hour-long tour and learn the unique characteristics of desert plants from around the world. The loop trail features outstanding displays and exhibits including the Sybil B. Harrington Cactus and Succulent Galleries. The tour will focus on desert plant biology where you can explore the great diversity of form, texture, and color found in this wondrous array of cacti and succulents from around the world. You will have time to browse the lovely gift shop. **Cost:** \$50 per person



## Old Town Scottsdale

Sept. 14, 5 p.m.-10 p.m.

You can't visit Arizona and not visit Old Town Scottsdale. Saturday is an evening to enjoy on your own, so we are providing a shuttle service from the Arizona Grand for your convenience. The Shuttle will have two drop off points: Fashion Square Mall & Waterfront and Old Town. Buses will depart the Arizona Grand every 30 minutes until 7 p.m. Buses will depart Scottsdale every 30 minutes until 10 p.m. Departure times are on a first come first served basis. (Taxi fare one way from Old Town to Arizona Grand is approximately \$25) **Cost:** \$18 per person



## Day Tour-Red Rocks of Sedona

Sept. 15, 8 a.m.-4 p.m.

Known worldwide for its brilliant red rock mountains, breathtaking scenery and quaint artisan shops and galleries, Sedona is a must see destination for visitors to Arizona. During your two-hour drive north, you will travel through diverse terrain of the Sonoran Desert, Verde Valley and Camp Verde before arriving in Sedona. Along the way your guide will provide interesting narration about the area. In Sedona you will see the famous rock formations for which Sedona is famous: Snoopy Rock, Bell Rock, Chapel Rock, Submarine Rock and others. You will have time on the tour to have lunch on your own, and explore the galleries and shops of Main Street and Tiaquepaque. Tour is limited to 50. **Cost:** \$75 per person.