



Training Sessions of the 138th Annual Convention & Trade Show

Check back for regular updates

Wednesday, Sept. 25

SPECIAL PRE-CONVENTION WORKSHOP

10:30 a.m.-4:30 p.m. **Interlink User Workshop** – *Brad Hill, CEO, Interlink, Berrien Springs, Michigan*

Calling all Interlink users! An exclusive workshop for Interlink circulation users. Subscribers will get answers to their most frequently asked questions, learn how to maximize tools using best practices and receive an introduction to an all-new online service. Those interested in attending can register when signing up for the convention.

Thursday, Sept. 26

11:30 a.m.-12:30 p.m. **PANEL: State of the First Amendment in America** – moderated by *NNA Public Policy Manager Lisa McGraw*; Panel: *Eric Meyer, Marion (Kansas) County Record*; *NNA legal counsel Tonda Rush*; *NNA Chair John Galer, The Journal-News, Hillsboro, Illinois*; *NNA Foundation President Mike Fishman, Citizen Tribune, Morristown, Tennessee (invited)*; and *NNAF Past President Reed Anfinson, Swift County Monitor News, Benson, Minnesota (invited)*.

In August 2023, The Marion County Record in Kansas made headlines after a search and seizure by the local police brought First Amendment rights to the forefront. Was this legal? Were appropriate legal steps taken? In this session, we will hear from Eric Meyer, and have the opportunity to ask questions about this situation and repercussions for the future of local journalism.

12:40-1:10 p.m. **FLASH SESSIONS** Block #1-5

Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in:

- *Table 1: Admin*
- *Table 2: Advertising*
- *Table 3: Circulation*
- *Table 4: Digital*
- *Table 5: Editorial*

1. **ADMIN: TBA** – *Speaker TBA, newspaper, city, state*
Description
2. **ADVERTISING: Selling Total Audience** – *Thad Swiderski, president, eType Services, Austin, Texas*

The future of the newspaper business in rural America is dependent on newspapers ability to transition to digital formats. Despite this, newspaper sales professionals have struggled to understand and sell digital ads. This hands-on seminar helps publishers and sales representatives understand how to sell your total audience. This session includes the basics of digital advertising and how to position a digital audience to advertisers. Participants will leave the session with “the pitch” that they can take home and discuss with advertisers.

3. **CIRCULATION: TBA** – *Speaker TBA, newspaper, city, state*
Description
4. **DIGITAL: TBA** – *Speaker TBA, newspaper, city, state*
Description
5. **EDITORIAL: TBA** – *Speaker TBA, newspaper, city, state*
Description

3:30-4:30 p.m. **Solutions Start Here** – *moderated by Robin Smith, ASK-CRM, Knoxville, Tennessee*

An exchange that provides three (3)-minute time slots for newspaper partners & exhibitors to share examples of their products and/or services being used to increase circulation and/or revenue.

Friday, Sept. 27

8:30-9:30 a.m. **Opening Ceremony**

9:45-10:45 a.m. **Libel Workshop with Walterry** – *Jay Bender, Baker, Ravenel, & Bender in Columbia, South Carolina*

Longtime South Carolina Press Association general counsel, Jey Bender of Baker, Ravenel, & Bender in Columbia, South Carolina, is a retired media law professor in the journalism and law schools at the University of South Carolina — where he holds the Reid H. Montgomery Freedom of Information Chair. Attendees won't want to miss his tips and tricks for reporters and editors to avoid claims of libel and invasion of privacy. Attendees will also receive a field manual.

11:40 a.m.- 12:10 p.m. **FLASH SESSIONS** Block #6-10

Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in:

- *Table 1: Admin*
- *Table 2: Advertising*
- *Table 3: Circulation*
- *Table 4: Digital*
- *Table 5: Editorial*

1. **ADMIN: Raising “Significant” New Revenue + Promoting News Literacy** – *Vicki Whiting, president, editor and founder of Kid Scoop News, Nebraska Press Association Executive Director Dennis DeRossett, and North Dakota Press Association Executive Director Cecile Wehrman*

North Dakota and Nebraska Press Association leaders report how they gained significant new revenue by partnering with a monthly 24-page literacy publication, Kid Scoop News. Participants will learn how the partnerships attracted hundreds of thousands of dollars in additional revenue for local newspapers and associated printing companies and how the Kid Scoop News team supported the effort. The partnerships boost youth literacy and educate young readers on the power of local journalism.

2. **ADVERTISING: Opportunities with Robert M. Williams Jr.** – *Robert M. Williams Jr., director of creative resources, NNA, Blackshear, Georgia*

NNA's Great Idea man himself, Robert M. Williams Jr., will host this small-group session where he will look over copies of your newspaper for opportunities. Williams is a longtime community newspaper publisher. He was NNA president in 2013-14 and is now available for consultation on how to create more revenue and help you deal with inevitable newspaper issues.

3. **CIRCULATION: TBA** – *Speaker TBA, newspaper, city, state*

(continued)

4. **DIGITAL: Measure What Matters** – *Kaylee Minnick, manager of data & analytics, Swanson Russell, Lincoln, Nebraska*

Amidst an ever growing glut of available data, how does one cut to the numbers that matter? Not every datapoint is important. This session will look at ways of determining key performance indicators and emphasize the importance of initiating data analysis and maintaining a consistent review schedule to effectively incorporate insights into your operation's deadline-drive workflow. Specifically, we will delve into methods for tracking and analyzing essential online metrics, deciphering user preferences, and seamlessly integrating findings into story logs and advertising.

5. **EDITORIAL: TBA** – *Speaker TBA, newspaper, city, state*

1:50-2:20 p.m. **FLASH SESSIONS** Block #11-15 TBA

2:25-2:55 p.m. **FLASH SESSIONS** Block #16-20 TBA

3:30-4:30 p.m. **BREAKOUT SESSION** TBA — *Speaker TBA, newspaper, city, state*

4:30-5:30 p.m. **Great Idea Exchange** — *Robert M. Williams Jr., director of creative resources, NNA, Blackshear Georgia*

Results that pay off your event registration, members have said in past years. Led by longtime publisher and NNA Past President Robert M. Williams Jr. of Blackshear, Georgia, members will share their top advertising, circulation and good-will ideas that have succeeded for them — some projects are new and many are evergreen.

Session Leaders, A-Z

Jay Bender

Jay Bender is an attorney, of counsel, at Baker, Ravenel, & Bender in Columbia, South Carolina. Since joining the firm in 1975, Bender has built one of the southeast's most respected media law practices. Longtime South Carolina Press Association general counsel, Bender is a retired media law professor in the journalism and law schools at the University of South Carolina where he holds the Reid H. Montgomery Freedom of Information Chair.

Brad Hill

Brad Hill is CEO at Interlink and one of NNA's representatives on USPS' Mailer's Technical Advisory Committee. Email: brad@ilsw.com

Kaylee Minnick

Kaylee Minnick, manager of data & analytics, has been with Swanson Russell in Lincoln, Nebraska, since 2016. She's a graduate of the University of Nebraska-Lincoln with a Bachelor of Journalism, Advertising/PR degree; and a Bachelor of Science in Business Administration, Marketing degree. Having grown up in the weekly newspaper industry working with her parents at a young age, she knows the importance of community newspapers. Today, she not only collects and analyzes digital data but has found opportunities to prove the relevancy of print in the media mix for her clients, using online data to support offline content.

Thad Swiderski

President and Founder of eType Services, Thad Swiderski is a career newspaper professional with 38 years in the Newspaper industry. First at a metro daily and later at a start-up chain of daily papers, he helped innovate the consolidated production environment that papers are using today. Thad founded eType Services in 2010 to bring digital services to community newspapers. eType Services is a leading provider of e-edition/Web/Mobile and digital products for the community newspaper industry. eType Services has over 700 clients in 42 states and is a member of NNA and many state and regional press associations.

Robert M. Williams Jr.

Leading the Great Idea Exchange is Robert M. Williams Jr., longtime community newspaper publisher from Blackshear, Georgia. He was NNA president in 2013-14 and is now acting as NNA director of creative resources, moderating the Great Idea Exchange – revenue ideas shared among NNA members. He is available for consultation on how to create more revenue, help you deal with inevitable newspaper issues or be a sympathetic ear for NNA members looking for an experienced publisher to listen. Email him at robert@nna.org or call at (912) 281-5438 from 10 a.m -3 p.m. ET, Monday-Friday.